



NAFB Trade Talk Exhibitor FAQs

Trade Talk Questions

What comes with a Trade Talk booth?

All NAFB Trade Talk booths measure 10' deep by 8' wide. Each booth rental includes one identification sign, a draped 8' high back wall, and two draped 3' high side dividers. Furniture/equipment is ordered and paid for directly through Fern Expo Company by the exhibitor.

How do I order furniture/equipment for a Trade Talk booth?

Furniture/equipment is ordered and paid for directly through Fern Expo Company. Shortly after Labor Day, exhibitor kits are sent to the individual listed as the primary contact for each company's booth in its Trade Talk paperwork.

Exhibitors are responsible for arranging the delivery and removal of their equipment and/or display materials to and from the exhibit hall.

If you have not received your exhibitor kit link or need to change your primary contact, please contact NAFB Director of Industry Engagement at cccunningham@nafb.com.

When does Trade Talk exhibit installation and removal take place?

Exhibitor installation will begin at Noon, Wednesday, November 18, 2026. All exhibits must be fully installed by 6:30 a.m., Thursday, November 19.

Exhibits must remain intact until the official close of show at 1:30 p.m., Thursday, November 19, 2026 and must be dismantled and removed no later than 2 p.m.

I have questions about submitting topics and spokespeople for the NAFB Trade Talk Guide. Who do I contact?

Please contact NAFB Director of Industry Engagement at ccunningham@nafb.com for all queries regarding the NAFB Trade Talk Guide.

How may I best prepare my spokespeople for NAFB Trade Talk?

Trade Talk is a unique media event! Here are [suggestions for a successful Trade Talk](#).

Registration Questions

As a sponsor, I receive complimentary registrations. How do I redeem them?

The individual listed as the primary contact for each sponsor's Trade Talk booth will receive an email from tradetalk@nafb.com with a unique URL and complimentary code(s) to utilize your complimentary registrations. Please note all individuals staffing a Trade Talk booth need to be pre-registered.

If the primary contact for your booth has not received this email, please contact Cindy Cunningham at ccunningham@nafb.com.

If the primary contact for your booth has changed, please contact Cindy.

When I click the Convention registration link, I am asked to log in or register to view the form. How can I access the form?

If you already have a profile on NAFB.com, please click the link to log in and provide the login information requested.

If you do not have a profile on NAFB.com, you will need to create a login account at NAFB.com before you can register for Convention. From nafb.com, click on Log In tab, click on the Create New Account tab, and fill in the required information. Once you are logged in, go to the Events tab, choose NAFB Convention, and click on the registration link to register.

If you continue to experience issues, please reach out to NAFB Convention Registrar Mary Reder. She can be reached via email at mary@nafb.com or by calling the NAFB office at (816) 431-4032.

I'm having trouble registering or have a question about registration. Who do I contact?

NAFB Convention Registrar Mary Reder would be happy to assist you. She can be reached via email at mary@nafb.com or by calling the NAFB office at (816) 431-4032.

I need to change a registration I previously made for a Trade Talk spokesperson. Who do I contact?

Personnel changes can be made through Tuesday, November 4 2025, at no cost by contacting NAFB Convention Registrar Mary Reder. She can be reached via email at mary@nafb.com or by calling the NAFB office at (816) 431-4032.

Hotel Questions

I am having trouble booking my hotel room through the [NAFB room block link](#) or have a question about the room block. Who do I contact?

NAFB Director of Industry Engagement would be happy to assist you. She can be reached via email at ccunningham@nafb.com or by calling the NAFB office at (816) 431-4032, extension 103.

I prefer to call the Westin to book my room. What is the direct line to do this?

Please call (816) 391-4421 and request the National Association of Farm Broadcasting block to reserve your room at the group rate.

Other Questions

I have a question that was not answered here. Who do I contact?

NAFB Director of Industry Engagement would be happy to assist you. She can be reached via email at ccunningham@nafb.com or by calling the NAFB office at (816) 431-4032.

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