



NOVEMBER 11-14, 2025

Orange County Convention Center, West Hall A

ORLANDO, FL | DEMASHOW.COM

international exhibitor **VIRTUAL ORIENTATION**



Housekeeping



This meeting will be recorded

If you prefer not to be on camera, feel free to keep it off.

Questions & Participation

Raise your hand or use the chat to ask questions or share feedback.

Technical issues?

Try leaving and rejoining the meeting. You can also message the host in the chat for help.

DEMA Team



Tom Ingram
President & CEO



Nicole Russel
Vice President of
Operations



Colleen Vasquez
Vice President of
Finance



Rachelle Reimers
Communications and
Publications Chief



Alicia Vasquez
Membership
Manager



The EXPO Group

DEEP CONNECTIONS
ENDLESS POSSIBILITIES

The EXPO Group



Customs Broker

- To avoid delays and ensure smooth customs release and delivery, it is best to work with the show appointed Customs Broker PIBL.

Payments

- All payments must be made in U.S. dollars—ensure your method of payment works in the U.S.

Order Early

- Order well in advance to avoid any delays with delivery onsite.

Customized Support

- International exhibitors are tagged in our system for a more customized approach to specific service.

The EXPO Group



Exhibitors will log in to the Exhibitor Portal

The screenshot shows the 'Exhibitor Dashboard' login interface. At the top is the 'DEMA SHOW 2015' logo. Below it is the title 'Exhibitor Dashboard'. The main section is a white box with a 'Sign In' heading. It contains an 'Email Address' label and a text input field. Below the input field is a checkbox labeled 'I'm not a robot' next to a reCAPTCHA logo and the text 'reCAPTCHA Privacy - Terms'. At the bottom of the white box is a red 'Continue' button.

DEEP CONNECTIONS
ENDLESS POSSIBILITIES

The EXPO Group

When exhibitors click to order services, they will be directed to The Expo Group [landing page](#).

From there, they can:

- Review detailed sections that provide answers to most questions
- Access links to all approved vendors
- Visit the [Quick Facts](#) section for general show details



The Expo Group is pleased to be your exhibit services partner for DEMA Show 2025 occurring November 11-14, 2025 at the Orange County Convention Center.

This page will allow you to view or download forms and information you will need for a successful show in Orlando, FL.

Ordering Info

You have 48 days to receive Order Discounts!

Final Discount Date:
Monday, October 6, 2025

[Order Services](#)

Show Info

DEMA Show 2025
Orange County Convention Center
Orlando, FL

November 11-14, 2025

Important Dates

Discount Deadline
Monday, October 26, 2025

Adv. Warehouse Deadline
Monday, October 13, 2025
Thursday, October 30, 2025
6:00 AM - 3:30 PM
Shippers arriving after October 30, 2025
will be received at the warehouse with an
additional after deadline charge.

Exhibitor Move-In
Saturday, November 15, 2025
6:00 AM - 5:00 PM
By Appointment Only
Sunday, November 16, 2025
6:00 AM - 5:00 PM
Monday, November 18, 2025
6:00 AM - 5:00 PM

Exhibit Hall Hours
Tuesday, November 11, 2025
10:00 AM - 6:00 PM
Wednesday, November 12, 2025
10:00 AM - 6:00 PM
Thursday, November 13, 2025
10:00 AM - 6:00 PM
Friday, November 14, 2025
10:00 AM - 5:00 PM

Exhibitor Move-Out
Friday, November 14, 2025
5:00 PM - 9:00 PM
Saturday, November 15, 2025
6:00 AM - 12:00 PM

Outbound Driver Check-In
Friday, November 14, 2025
3:00 PM - 7:00 PM
Saturday, November 15, 2025
6:00 AM - 10:00 AM

DEMA Show Management Information

The Expo Group Information

- Quick Facts
- Go Green and Promote our Planet!
- Payment Options **required**
- Required Only (NOT asking online)
- Terms and Conditions **required**
- Required Only (NOT asking online)
- Third Party Authorization
- SAC Requirements and Forms

Flooring, Booth Packages, Rental Exhibits and Signs

- Carpet Information Form **required**
- Booth Package Options
- Rental Flooring
- Cleaning Services
- Furniture and Accessories
- Custom Fundraising
- Perspective Booth Exhibits - Essentials List
- Furniture Solutions
- Custom Booths
- Graphic Signs

Material Handling and Shipping

- Freight Services
- Material Handling Rates
- Privately Owned Vehicle Information
- Vehicle and Mobile Unit Spotting
- Merchandising Yard Direction
- Driver Check-in Requirements
- Order Outbound Material Handling Agreement and Shipping Labels have **required**
- Outbound Material Handling Agreement and Labels
- Show Center Info to follow
- Advance Warehouse Shipping Labels
- Direct to Show Site Shipping Labels
- Hanging Sign Shipping Labels
- Show Center - ELITEADPO
- Aisleway Storage
- Cart Service

Labor

- Union Rules
- Booth Labor
- Furniture Equipment and Labor
- Hanging Sign Assembly Labor

Additional Services

- Electrician - Orange County Convention Center
- Air-Conditioning - Orange County Convention Center
- Internet - Show City
- Audio Visual - All Media
- Hanging Sign Installation - Orange County Convention Center
- Mannequins (Full Size) - Best Display

DEEP CONNECTIONS
ENDLESS POSSIBILITIES

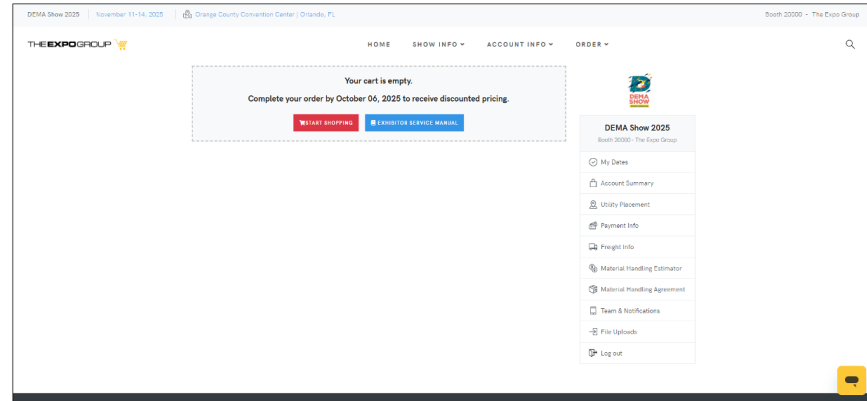
The EXPO Group

This is the online ordering portal where users can order TEG services. Use the **yellow Chat button** in the bottom right for support.



On the right-hand side, you can:

- Prepopulate the material handling agreement for outbound shipping
- Add payment information
- View important dates
- Review your account summary



The EXPO Group



The EXPO Group Customer Service Contact Information:

✉ ExhibitorService@theexpogroup.com

💬 Chat feature can be found in their online portal.

☎ 972.580.9000

The EXPO Group Cyberservices

The EXPO Group's Cyberservices

Scan this QR code to watch a video walking through various aspects about The EXPO group portal.





Phoenix International Business Logistics

DEEP CONNECTIONS
ENDLESS POSSIBILITIES

Important Shipping Information

Recommended Shipping Provider

We recommend using Phoenix International Business Logistics to ensure timely shipping, customs clearance, and delivery by working with their worldwide agents.

Contact

Phil Hobson

1201 Corbin Street

Elizabeth, NJ 07201

Phone: 908-355-8090

phobson@phoenixlogistics.com



Important Shipping Information



Process

- Begin discussions with PIBL and your local agent ***as soon as possible***. If needed, contact PIBL directly for an introduction.
- Provide PIBL with a completed commercial invoice for review. Keep declared values low for duty purposes.
- Ship early to meet PIBL's arrival requirements and avoid delay

Wood Packaging Regulations

- All wood packaging must be treated and stamped with the **IPPC mark** (clearly visible at container opening). USDA no longer accepts fumigation certificates—noncompliant packaging will be re-exported.



Helpful Contacts



Show Management

National Trade Productions

info@demashow.com

313 S. Patrick Street, Alexandria VA, 22314

Exhibitor Customer Relations

Payments, badges, and registration

Deneen Pratt

exhibitor@demashow.com

703-683-8500

Exhibit Space & Sponsorship Sales

Booth changes, upgrades/downgrades, & sponsorship

Company Names A-L

Robin Hatfield

sales@demashow.com

703-706-8241

Company Names M-Z

Dino Pignotti

dpignotti@ntpevents.com

703-706-8241

Exhibitor-Sponsored Seminars, Meeting Space, New Product Showcase

Special programs, etc.

Gretchen Wendorf

gwendorf@ntpevents.com

703-647-2626

DEEP CONNECTIONS
ENDLESS POSSIBILITIES

Orange County Convention Center



For information on Transportation, Parking, Ride Share Services, and Accommodations, visit the following webpages:

DEMA Show
International Guests



DEMA Show Transportation
and Parking



Orange County Convention
Center Accessibility



DEEP CONNECTIONS
ENDLESS POSSIBILITIES

Key Deadlines



TEG Services Discount

- Make sure to take advantage of the discounts offered by TEG before the deadline of **Monday October 6th, 2025**.

SHIPPING: Advanced Shipping to Warehouse

- On **October 13th**, companies can begin this process. The deadline for submissions is **October 30th**, and late fees will be applied after this date.

SHIPPING: Direct to Show Site

- Direct to show site receiving begins on **November 8th, 2025**.

Outbound Carrier Check-in Deadline

- Outbound carrier check-in deadline is **November 15th, 2025**.

Key Deadlines



International VISAs:

- The time to receive approval on a Visa or ESTA can be quite lengthy. We encourage you to start the application process **as soon as possible** in advance to prevent delays.

Complete your Exhibitor Profile:

- Update your Exhibitor Dashboard by **October 1st, 2025**. This is your main hub for everything related to DEMA Show including payments, exhibitor checklists and access to other important tools.

Official DEMA Show Hotel Block:

- The hotel room block deadline is **October 16th, 2025**. Rooms are subject to availability and may be sold out prior to the deadline so make sure to plan ahead to take advantage of the exclusive rates.

Visas and Letter of Invitation

DEMA Show is proud to welcome guests from 95+ countries around the world!

The time to receive approval on a Visa or ESTA can be quite lengthy. We encourage you to start the application process ***as soon as possible*** in advance to prevent delays. For any questions, contact us at info@demashow.com.

Letter of Invitation:

While registering to attend DEMA Show 2025, you will have the option to request a Letter of Invitation. Although it is not required, presenting your letter of invitation to DEMA Show can assist as a supporting document during your Visa interview.



United States
Visa Overview



VISA Bond Pilot Program Advisory

Effective August 20, 2025 – August 5, 2026

The U.S. Department of State has implemented a 12-month Visa Bond Pilot Program that may affect some business (B-1) and tourist (B-2) visa applicants.

- **Who it applies to:** Applicants from certain countries, currently Malawi and Zambia, as determined by the U.S. consular officer.
- **Bond requirement:** A refundable bond of \$5,000–\$15,000 may be required before issuance of a visa.
- **Who it does not apply to:** Travelers entering under the Visa Waiver Program are not affected.

Because additional countries may be added to the program with at least 15 days' notice, we strongly advise international attendees to confirm visa requirements early and before making travel arrangements.



Read Official Federal
Register Notice



Exhibitor Booth Inclusions



All booths include...

- 8' High back drape (black)
- 3' High side drape (black)
- Gray carpet for inline booths
- Black carpet for Island booths
- Identification sign

Booths do NOT include...

- Electrical connection(s)
- Furnishing including floor coverings
- Displays
- Cleaning services
- Any other items needed

Please reference the official contractors listing in the Exhibitor Services Manual for guidance on how to order through these providers.

Exhibitors are encouraged to order booth cleaning/vacuuming for each night of the Show. Cleaning service can be ordered from The Expo Group through the exhibitor portal. Booth cleaning is not included in the exhibit space price.

Exhibitor Dashboard



Home Page – Quick Links to Important Resources

Exhibitor Services Manual

Comprehensive guide to show services, rules, key vendor contacts, and ordering links to help exhibitors plan and manage their booth effectively.

[Exhibitor Services Manual →](#)

Exhibitor Registration Dashboard

Access Exhibitor Badge Registration, sign up for Exhibitor-Sponsored Education or the New Product Showcase, and make a seminar or badge payment if required.

[Registration Dashboard →](#)

The Expo Group Dashboad (TEG)

Click below to launch the TEG dashboard. Then click the BLUE "TEG Service Manual" button to view the manual (new tab), or the RED "Shopping" button to order services.

[TEG Dashboard →](#)

Checklist

21%

4/19 Completed

Past Due (0)

Upcoming Deadlines (15)

Completed (4)

[View All →](#)

OCCC Dashboard


The Orange County Convention Center is the exclusive provider of electrical, rigging, air, gas,

DEEP CONNECTIONS
ENDLESS POSSIBILITIES

Exhibitor Dashboard

Check all Upcoming Deadlines as well as Overdue Items





DEMA Show 2025
November 11 - 14, 2025 | Orlando, FL

Search...

Home

Checklist

- ☒ View All
- ☐ To Do Items
- ☐ Completed
- ☐ Hidden

Resources

Users

DEMA Central

Booth: 421

M Maeson

Checklist

+ Add Item

Filter by Category Search checklist

Stay on top of your to-dos with our checklist, with helpful email reminders and the ability to add personalized items.


Item Details	Due Date	Category	Vendor	Actions
<input checked="" type="checkbox"/> DEMA Show Promotional Opportunities As an exhibitor at DEMA Show, you have the unique opportunity to do a year's worth of business in just a matter of days! To help you spotlight your brand and engage with attendees, explore all the opportunities below and contact us to secure yours today!	6/30/2025	Promote Your Presence	NTP Events	
Add Note				
<input checked="" type="checkbox"/> Exhibitor Hotel Group Booking 10+ Rooms Per Night Request Need to book a block of ten or more hotel rooms per night. Complete this form to make your request. A limited number of rooms have been set aside for				

DEEP CONNECTIONS
ENDLESS POSSIBILITIES

Exhibitor Dashboard



Adding Additional Staff to your Exhibitor Dashboard



DEMA Show 2025
November 11 - 14, 2025 | Orlando, FL

Search...

- Home
- Checklist
- Resources
- Users**

DEMA Central
Booth: 421

M Maeson

Manage Users

[Add New User](#)

Use this section to manage which team members have access to the Exhibitor Resource Center. After you add a team member, they will automatically receive an email with log in instructions.

Actions	First Name	Last Name	Email	Active	Manage Users	Job Title
...	Gary	Black	gblack@theexpo group.com	YES	No	IT
...	Gretchen	Wendorf	gwendorf@ntpe vents.com	YES	Yes	-
...	Nicole	Russell	nicole@demo.r g	YES	Yes	VP of Operations

Records per page: 10 1-3 of 3

©DEMA Show 2025 - Powered by Map Your Show [Event Website](#)

Installer

After filling in your staff member's information, they will get an email prompting them to log in.

DEEP CONNECTIONS
ENDLESS POSSIBILITIES

Registration Site



Registration Dashboard

DEMA Show 2025 (75 days)

Translate
Select Language

Show Information >

Exhibitor Dashboard

Sign out

Welcome back, DEMA Central

Booth Staff Registration

Lead Retrieval

Booth Promotion

Education and New Product Showcase

Hotel Reservation

Booth Staff Registration

You have the ability to add new booth staff and edit existing booth staff. You can activate Booth Staff from DEMA Show 2022, 2023 and 2024 or upload an Excel file of current Booth Staff.

Register Booth Staff: No Visa

Register Booth Staff: Visa Required

Register Previous Booth Staff

Upload a file of Booth Staff

Edit Existing Booth staff, Visa Letters, Options

Allotment Information

View details

Booth Staff Allotment	Total Allotted	135	+
	Total Used	1	Q
	Total Remaining	134	+
Booth Staff Over-Allotment	Total Used	100	+
	Total Allotted	0	Q
	Total Remaining	100	+

Important Uses

- Register New Booth Staff
- Edit Existing Staff
- Request VISA Letter

DEEP CONNECTIONS
ENDLESS POSSIBILITIES

Registration Site




Request Visa Letter

DEMA Show 2025 (75 days) Translate Select Language Show Information >

Personal Information

DEMA Central

Note: Fields with an * are required to continue.

* First Name	 <p>DEMA Central San Diego CA</p>
* Last Name	
» Job Title	
* Email Address	
* Confirm Email Address	

* Store/Company DEMA Central
* Address 6050 Santo Rd #220

Steps

- Fill in your information
- Look out for an email containing confirmation, badge pickup, and your completed letter
- Print/Email to receive your VISA

Registration Site



View/Edit Registered Exhibitors

DEMA Show 2025 (75 days)

Show Information >

Registered Booth Staff

DEMA Central

Below is the registration for DEMA Central .

[Download List](#)[Print List](#)

Edit Registration: click on Registration listed under Registration Details for the name you wish to make changes to. You can only select one name to change at a time. When you have marked your selection, click on the Edit Information button on the right. Make your change then click on Save Changes.

Upload Credential: If you are a Exhibitor Travel Buyer or Exhibitor Retail Buyer you are required to upload credentials. Click on "Registration" next to the name, then click on the Credential Documents button.

Quick View: click on Quick View for the name you wish to see a brief synopsis.

Visa Letter: click on Visa Letter for the name of the person for which you wish to view/print a visa letter.

Search in registrants

All Columns

Reset

First Name	Last Name	Registration Category	Registration Details	Resend Confirmation	Quick View / Visa Letter	Balance Due	Cancel
★ Nicole	Russell	Exhibitor Key Contact	✓ Registration	✉ Resend Confirmation	Q Quick View		
🟢 Gretchen	Wendorf	Exhibitor	✓ Registration	✉ Resend Confirmation	Q Quick View / Visa Letter		✖ Cancel
★ Group Contact			🟢 Registrant Linked to Group Contact				
✖ Credentials are required			✖ Credentials are under review				
			🟢 All credentials have been approved				

Capabilities

- Resend confirmation
- Quick view exhibit staff
- View/Print letter of invitation

Exhibitor Hours



Move-In Hours

DAY	HOURS
Saturday, November 8	8 AM – 5 PM (By Appointment Only)
Sunday, November 9	8 AM – 5 PM
Monday, November 10	8 AM – 5 PM

Move-Out Hours

DAY	HOURS
Friday, November 14	5 PM – 9 PM
Saturday, November 15	8 AM – 12 PM

- All exhibitor materials must be removed from the exhibit facility by **12 NOON** on **Saturday, November 15, 2025**
- To ensure all materials are removed from the facility by the deadline, ensure all carriers check-in by **November 15, 2025**
- Request your outbound Material Handling Agreement (MHA) and Outbound Shipping Labels by visiting cyberservices.theexpogroup.com

Registration/Show Floor Hours

Registration & Check-In Hours

DAY	ATTENDEES	EXHIBITORS
Sunday, November 9	–	8 AM – 5 PM
Monday, November 10	10 AM – 5 PM	8 AM – 5 PM
Tuesday, November 11	7 AM – 6 PM	7 AM – 6 PM
Wednesday, November 12	8 AM – 6 PM	8 AM – 6 PM
Thursday, November 13	8 AM – 6 PM	8 AM – 6 PM
Friday, November 14	9 AM – 4 PM	9 AM – 4 PM

Show Floor Hours

DAY	SHOW FLOOR HOURS
Tuesday, November 11	10 AM – 6 PM
Wednesday, November 12	10 AM – 6 PM
Thursday, November 13	10 AM – 6 PM
Friday, November 14	10 AM – 5 PM



Make the Most of DEMA Show 2025

OPPORTUNITIES GALORE – Promote Your Presence

Scan the QR Code to Explore Opportunities

- Happy Hour & Block Party | Free to Participate
- Author's Corner | Deadline October 14
- Exhibitor Sponsored Seminars
- New Product Showcase | Reserve by October 19 to save!
- Sponsorship & Advertising | Deadlines Vary
- Exhibitor Show Specials | Free to Participate
- Silent Auction | Free to Participate



**Sponsor
Opportunities**



**Happy Hour
Block Party**

DEEP CONNECTIONS
ENDLESS POSSIBILITIES



Q&A

DEEP CONNECTIONS
ENDLESS POSSIBILITIES



Thank You

DEEP CONNECTIONS
ENDLESS POSSIBILITIES