The NAMM Show 2027 — first-time exhibitor checklist

Thursday, January 28 – Saturday, January 30, 2027 · Anaheim Convention Center, Anaheim. Dates marked FROM THE ORGANIZER come from the show's own site; the others are our suggestions, counted back from the opening day.

☐	**Thu, Nov 5, 2026**	Have your Registration Admin add the booth team in the NAMM Dashboard and send badge invitations. The complimentary ones must go out by January 6. SUGGESTED
☐	**Tue, Nov 10, 2026**	Show directory deadline FROM THE ORGANIZER
☐	**Fri, Nov 13, 2026**	Certificate of insurance, booth variance, meeting room floorplan, atmospheric and building event request forms due FROM THE ORGANIZER
☐	**Tue, Nov 17, 2026**	Lowest lead retrieval prices end FROM THE ORGANIZER
☐	**Thu, Nov 19, 2026**	Book rooms through EventSphere only; NAMM warns of poachers posing as its housing partner. SUGGESTED
☐	**Tue, Dec 1, 2026**	Exhibitor Appointed Contractor forms due to NAMM FROM THE ORGANIZER
☐	**Thu, Dec 3, 2026**	Pre-show electrical coordination and rigging plans due FROM THE ORGANIZER
☐	**Mon, Dec 14, 2026**	Start your FreemanOnline order. Freeman recommends beginning by December 18 to get the discount before it ends on December 28. SUGGESTED
☐	**Tue, Dec 15, 2026**	Second lead retrieval price ends; the top price applies after this FROM THE ORGANIZER
☐	**Tue, Dec 15, 2026**	Fire marshal permits due FROM THE ORGANIZER
☐	**Fri, Dec 18, 2026**	Freeman's advance warehouse starts accepting shipments FROM THE ORGANIZER
☐	**Sun, Dec 27, 2026**	Last day to order a lead retrieval rental device; app access stays on sale through the show FROM THE ORGANIZER
☐	**Mon, Dec 28, 2026**	FreemanOnline discount ends for carpet, furnishings, labor, electrical, rigging, signs and AV FROM THE ORGANIZER

☐	**Sat, Jan 2, 2027**	Smart City internet, telephone and cable incentive order deadline FROM THE ORGANIZER
☐	**Mon, Jan 4, 2027**	Aramark booth and meeting room catering: 15% late fee begins FROM THE ORGANIZER
☐	**Wed, Jan 6, 2027**	Last day to send complimentary and discounted badge invitations; after this they are $75 each FROM THE ORGANIZER
☐	**Thu, Jan 7, 2027**	Last day to cancel a hotel reservation before the deposit is charged, by 11:59 PM FROM THE ORGANIZER
☐	**Thu, Jan 7, 2027**	Set up your follow-up: line cards, dealer pricing, links and how you sign off, so every buyer hears back the day you meet them. SUGGESTED
☐	**Thu, Jan 14, 2027**	ADA service requests due FROM THE ORGANIZER
☐	**Fri, Jan 15, 2027**	Freeman advance warehouse delivery deadline FROM THE ORGANIZER
☐	**Thu, Jan 21, 2027**	Check your freight target, and agree who covers the 8 to 10 AM buyer window on Friday and Saturday as well as the floor hours. SUGGESTED
☐	**Fri, Jan 22, 2027**	Exhibitor move-in begins, 1 to 5 PM; Freeman takes direct-to-show-site deliveries from today FROM THE ORGANIZER
☐	**Sat, Jan 30, 2027**	Exhibitor move-out begins, 5 to 9 PM FROM THE ORGANIZER
☐	**Mon, Feb 1, 2027**	Send the last follow-ups first thing Monday, before buyers' inboxes fill with every other booth's. SUGGESTED
☐	**Tue, Feb 2, 2027**	Move-out ends at 2 PM FROM THE ORGANIZER

Checked against namm.org on Mon, Nov 2, 2026. Dates change; the organizer's site is the final word. The full guide, with a source for every date: https://meetdrop.ai/events/namm-show