



**Sun
Shading
Expo**

NORTH AMERICA

SMART | TECHNOLOGY | DESIGN

NOVEMBER 3–5, 2026

Orange County Convention Center, Orlando (FL)

Exhibitor Service Manual

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I. Welcome Message

Dear Exhibitor,

Thank you for choosing to exhibit at [Sun Shading Expo 2026](#).

This Exhibitor Service Manual contains the information you need to prepare for a successful exhibiting experience. Exhibitors are strongly advised to study the contents of this manual carefully and deal with all relevant matters promptly so that your requests can be processed smoothly.

For any questions, please take advantage of the resources listed in the Important Show Contacts section of the manual.

We wish you excellent preparation for the show and we are looking forward to meeting you in Orlando!

II. General Information

Exhibition Name: Sun Shading Expo North America 2026
Co-located with Advanced Textiles Expo

Organizer

Messe Stuttgart Inc.
82 Calle de los Ninos
Rancho Santa Margarita, CA 92688
USA

Exhibition Venue

Orange County Convention Center
9800 International Drive
Orlando, FL 32819
USA

Installation

There will be no exceptions to the installation hours unless prior approval is received by Show Management.

Sunday, November 1 | 8:00am – 5:00pm
Monday, November 2 | 8:00am – 5:00pm

Trade Show Hours

Tuesday, November 3 | 10:00am – 5:00pm
Wednesday, November 4 | 10:00am – 5:00pm
Thursday, November 5 | 10:00am – 2:00pm

Dismantling

Exhibit policies do not permit early dismantling without prior approval from Show Management. Violations are subject to a \$500 fine. For the safety of all event participants and integrity of the show, tear down of exhibits may not begin until show closes.

Thursday, November 5 | 2:00pm – 8:00pm
Friday, November 6 | 8:00am – 12:00pm

NOTE: It is the responsibility of the exhibiting company to ensure that booth personnel are familiar with the rules and regulations of this event.

Important Show Contacts

Sun Shading Expo Primary Point of Contact

Elyse Cyr, Director of Event Operations | elyse.cyr@messe-stuttgart.us
Phone: +1 207-717-5555

Show Management – Messe Stuttgart, Inc.

Martha Donato, President | martha.donato@messe-stuttgart.us
Phone: +1 845-545-0653

Don Macumber, Executive Vice-President | don.macumber@messe-stuttgart.us
Phone: +1 508-808-5526

Manuela Keller, Manager of Exhibitions and Events | manuela.keller@messe-stuttgart.de
Phone +49 178 3704 196

Accommodation / Housing

Need 5 or More Rooms? Book A Sub Block: [Sub Block Request Form](#)
Individual Room? Book Here: [Sun Shading Expo North America Hotels 2026](#)
reservations@textiles.org

Catering – Sodexo Live!

[Exhibitor Online Catering](#) | +1 407-685-9857

Common Carrier / Air Freight – Freeman Transportation

Domestic shipments: Exhibit.transportation@freeman.com
International shipments: international.freight@freeman.com
Toll free: +1 800-995-3579

Rigging/Electrical/Plumbing/Air/Audio Visual – Orange County Convention Center [Utilities - Orange County Convention Center](#)

Storage/Shipping/Furniture, etc. - Freeman [FreemanOnline Events and Exhibit Solutions](#)

Internet/Phone - SmartCity

[Internet | Orange County Convention Center](#)
[Phone | Orange County Convention Center](#)

Insurance – Rainprotection Insurance

[Event Insurance - Rainprotection Insurance](#)
sales@rainprotection.net

Exhibitor Booth Personnel Registration

Exhibitors are required to register their booth personnel (all individuals who will be working on their booth onsite during show hours). **American Tradeshow Services** will manage the registration system for Sun Shading Expo North America 2026.

American Tradeshow Services will email the primary booth contact with login information and individual company codes to register your booth personnel. The primary contact information for the exhibiting organization (name, title, email address, mailing address, country, and phone number) will be shared with American Tradeshow Services for this event only for the purpose of providing this information and assisting with registration.

To review American Tradeshow Services' privacy policy, please visit [Privacy Policy Statement](#).

Please note:

- Exhibitors receive 3 complimentary Booth Staff Registrations per 100 sq. ft. of exhibit space.
- Additional and upgraded exhibitor registrations are available for purchase.
- Co-exhibitors will not receive additional complimentary badges.
- Exhibitors may not use VIP Discount codes for exhibitor booth personnel, as these codes are only valid on show days and intended for visitors.

Exhibitor staff badge pick-up:

Pick-up date: Sunday, November 1, 2026 | 8:00am – 5:00pm

Pick-up place: Sun Shading Expo 2026 registration counter (Orange County Convention Center | Exhibit West Hall D)

Wristbands for setup and takedown:

Wristbands will be provided exclusively for exhibitor and contract staff to access the exhibit hall during set-up and teardown hours. These wristbands will not grant access during show hours.

Where to get wristbands:

-Sun Shading Expo 2026 Registration Counter

-Security guard stationed outside Exhibit West Hall D

(Both located in the Orange County Convention Center | Exhibit Hall D Pre-Function Foyer)

Housing

Reserve Your Hotel Room Today.

Visit [Sun Shading Expo North America Hotels 2026](#) for more information.

Housing/Reservations Contact:

Email: reservations@textiles.org

To reserve five or more hotel rooms book A Sub Block Here: [2026 Sub Block Form](#)

Site and Stay is the **ONLY** official housing company for Sun Shading Expo North America. If you are contacted by a company other than Site & Stay, please contact Show Management immediately at elyse.cyr@messe-stuttgart.us. Show Management will work to prevent these companies from contacting our exhibitors and attendees.

Insurance

Messe Stuttgart Inc. has engaged the services of Rainprotection Insurance to handle all exhibitor insurance for Sun Shading Expo North America 2026. This includes acquiring coverage at significant savings from Rainprotection Insurance as well as collecting and recording all Certificates of Insurance (COI) regardless of the insurer.

Rainprotection Insurance will contact exhibitors directly to collect and record compliant insurance certificates. Information for the primary contact for the exhibiting organization's (name, title, email address, mailing address, country, and phone number) will be shared with Rainprotection Insurance for the sole purpose of collecting insurance certification, verifying adequate coverage, and providing an opportunity for the exhibitors to purchase coverage for this event only. To review Rainprotection's privacy policy, please visit <https://www.rainprotection.net/>.

Insurance requirements for Sun Shading Expo North America 2026:

- Original [Certificate of Insurance \(COI\)](#) submitted to [Rainprotection](#) showing general liability coverage from an insurance company in good standing
- Minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate
- Policy in force during lease dates of the event, November 1-6, 2026
- Messe Stuttgart Inc. named as certificate holder
- Additional insured must be read as follows: Messe Stuttgart Inc., Orange County Convention Center and Freeman

Please note that these requirements will be strictly enforced.

If you currently have your own compliant insurance, please submit a copy to sales@rainprotection.net.

Promote your Booth

To promote your presence at Sun Shading Expo 2026, we have created several customizable marketing tools for you to use:

- E-mail Templates / Social Media Posts
- E-mail Signature / Web banners / Digital stamp
- Sun Shading Expo Branding
- Digital Visitor Invitation Template

Please visit our website to learn more: [Exhibitor Resources – Welcome to Sun Shading Expo](#)

We would like to promote your company's participation in Sun Shading Expo 2026 in our official Sun Shading Expo social media channels Facebook, Instagram, LinkedIn, TikTok and Twitter. Share your latest news, innovations, press releases, product images and company information [here](#).

Online exhibitor profile

Update your online exhibitor profile and reach more customers. You have full control over your business information for show promotion including all Sun Shading Expo North America publications.

1. Go to [Exhibitor Hub Platform](#) and click on "Exhibitor Login Guide".
1. Update your company profile, market segments, products, services and website information.
2. Save. Your company information is now much more easily searchable by Sun Shading Expo North America AND Advanced Textiles Expo attendees.

Sponsoring opportunities and promotion services

Become a [sponsor of Sun Shading Expo North America 2026](#) to enhance your exposure in front of attending customers. Check out the promotion services we offer you for our several show publications (Expo Guide, Website, Social Media, Education,...)

- Educational sessions at Sun Shading Expo 2026 Innovation Stage
- Onsite/online
- Printed/digital