



Exhibitor Resources

Registration is Now Open!

- ***Floor plan: [View Here](#)***
- ***Exhibitor Resource Center: [Login Here](#)***

**Please note – You do NOT need to submit insurance for the PCA Trade Show as show management is securing for each booth*

Final Day to Reserve Exhibit Booth: March 18, 2026

April 17-20, 2026



@pca1933

pcashow.org

Checklist for Exhibitors

Submit your booth

Email your booth structure with dimensions and diagrams to boothapproval@premiumcigars.org for show management approval.

Prepare: Exhibitor Toolkit

Prepare for your PCA26 experience with a complete resource. Find your exhibitor toolkit in the [Exhibitor Resource Center](#).

IAEE Guidelines for Display Rules and Regulations:

A resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events can be found [here](#).

Register your PCA26 Exclusives

Plan to release a PCA Exclusive at this year's trade show? Please email details of your release to maria@premiumcigars.org no later than January 31, 2026.

Book your hotel

Hotel Room blocks are open! Learn more at pcashow.org/travel.

Plan for your PCA26 exhibitor move-in & move-out dates

Wednesday, April 15: Large Exhibitor Move-In

Thursday, April 16: Exhibitor Move-In

Friday, April 17: Exhibitor Move-In

Tuesday, April 21: Exhibitor Move-Out

Exhibitor Deadlines

January 2026

Registration opens

December 1, 2025

Final Booth Payment Due. If reserving a booth after December 31 payment is due in full at time of reservation.

January 31, 2026

Final day to submit Show-Only Exclusive Products for value added marketing

February 16, 2026

PCA The Magazine – Trade Show Edition Ads Due

March 17, 2026

Final day for hotel Discount

March 18, 2026

Final Day to Reserve Exhibit Booth and
Final Day to submit Booth Plan to PCA

April 3, 2026

Final day to Pre-Register for Exhibitor Badges

Select your booth earlier by *earning priority points*

Priority points reward you for supporting the PCA and the PCA Show. Much like customer loyalty programs, the more you purchase, the more points you earn. And the more points you earn the better booth selection you get!

PCA Exhibitor Priority Points

The Premium Cigar Association (PCA) Exhibitor Priority Points System is designed to reward exhibitors based on various factors, including participation history, exhibit space, contributions, and sponsorships. These points help determine exhibitor priority for booth selection at the annual PCA Convention & Trade Show.

Key Components of the Points System:

1. History Points

- Awarded based on years of participation.
- 15 points per year, which roll over annually.

Example: A company with ten years of participation earns 150 points.

2. Square Footage Points

- Based on the size of the exhibit space.
- 40 points per 100 square feet, resetting annually.

Example: A 400 sq. ft. space earns 160 points.

3. Product HUB Points

- Earned through contributions from product sales.
- 1 point per \$1 contributed.

4. Donation Points

- Awarded for monetary contributions to the PCA.
- 1 point per \$1 donated.

5. Advertising & Sponsorship Points

- Points for spending on PCA advertising and sponsorship.
- 1 point per \$1 spent, with additional benefits for comprehensive advertising packages.

Point Reduction:

- Companies not exhibiting for a year lose one-third of their historical points per year of non-participation.
- Violations such as “Suitcasing” or disruptive behavior result in losing all points.

Examples of Priority Point Accumulation

Company A:

- History: 100 points
- Square Footage: 20 points
- Sponsorship: 220 points
- Total: 390 points

Company B:

- History: 15 points
- Square Footage: 50 points
- Sponsorship & Advertising: 591 points
- Total: 656 points

See you in *The Big Easy!*

our Sponsors

Thank you

For booth sales and sponsorship opportunities, contact:

Lisa Sigler

sigler@premiumcigars.org

Office: **202-849-6050**