



Dear PCA Member,

As part of the upcoming Premium Cigar Association (PCA) 2026 Trade Show, being held April 17–20, 2026 at the Ernest N. Morial Convention Center in New Orleans, we are implementing enhanced credentialing requirements for all participants registering for this year’s event. The PCA Trade Show is a members-only business-to-business event and all individuals attending, exhibiting, or participating in any capacity must be properly registered and credentialed through the official PCA registration system. **To be clear, retailers are not permitted to provide consumers with credentials under any circumstances and manufacturers should not provide “free” or “comp” badges to retailers.**

Why Credentials Are Required

In order to maintain the safety, integrity, and compliance of our event, we are requiring specific, verifiable credentials as a condition of registration. These requirements are necessary to:

1. Ensure compliance with insurance requirements
2. Meet conditions of our contract with the convention center and local authorities
3. Accurately capture clean and usable data

Only PCA members are able to attend the trade show. All registrations must be submitted through the official PCA registration platform and must include valid company information, and properly identified individuals who will be on the show floor. PCA Alliance members and those who are not registered through the official system will not be permitted entry.

Consequences of Non-Compliance

To protect the value of the PCA Trade Show and the interests of our exhibiting partners, we must enforce these credentialing requirements consistently. Failure to comply with the credentialing requirements or attempts to circumvent the official process may result in one or more of the following actions:

- Immediate removal from the PCA 2026 Trade Show, including revocation of badges and access privileges;
- Ineligibility to exhibit or attend future PCA events, including the 2027 Trade Show;
- Loss of earned priority points, which may affect future booth selection appointments and on-site benefits;
- Other sanctions as determined necessary by PCA management to uphold show policies.



Please review your registration details carefully and ensure all individuals representing your company are properly credentialed in advance of the show.

Advance registration is strongly encouraged to avoid processing delays or fees and long wait times at registration. A late registration fee of \$50 will apply to all registrations after April 3 COB.

Thank you for your cooperation and continued support of the PCA Trade Show. If you have any questions about credentialing or registration, please contact the PCA registration team through the official channels.

Todd Naifeh

President, Premium Cigar Association (PCA)

Joshua Habursky

CEO, Premium Cigar Association (PCA)