

MOVE-IN BULLETIN:

When Should I Arrive?

Move-In Hours:

Tuesday, April 22: 8:00am to 6:00pm

Wednesday, April 23: 8:00am to 6:00pm

Wednesday, April 23: 6:00pm to 9:00pm (POV Unloading for Non-Standard Vehicles)

Thursday, April 24: 8:00am to 2:00pm (POV Unloading for Standard Vehicles)

Thursday, April 23: 8:00am to 6:00pm

Click [here](#) for the move-in notice

Click [here](#) for the target move-in notice & map

Please Note: For Exhibitors who utilize our POV Program, see the below information for specific move-in/out procedures.

[POV Procedure Notice](#)

[POV Plan & Map](#)

Exhibit Hall Hours:

Friday, April 25: 9:00am to 6:00pm

Saturday, April 26: 9:00am to 6:00pm

Sunday, April 27: 10:00am to 5:00pm

Please Note: Exhibitors may enter the Exhibit Hall (must be wearing a badge) two hours prior to the opening of the Show. NRA Exhibitor Services will open one hour prior to the opening of the Show and will close at the end of the Show day. The NRA Exhibitor Services and GES Service Desk is located in the A/B Connector just outside the B2 entrance of the Exhibit Hall. Click here to view the [Exhibit Hall Map](#) with location.

Move-Out Hours:

Sunday, April 27: 5:30pm to 8:00pm (POV Loading, Standard Vehicles)

Sunday, April 27: 7:30pm to 9:30pm (POV Program, Non-Standard Vehicles)

Monday, April 28: 8:00am to 5:00pm

Tuesday, April 29: 8:00am to 5:00pm (Carriers MUST be checked in by 12:00pm)

Important note: Tuesday is not a dismantle day.

Freight must be packed and ready for pick-up by 5:00pm.

Click [here](#) for the move-out notice

Please Note:

- Per the Exhibitor Agreement, all exhibits must remain fully intact until the official close of the Show, regardless of circumstances. Violators will be penalized by reducing priority points and risk future participation. We appreciate your cooperation.
- Exhibitor badges must be worn in the Exhibit Hall at all times, including move-in.
- For safety reasons, no one under age 16 is permitted in the Exhibit Hall during move-in and move-out. Please forward this information to your EAC's! It is important that they understand the policies and procedures, so we all have a smooth and successful show.

Where Do I Go Upon Arrival to the Convention Center?

- If you are unloading from your personally-owned vehicle, please review the [POV Procedure](#).
- If you have any questions upon arrival, go to NRA Exhibitor Services located A/B Connector just outside the B2 entrance of the Exhibit Hall. You can also find assistance from the Floor Managers. Click [here](#) to view the floorplan.
- If you have received your pre-ordered exhibitor badges in the mail, you do not need to check in. If you have placed an order for onsite pickup for your badges or comp passes or need to place an order, please visit NRA Exhibitor Services. *You can still pre-order your exhibitor badges & comp passes for on-site pick-up until April 14th – click [here](#) to order now.* Badges must be worn at all times during the show, including move-in.
- If you have a question regarding booth furnishings, cleaning, or exhibit freight handling please visit GES Exhibitor Services Desk, located in the A/B Connector just outside the B2 entrance of the Exhibit Hall. Click [here](#) to order services.
- If you have a question regarding electric for your booth, please visit the Edlen Services Desk, located A/B Connector just outside the B2 entrance of the Exhibit Hall. Click [here](#) to order services.

Note: There is no electric provided with your booth. If you require electricity, please complete place your orders through the link above.

- If you have internet needs, you can order through CCLD Networks by clicking [here](#) or visit the CCLD Services Desk located in the A/B Connector just outside the B2 entrance of the Exhibit Hall.

Exhibitor Parking at GWCC:

Parking is available to exhibitors in the Marshalling Yard in Area 2 next to the Georgia World Congress Center located at 362 Ivan Allen Jr. Blvd. NW, Atlanta, GA 30313.

Click [here](#) to view the map.

Click [here](#) for directions.

Area 2 of the Marshalling Yard is available for parking all vehicles and trailers throughout the show, including move-in. The lot is free to all exhibitors during move-in days Wednesday, April 23rd - Thursday, April 24th. To obtain free parking on Wednesday/Thursday, please visit the NRA Exhibitor Services desk to obtain a parking pass. If you do not get the parking pass, you will be charged to park.

During show days, Friday, April 25 - Sunday April 27, the price is \$33.90 per day for vehicles and trailers. If you are parking your vehicle connected with a trailer, you will only need to buy one pass.

You can pre-purchase your parking passes directly through the GWCC website by selecting the date you need and reserving your spot in the GWCC Marshalling Yard.

Click [here](#) to Reserve Parking.

Please Note:

- Please be aware that you need to secure your trailer and ensure your wheels are chocked so it doesn't move in windy conditions.
- The marshalling yard is patrolled 24 hours a day by GWCCA Public Safety officers to ensure safe access to and from the facility during the show. Although this lot is patrolled, this is still considered City Parking so be sure to secure your vehicle and use caution.

What is the Procedure for POV Move-In / Move-Out?

If you are planning on loading/unloading from your Personally Owned Vehicles, you must adhere to the POV policy. POV vehicles are considered "Standard" or "Non-Standard". Additional details are below:

- If you are unloading from your Standard or Non-Standard vehicles from the docks, please locate the door closest to your booth space, unload your items, pick up your exhibitor badges if you don't have them already and free parking pass for Wednesday/Thursday only if you need it, and move your vehicle. You may do this with the help of non-motorized equipment (2-wheel dollies, 4-wheel carts, etc.), but you must bring this equipment yourself as it will not be provided. Cartload Services from GES starting at \$98.75 per load are available for Standard Vehicles only. See the [Material Handling Information Page](#) for ordering information.
- Self-unloading at the dock is limited to (1) vehicle per exhibitor. Multiple vehicles or trips are not permitted.
- Click [here](#) to view the POV Map.

Press Office

The NRA Press Office is located on level 2 in room B207 in the Georgia World Congress Center. Designated tables will be available for the distribution of your press kits. You will be responsible for resupplying your press kits on the table top during the show.

Don't Break the Display Rules

It is important to follow booth display regulations when exhibiting at the NRA Annual Meetings. Booth display rules are NOT the same as SHOT Show. If your display does not comply, you will be asked to modify your display immediately. Click [here](#) to review exhibitor display regulations.

Common violations are:

- Display height cannot exceed 8', including signs and banners, unless your space is an island, a perimeter booth, or peninsula.
- Your back wall or any other part of your display cannot block the sight lines into your neighbors' booth space.

Empty Crate Removal

In order to ensure a smooth move-in for your company and fellow exhibitors, it's imperative that you tag empty crates as soon as possible to alleviate unnecessary congestion on the exhibit floor. Empty stickers can be obtained from GES Exhibitor Services Desk in the A/B Connector just outside the B2 entrance of the Exhibit Hall. Adhering to these guidelines helps everyone have a more enjoyable move-in experience.

How Do I Get My Firearms Inspected?

Firearms will be inspected on Thursday, April 24th from 4:00pm - 7:00pm, and before the Show opens on Friday, April 25th from 7:00am - 8:45am. Inspections can be performed earlier on Thursday by scheduling an appointment at NRA Exhibitor Services. Please make every effort to have your firearms available for inspection during these times to avoid unnecessary delays in opening your exhibit. You do not have to be present in order for your firearms to be inspected and tagged. Click [here](#) to review the Firearms Policy.

All firearms left in your booth overnight must be secured by cable locking to your booth, locking in a safe, hiring overnight security, or placing in Exhibitor Overnight Storage located on level 2 in room B210 next to NRA Exhibitor Services. If you are unable to secure your firearms at night, you may remove them from the convention center and carry them back each morning.

Overnight Storage

Complimentary overnight storage for your firearms or other valuables will be located on level 2 in room B210 and will be accessible one hour before the show opens and one hour after the show closes. Special

booth security services are available for your individual booth security needs. Click [here](#) for more information on this service.

Georgia Sales & Use Tax Forms

If you do plan to sell your products in Atlanta, make sure you complete the Georgia Tax forms which can be found by clicking [here](#). If you need assistance completing the forms, you may contact the Georgia Department of Revenue at 877-423-6711.

Compliance officers from the state of Georgia may be attending the Show to verify your compliance with all tax requirements. If you are not selling at the Show, you are not required to complete the forms.

How Do I Renew My Booth for 2026?

The 155th NRA Annual Meetings & Exhibits will take place April 17-19, 2026 in Houston, Texas at the George R. Brown Convention Center.

Booth selection for exhibitors will take place on-site, Friday, April 25 - Sunday, April 27 in the Booth Sales Office located in the A/B Connector just outside the B2 entrance of the Exhibit Hall. Your appointment date and time was sent yesterday.

If you did not receive your appointment date/time, please email Shows-Exhibits@nrahq.org

Hotels for 2026 Houston

You will receive an email on Monday, April 14, 2025, at 12:00 PM ET / 9:00 AM PT to submit your room block request for 2026. All exhibitors requesting a block will be required to submit a request using this LINK. This allows the submissions to be date and time stamped so they can be processed in order of receipt. You can also secure your hotel on-site before/after your booth selection appointment.

Can I Print and Mail On-site?

The FedEx Office Print & Ship center, is located inside the Georgia World Congress Center in Lobby A (Main Lobby). The following services are offered:

- Advance Ordering
- Office Supplies
- Copy & Print Services
- Shipping (Max package weight 150lbs)

FedEx Store Hours:

- Thursday, April 24: 8:00am - 5:00pm
- Friday, April 25: 8:00am - 5:00pm
- Saturday, April 26: 9:00am - 4:00pm
- Sunday, April 27: 9:00am - 8:00pm
- Monday, April 28: 8:00am - 5:00pm

Exhibitor Breakfast

Complimentary coffee and pastries will be served in the exhibit hall before each day of the show, courtesy of NRA and GES. Stations will be in three locations on the Exhibit floor:

- Exhibit Hall C under booth 6104
- Between Exhibit Hall D & E under booth 7934
- Exhibit Hall F under booth 10445

HOURS:

Friday & Saturday: 7:30am– 8:45am

Sunday: 8:30am – 9:45am

Planning a Special Promotion in Your Booth?

Are you planning to have a special promotion in your booth this year? Special promotions include radio/video production, book signings, celebrity appearances, etc. If so, let us know! It's important for the NRA staff to be aware of these promotions so we can be prepared for crowd control on the show floor. And we can help promote your attraction. You can submit your special promotion [here!](#)

Is Your Company Unveiling a New Product at the 2025 Annual Meetings?

If you are planning on unveiling a new product at the show, let us know! We will include your new product launch in our post-show email to NRA members and on our website. Email us at aclukey@nrahq.org for more details and take advantage of additional promotional opportunities and get your brand in front of millions of firearm enthusiasts at the show AND afterwards.

Call NRA Exhibitor Services: 866-343-1805

- Exhibitor Badges
- Comp Passes
- Parking Information

- Display Rules & Regulations
- General Questions

Call GES - 800-801-7648

- Shipping/Freight
- Furnishing Rental
- Labor
- Booth Cleaning

Call Edlen Electrical Exhibition Services – 404-223-8400

- Electric for Booth

Call CCLD Networks – 404-222-5500

- Internet

Downloaded the Media Kit:

Click [here](#) to download the official 2025 NRA Annual Meetings & Exhibits media kit to use in promoting your presence at the show.

Special Events:

Be sure to check some of our special events at the 2025 NRA Annual Meetings & Exhibits:

- **[NRA Foundation Banquet and Auction:](#)** Join us for a night dedicated to supporting the Second Amendment, shooting sports, and our hunting heritage at The NRA Foundation Banquet & Auction during the NRA Annual Meeting. Enjoy an evening filled with food, firearms, and fundraising while bidding on custom firearms, unique merchandise, and exclusive hunts. Your participation helps fund The NRA Foundation ensuring the continued growth and success of shooting sports. Together, let's Teach Freedom and secure the future of our traditions.

[Buy Tickets](#)

- **[Freedom Experience:](#)** Calling all Patriots! Join us with Country music's most electrifying duo, Big & Rich, as they bring their high-energy, genre-bending sound to the Annual Meetings. This is more than a concert, it's a celebration of Freedom and the Second Amendment, a tribute to the

men and women of the armed forces fighting for our freedoms, and the NRA members fighting every day to Defend the 2nd. You'll hear from NRA CEO Doug Hamlin and NRA-ILA Executive Director John Commerford on the outlook for the 2nd Amendment, along with other special guests sharing inspirational messages that will surely resonate with all freedom-loving Americans.

[Buy Tickets](#)

- [National Prayer Breakfast](#): Experience fellowship with over 600 NRA Members for a time of inspirational encouragement. Keynote Speaker: Kevin Sorbo. Purchase a single ticket or a table for ten for you and your staff!

[Buy Tickets](#)

[Click here to see all of our events!](#)

Beware of SCAMS:

It's no secret that one of the largest shows in the country is coming back to Atlanta in 2025 and bringing lots of business with it. Secondary contractors unaffiliated with the NRA event want your business. Don't be targeted by predatory aggressive companies selling hotel rooms, rental exhibits, furnishings, attendee lists, etc. who claim to be an official contractor of the NRA Annual Meetings & Exhibits. Be aware of scams and email Shows-Exhibits@nrahq.org should you have questions about any contractors.

Important Links:

- [Exhibitor Manual](#)
- [Exhibitor Badges & Comp Passes](#)
- [Book Your Hotel](#)
- [Exhibitor Dashboard \(Instructions\)](#)
- [Exhibitor Floorplan](#)
- [Advertising & Sponsorship Prospectus](#)
- [Directory Order Form & Specs](#)
- [Display Rules & Regulations](#)
- [Firearms & Product Display Regulations](#)
- [Exhibitor resources](#)
- [Exhibitor FAQs](#)

Still Have Questions?

For more information visit our Exhibitor FAQs page, email us at shows-exhibits@nrahq.org, or call 866-343-1805