



NAACP

THE FIERCE
URGENCY OF
NOW

116TH NAACP NATIONAL CONVENTION

JULY 12-16, 2025

CHARLOTTE, NC

EXHIBITOR PROSPECTUS

THE HUB

The center of all Black community engagement.

OVERVIEW

Convention and Exhibit Hall

Please join us at the 116th NAACP National Convention, July 9 - 16, 2025 at The Charlotte Convention in Charlotte, NC. The Convention is a powerful and inspiring annual gathering that brings together changemakers, thought-leaders, entrepreneurs, and creatives to celebrate our collective strength and spark meaningful action. At the heart of this experience is the Exhibit Hall—known as the HUB—a lively marketplace where attendees connect with innovative businesses and bold ideas. With more than 12,000 visitors on the HUB Floor, it's a dynamic space for showcasing products, building relationships, and igniting collaboration. According to our Convention Survey, the HUB is consistently the most beloved part of the Convention experience. The 2025 National Convention serves as a powerful platform to strengthen these partnerships, galvanize change, and usher in a new era of collaboration and progress toward our shared vision of equality and opportunity for all. For more information the NAACP Convention, please visit <https://naacp.org/convention>



WHY EXHIBIT

This year we are embracing the energy in Charlotte and partnering with innovative brands, vendors, and change makers of the top industries to bring the most immersive and interactive experience to the NAACP National Convention. We want our attendees to engage with the newest products and services, and we invite you to be a part of it. Festivities will kick-off on Friday, July 11th and include an array of activities, events, art installations and a career summit for all attendees and we will close THE HUB with a bang, with our President's Reception. THE HUB will feature a diverse range of change-makers, thought-leaders, entrepreneurs, scholars, entertainers, influencers, and creatives, providing a unique platform for networking and exchanging ideas in four anchors. With a national spotlight and vibrant host city as the backdrop, our Convention is the perfect opportunity to showcase your brand and products and connect with an engaged audience.

Engage with a Targeted Audience: Connect with thousands of attendees from across the country, including professionals, educators, policymakers, entrepreneurs, and activists.

Promote Your Brand: Enhance visibility for your products, services, or initiatives within a community committed to progress and empowerment.

Network and Collaborate: Build meaningful relationships with like-minded organizations and individuals.

Support a Worthy Cause: Demonstrate your commitment to civil rights and equity by aligning with the NAACP's mission.

CONTACT US

Exhibits@naacpnet.org

VALUE OF BEING IN THE HUB...

	Content Clubhouse	College Summit and Career Fair	Health and Wellness	Impact Lab	Tech and Banking Lounges	Retail Lab
Brand exposure to over 12,000 daily attendees	●	●	●	●	●	●
Product and service sales at the booth	●	●	●	●	●	●
Access to vendor management to orient you to the HUB	●	●	●	●	●	●
Listing in NAACP Convention App	●	●	●	●	●	●

DEMOGRAPHICS

GENDER

- o Female – 57%
- o Male – 30%
- o Prefer Not to Say – 13%



AGE

- o Under 18Y: 14%
- o 19–24Y: 10%
- o 25–34Y: 7%
- o 35–44Y: 14%
- o 45–55Y: 19%
- o 55–64Y: 17%
- o 65+Y: 19%

WHERE ATTENDEES CAME FROM

- o Local attendees – over 4,000
- o Out of Town Attendees – 8,500

EDUCATION

- o College graduate (80%)
- o High school or equivalent (13%)
- o Middle School (1%)
- o Elementary (1%)
- o N/A (5%)

2025 EXPECTED CONVENTION REACH

Age: 25–55 | Gender: Female 60% | Male 40%

MARKETS:

Charlotte, Raleigh–Durham, Greensboro, Winston–Salem, Detroit, New York, Atlanta, Chicago, Washington D.C, Philadelphia, Houston, Memphis, Virginia Beach, Baltimore, New Orleans, Cleveland, Birmingham, Newark, St. Louis, and Miami

HANGING OUT IN THE HUB

ANCHORS

Health and Wellness Zone: Attendees can access health screenings, mental health resources, fitness demonstrations, and workshops focused on holistic well-being and health equity.

College Summit and Career Fair: Universities, HBCUs, and top employers provide resources for career advancement, scholarships, and mentorship programs tailored for Black students and professionals (Occurs on Friday, July 11, and Saturday, July 12).

Tech and Banking Lounges: Featuring cutting-edge innovations in tech, AI, and digital banking, this area empowers attendees with tools to build financial literacy and career opportunities in technology.

Content Creator and Author's Clubhouse: A celebration of Black creativity, this section showcases visual arts, music, gaming, and literature, offering performances, workshops, and discussions on cultural representation and activism.

Sports and Gaming Central: Interactive sports challenges, eSports tournaments, and conversations with athletes and gaming professionals highlight the intersection of athleticism, technology, and social impact.

Impact Lab: A space for organizations and corporations to highlight their initiatives in social justice, education, community development, and fostering collaboration between sectors.

Retail Lab @ Queen City Market: A bustling area featuring Black-owned businesses and artisans offering unique products, services, and cultural goods that celebrate the richness of Black entrepreneurship.

SPECIAL FEATURES

HUB Stage: The heart of the hall hosts keynote speakers, live performances, panels, and workshops, creating a vibrant atmosphere for inspiration and learning.

NAACP Lounge: Strategically placed networking spaces and wellness lounges provide attendees with opportunities to recharge, connect, and reflect.

SPECIAL FEATURES CONTINUED...

Interactive Experiences: Hands-on activities, live demos, and immersive exhibits ensure an engaging and educational experience for visitors of all ages.

President's Reception: Festivities will close out THE HUB on Monday, July 14, with a party hosted by NAACP's President Derrick Johnson featuring live music, multiple DJ's, fun activities for the entire family, interactive events, art installations, delicious food, giveaways, prizes, and more.

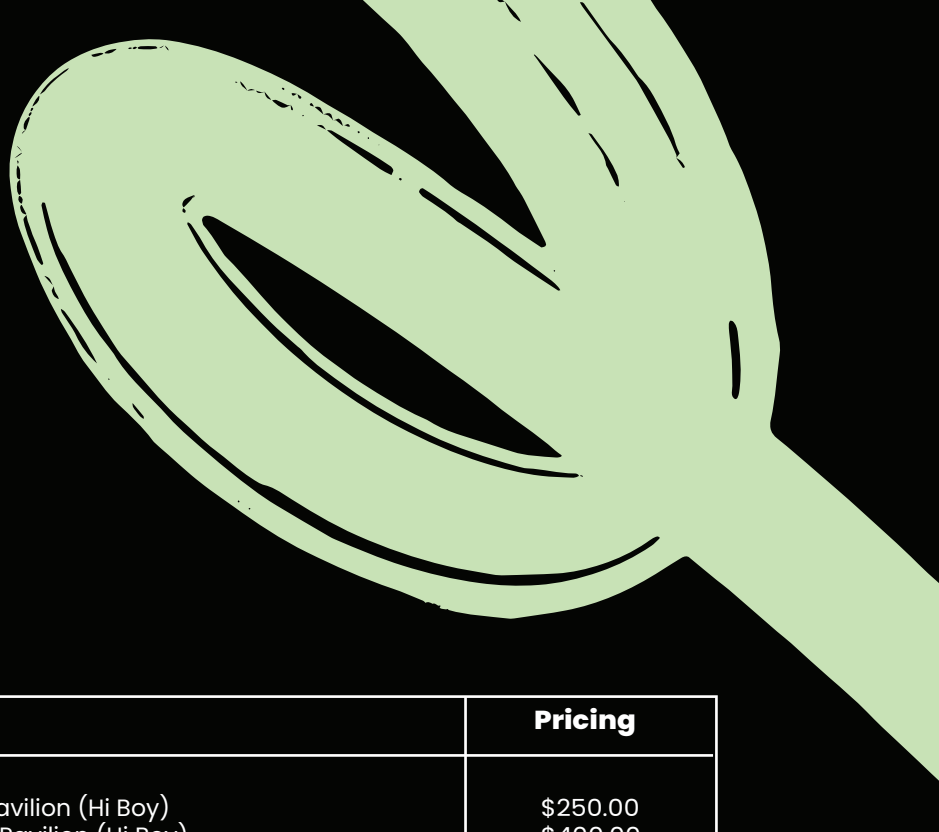
ACT-SO Stem & Visual Arts Gallery: Step into a portal of innovation and creativity and experience carefully executed experiments, inventions, and research, alongside breathtaking paintings, sculptures, and photography in an enveloping and engaging space.

Media Row: Media Mania is where radio and media outlets will corral celebrities, sponsors and attendees "on the red carpet" to showcase everything happening at this year's Convention including interviews, highlights, announcements, and more.

Authors' Corner: Meet the Authors! The nation's premier African American literary and scholarly talent from all over the country converges at THE HUB. Prominent authors share the spotlight with a diverse range of novelists, scholars, poets and self-published authors. Hear the latest "Buzz" about the newest titles from your favorite publishers all in one easy-to-find location in THE HUB.



PRICING



Industry	Size of the Booth	Pricing
Author's Corner	Inline Author - 5x5 - Author's Pavilion (Hi Boy) Corner Author - 5x5 - Author's Pavilion (Hi Boy)	\$250.00 \$400.00
Retail Lab @ Queen City Market	Inline Booth - 10x10 - Retail Lab Corner Booth - 10x10 - Retail Lab Inline Booth - 10x20 - Retail Lab Corner Booth - 10x20 - Retail Lab Inline Booth - 10x30 - Retail Lab Inline Booth - 20x20 - Retail Lab	\$1,200.00 \$1,400.00 \$2,500.00 \$2,700.00 \$3,200.00 \$5,400.00
Government	Inline Booth - 10x10 - Government Corner Booth - 10x10 - Government Inline Booth - 10x20 - Government Corner Booth - 10x20 - Government	\$2,150.00 \$2,350.00 \$4,300.00 \$4,500.00
Corporate	Inline Booth - 10x10 - Corporate Corner Booth - 10x10 - Corporate Inline Booth - 10x20 - Corporate Corner Booth - 10x20 - Corporate	\$2,800.00 \$3,000.00 \$5,300.00 \$5,500.00
Small Business Non-Profit	Inline Booth - 10x10 - Small Business / Private Non-Profit Corner Booth - 10x10 - Small Business / Private Non-Profit Inline Booth - 10x20 - Small Business / Private Non-Profit Corner Booth - 10x20 - Small Business / Private Non-Profit	\$1,500.00 \$1,700.00 \$3,000.00 \$3,200.00
Career Fair and College Summit <small>*The Career Fair and College Summit will take place on Friday, July 11, and Saturday, July 12.</small>	Inline Booth - 10 sq. ft. x 10 sq. ft. - University/College Corner Space - 10 sq. ft. x 10 sq. ft. - University/College Inline Booth - 10 sq. ft. x 10 sq. ft. - Corporate Corner Space - 10 sq. ft. x 10 sq. ft. - Corporate Inline Booth - 10 sq. ft. x 10 sq. ft. - Small Business / Private Non-Profit Corner Space - 10 sq. ft. x 10 sq. ft. - Small Business / Private Non-Profit	\$1,000.00 \$1,200.00 \$1,900.00 \$2,100.00 \$1,200.00 \$1,400.00

CONTACT US

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APPLY NOW

bit.ly/naacpexhibitor



EXHIBITOR PACKAGE INCLUDES

The Exhibitor package includes the following: a 6-foot draped table, two chairs, a wastebasket, a 7"x44" booth identification sign displaying the company name and booth number, as well as a company listing in the Exhibitor Directory within the NAACP National Convention Mobile App.

The Author's Corner package includes the following: a draped high-boy table, one chair, a wastebasket, a booth identification table sign displaying the book title and the Author's name and booth number, as well as a listing in the Exhibitor Directory within the NAACP National Convention Mobile App.

If you require additional Booth needs, please work with our Show Decorator, Shepard Exposition Services. All confirmed (fully paid) exhibitors will receive access to the Exhibitor Services Manual beginning May 16th by email.

Badge Allotment: Badge Allotment: Each exhibiting company will receive two (2) exhibit badges per 100 square feet or a 10x10 booth of exhibit space. For the Author's Corner, exhibiting Authors will receive (1) exhibit badge for their 5x5 exhibit space. These badges allow entrance to the Exhibit Hall only. Additional "Exhibit Hall Only" badges up to a maximum of Two (2) per company/Author will be available upon request at a rate of \$175.00 per Badge. Full Registration Badges can be purchased for \$350.00. The Full Registration does not include Ticketed Meals Events.

For more information regarding Full Registration and Ticketed Meal Events, please visit <https://naacp.org/convention>

SPECIAL NOTE

The sale of NAACP-branded merchandise by vendors, including but not limited to clothing, hats, cups, plates, and any other related items, is strictly prohibited. Any unauthorized sale or distribution of such merchandise constitutes a violation of NAACP policies and may result in immediate corrective action, including but not limited to removal from the premises.

QUICK FACTS

APPLY NOW

bit.ly/naacpexhibitor

INSTALLATION / SET-UP

Wednesday, July 9 - By Appointment Only
Thursday, July 10, 9:00 am - 5:00 pm
Friday, July 11, 8:00 am - 3:00 pm

EXHIBIT HALL HOURS

Friday, July 11, 4:00 pm - 8:00 pm
Saturday, July 12, 12:00 pm - 8:00 pm
Sunday, July 13, 11:00 am - 5:00 pm
Monday, July 14, 4:00 pm - 9:00 pm

DISMANTLE / BREAKDOWN

Monday, July 15, (By Appointment Only)
Tuesday, July 15, 8:00 am - 5:00 pm
Wednesday, July 16, 8:00 am - 12:00 pm

*The Career Fair and College Summit will take place on Friday, July 11, and Saturday, July 12.



SEE YOU IN
CHARLOTTE

[NAACP.ORG/CONVENTION](https://naacp.org/convention)

CONTACT

For questions or comments please email

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