



NAACP

# WE THE PEOPLE

117TH NAACP NATIONAL CONVENTION

EXHIBITOR PROSPECTUS

JULY 17-20, 2026

MCCORMICK PLACE WEST | CHICAGO, IL



# JOIN US IN CHICAGO!

MARK YOUR CALENDARS FOR THE 117TH NAACP NATIONAL CONVENTION AND THE UNFORGETTABLE HUB, HAPPENING JULY 17–20, 2026, IN CHICAGO, ILLINOIS.

## ABOUT THE NAACP

Founded in 1909, the National Association for the Advancement of Colored People (NAACP) is the nation's oldest and largest civil rights organization. With hundreds of thousands of members and supporters nationwide, the NAACP is dedicated to ensuring the political, educational, social, and economic equality of rights for all people and to eliminating race-based discrimination.

Through advocacy, public education, legal action, and community engagement, the NAACP works at the local, state, and national levels to protect civil rights, strengthen democracy, and advance equity and justice for Black communities and all marginalized populations.

## ABOUT THE NAACP NATIONAL CONVENTION

The NAACP National Convention is the organization's premier annual gathering, bringing together members, leaders, advocates, allies, and partners from across the country. The Convention features a robust program of plenary sessions, policy discussions, educational workshops, youth and college programming, and cultural events designed to inform, inspire, and mobilize.

Attendees engage in critical conversations on civil rights, social justice, economic empowerment, health equity, voting rights, and public policy, while also building connections, sharing best practices, and strengthening collective action to advance the NAACP's mission.

# THE HUB

The center of all Black community engagement.

## ABOUT THE HUB

Step into THE HUB, powered by the NAACP – your destination for innovation, inspiration, and the vibrant heartbeat of Black culture. As a signature experience of the NAACP National Convention, THE HUB brings together the best of art, sports, entertainment, technology, and entrepreneurship in one electrifying space.

## WHO ATTENDS

The NAACP National Convention attracts a diverse and dynamic audience, including:

- NAACP members and volunteer leaders
- Youth and college activists
- Civil rights advocates and community organizers
- Elected officials and policymakers
- Faith, labor, and civic leaders
- Educators, researchers, and nonprofit professionals
- Corporate, philanthropic, and community partners

**Together, Convention participants represent a powerful cross-section of individuals and organizations committed to justice, equity, and opportunity for all.**



# NAACP THE HUB

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## WHY EXHIBIT

This year, we're turning up the energy like never before! The festivities kick off with an Opening Block Party on Friday, July 17, setting the tone with music and culture. On Sunday, July 19, the HUB transforms into the stage for our Welcome Reception that brings together leaders and members for an unforgettable evening.

**CONTACT US**

[Exhibits@naacpnet.org](mailto:Exhibits@naacpnet.org)

HUB Value Pillar	Exhibitor Opportunities	Business Impact
<b>High-Impact Brand Visibility</b>	Exposure to 1,000+ daily convention attendees, including community leaders, policymakers, students, media, and influencers.	Positions your brand in front of one of the largest and most influential audiences focused on equity, culture, and community advancement.
<b>Direct Consumer Engagement</b>	Host product demonstrations, activations, and immersive booth experiences within the HUB.	Builds meaningful connections with attendees and allows brands to tell their story in an interactive environment.
<b>Sales &amp; Retail Opportunities</b>	Sell products and services directly from your booth in the Retail Lab and HUB marketplace areas.	Generate immediate revenue while showcasing products to a highly engaged audience.
<b>Access to Emerging Talent</b>	Connect with students and professionals during the College Summit & Career Fair.	Recruit top diverse talent and build relationships with future leaders.
<b>Digital Visibility</b>	Listing in the NAACP Convention Mobile App.	Enhances attendee awareness and drives traffic directly to your booth.

# DEMOGRAPHICS

## GENDER

- o He/Him/His – 27.96%
- o She/Her/Hers – 61.51%
- o Them/They – 0.15%
- o Prefer Not to Say – 10.38%

## AGE

- o Under 18Y: 7.17%
- o 19–25Y: 9.22%
- o 26–34Y: 3.20%
- o 35–44Y: 9.27%
- o 45–55Y: 15.84%
- o 55–64Y: 22.85%
- o 65+Y: 32.45%

## EDUCATION

- o College graduate (82.01%)
- o High school or equivalent (10.82%)
- o Middle School (1.25%)
- o Elementary (0.88%)
- o N/A (5.05%)



# 2025 BY THE NUMBERS

**\$17.9M**

ECONOMIC IMPACT

**8K+**

IN-PERSON  
ATTENDEES  
from all 50 states

**32K**

ARTICLES &  
MENTIONS

**\$5.9M**

DIRECT VISITOR  
SPENDING

**1.7k**

DELEGATE  
ATTENDEES

**25+**

MEDIA  
OUTLETS

**1.4k**

YOUTH  
ATTENDEES

**\$3.48B**

IN AD VALUE

**\$351K**

LOCAL TAX  
REVENUE

**200+**

VOLUNTEERS  
ATTENDEES

**1.7k**

SPONSORS &  
EXHIBITORS

**77K+**

LIVESTREAM  
VIEWERS

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## EXPLORE THE HUB



### ANCHORS

**Retail Labs:** A marketplace highlighting Black-owned businesses, artisans, and cultural goods.

**Health Equity Pavilion:** A hub for health screenings, wellness resources, and programs promoting holistic health and equity.

**College Summit and Career Fair:** Universities, HBCUs, and employers connect with students and professionals through career, scholarship, and mentorship opportunities. (Saturday, July 18 only).

**Sports and Gaming Central:** Interactive sports challenges, gaming activations, and athlete conversations highlighting sports, gaming, and technology.

**Impact Lab:** A space for organizations to showcase initiatives in social justice, education, and community impact.

### SPECIAL FEATURES

**HUB Stage:** The heart of the hall hosts keynote speakers, live performances, panels, and workshops.

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

**ACT-SO Stem & Visual Arts Gallery:** Showcasing ACT-SO student innovations in STEM alongside visual arts including paintings, sculptures, and photography.

**Authors' Corner:** Meet leading African American authors, scholars, and poets discussing their latest books and ideas.

**Welcome Reception:** A lively celebration with music, activities, food, and entertainment hosted by the NAACP Leadership on Sunday, July 19.

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## PRICING

Industry	Size of the Booth	Pricing
Retail Lab	Inline Booth - 10x10 - Retail Lab	\$1,200.00
	Corner Booth - 10x10 - Retail Lab	\$1,400.00
	Inline Booth - 10x20 - Retail Lab	\$2,500.00
	Corner Booth - 10x20 - Retail Lab	\$2,700.00
	Inline Booth - 10x30 - Retail Lab	\$3,200.00
	Inline Booth - 20x20 - Retail Lab	\$5,400.00
Author's Corner	Inline Author - 5x5 - Author's Pavilion (Hi Boy)	\$250.00
	Corner Author - 5x5 - Author's Pavilion (Hi Boy)	\$400.00
Government	Inline Booth - 10x10 - Government	\$2,150.00
	Corner Booth - 10x10 - Government	\$2,350.00
	Inline Booth - 10x20 - Government	\$4,300.00
	Corner Booth - 10x20 - Government	\$4,500.00
Corporate	Inline Booth - 10x10 - Corporate	\$2,800.00
	Corner Booth - 10x10 - Corporate	\$3,000.00
	Inline Booth - 10x20 - Corporate	\$5,300.00
	Corner Booth - 10x20 - Corporate	\$5,500.00
Small Business Non-Profit	Inline Booth - 10x10 - Small Business / Private Non-Profit	\$1,500.00
	Corner Booth - 10x10 - Small Business / Private Non-Profit	\$1,700.00
	Inline Booth - 10x20 - Small Business / Private Non-Profit	\$3,000.00
	Corner Booth - 10x20 - Small Business / Private Non-Profit	\$3,200.00
College Summit <small>*The College Summit will take place on Saturday, July 18.</small>	University and College Inline Space - (10 sq. ft. x 10 sq. ft.)	\$1,000.00
	University and College Corner Space - (10 sq. ft. x 10 sq. ft.)	\$1,200.00

If interested in participating in the career fair please reach out to [exhibits@naacpnet.org](mailto:exhibits@naacpnet.org).

**CONTACT US**  
[Exhibits@naacpnet.org](mailto:Exhibits@naacpnet.org)

**APPLY NOW**  
[bit.ly/2026naacpexhibitor](https://bit.ly/2026naacpexhibitor)

# WHAT'S INCLUDED

## The Exhibitor package includes the following:

- 10' x 10' Booth
- 8-foot-high back wall drape
- 3-foot-high side dividers
- 6-foot draped table
- Two Side Chairs
- Wastebasket
- Booth identification sign measuring 7"x 44" with the Exhibitor's name

## The Author's Corner package includes the following:

- 5' x 5' Author's Pod (Author's Pavilion)
- 8-foot-high back wall drape
- 3-foot-high side dividers;
- 42' Pedestal high-boy draped table
- Two Side Chairs;
- Wastebasket
- Booth identification sign measuring 7"x 44" with the Exhibitor's name

If you require additional Booth needs, please work with our Show Decorator – Shepard Exposition. All confirmed (fully paid) exhibitors will receive access to the Exhibitor Services Manual beginning Monday, May 4th by email.

## Badge Allotment:

- Each exhibiting company will receive two (2) exhibit badges per 100 square feet or a 10' x 10' booth of exhibit space.
- For the Author's Corner, exhibiting Authors will receive one (1) exhibit badge for their 5' x 5' 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 can be purchased for \$350.00 until June 2. After June 2, prices increase to \$400.00  
The Full Registration does not include access to ticketed meal events.

For more information, please visit [www.naacp.org/convention/registration](http://www.naacp.org/convention/registration) .

**APPLY NOW**  
[bit.ly/2026naacpexhibitor](http://bit.ly/2026naacpexhibitor)

# QUICK FACTS

\*The Career Fair and College Summit will take place on Saturday, July 18.

### INSTALLATION / SET-UP

Wednesday, July 15 - By Appointment Only  
Thursday, July 16, 8:00 a.m. - 4:00 p.m.  
Friday, July 17, 8:00 a.m. - 3:00 p.m.

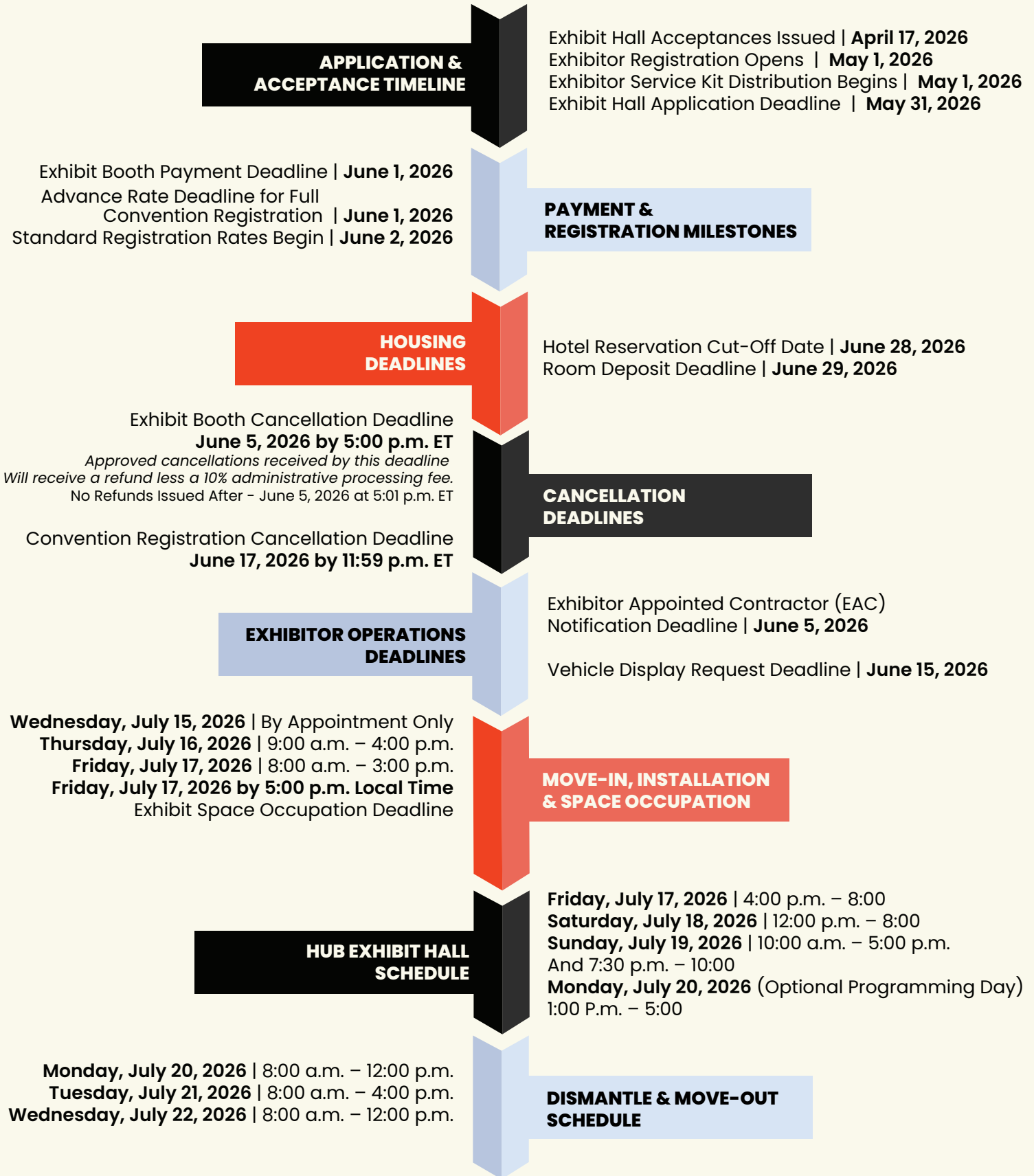
### EXHIBIT HALL HOURS

Friday, July 17, 4:00 p.m. - 8:00 p.m.  
Saturday, July 18, 12:00 p.m. - 8:00 p.m.  
Sunday, July 19, 12:00 p.m. - 5:00 p.m.  
and 7:30 p.m. - 10:00 p.m.  
Monday, July 20, 1:00 p.m. - 4:00 p.m.

### DISMANTLE / BREAKDOWN

Monday, July 20, 8:00 a.m. - 12:00 p.m.  
Tuesday, July 21, 8:00 a.m. - 4:00 p.m.  
Wednesday, July 22, 8:00 a.m. - 12:00 p.m.

# IMPORTANT DATES



NAACP  
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SEE YOU IN

**CHICAGO**

**JULY 17-20, 2026**

CHICAGO, IL

**NAACP.ORG/CONVENTION**

**CONTACT**

For questions or comments please email

**Exhibits@naacpnet.org**