2026 NAACO Fall Showcase: Attendee Guide

Welcome! This year the Showcase is a full week. Our sponsors are ready to share new ideas, tools and services for your ceremonies, and you can visit them anytime, at your own pace. Be sure to attend the Live Showcase on Wednesday Nov. 4th 1:00 PM ET.

Quick start

1. Get in	Open the email from Zoom Events and click your personal link. Sign in with the email you registered with.
2. Browse booths (Nov 2–6)	Click ⋯ → **Expo**, pick a sponsor, click **Enter booth**.
3. Join us live (Wed, Nov 4, 1:00 PM ET)	Click **Sessions → NAACO Fall Showcase Live! → Join**.

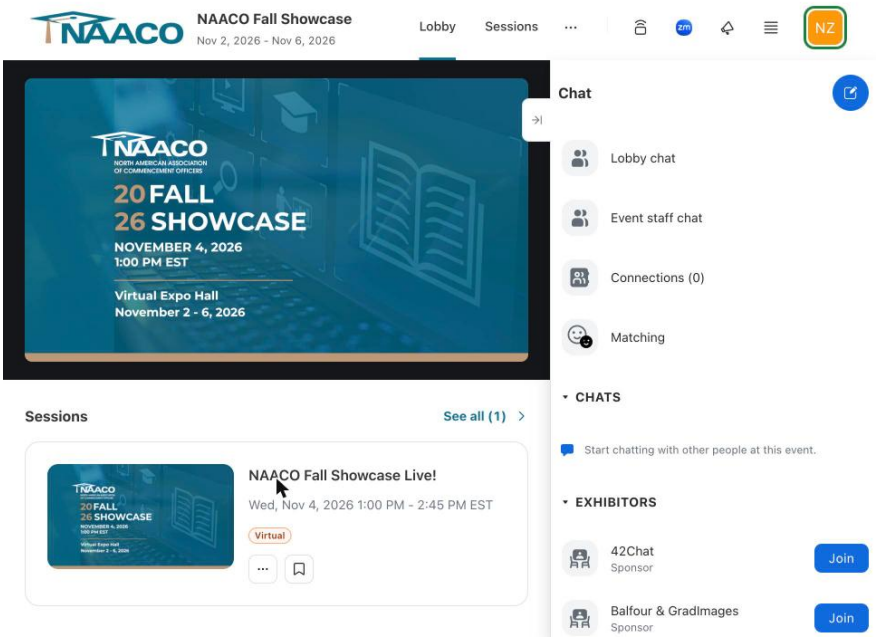
Key dates

When	What
Mon, Nov 2, 9:00 AM ET	Expo Hall opens. Booths are open to browse.
Wed, Nov 4, 1:00–2:45 PM ET	The live Showcase: sponsor intros + 4 live booth sessions
Fri, Nov 6, 6:00 PM ET	Expo Hall closes

The Expo Hall is open 9:00 AM–6:00 PM ET each day.

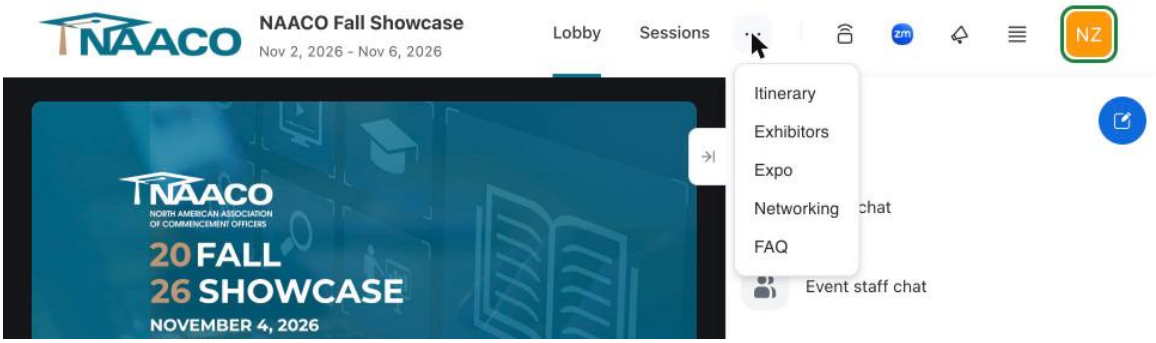
Step 1: Getting in

1. **Find your email from Zoom Events.** It has your personal link. Not there? Check spam or promotions.
2. **Click the link.** Use your web browser or the Zoom app.
3. **Sign in with the email you registered with.** Zoom may send a one-time code to confirm it's you.
4. **You'll land in the Lobby,** the home page for the whole event.



Step 2: Finding your way around

Across the top you'll see **Lobby** and **Sessions**. Everything else is tucked under the **⋯ (three dots)** next to them.



Where	What you'll find
Lobby	Home page, the live session and the sponsor list
Sessions	The live Showcase on Nov 4. Join it here.
⋯ → Exhibitors	Every sponsor's profile, description and resources
⋯ → Expo	The Virtual Expo Hall, where you enter booths and interact with our Exhibitors
⋯ → FAQ	Quick answers

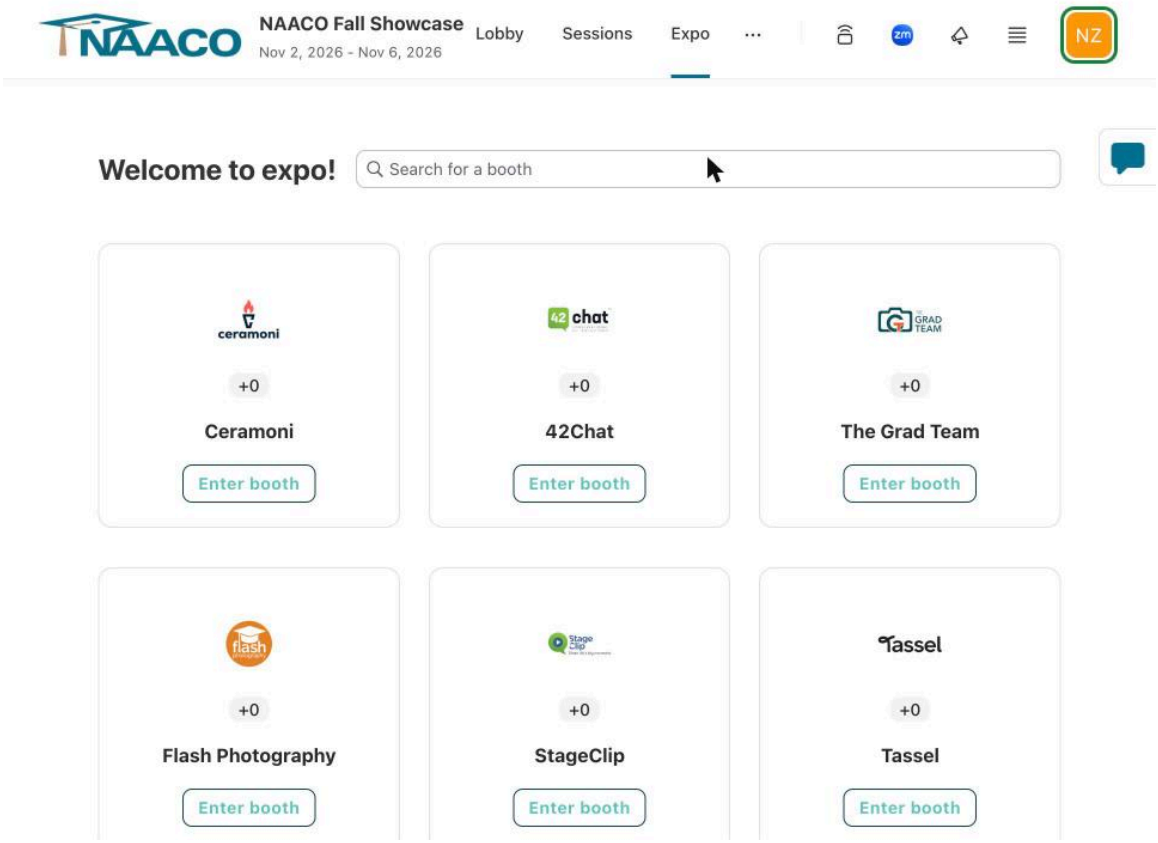
The chat panel on the right:

- **Lobby chat:** talk with everyone at the event.
- **Event staff chat:** message the NAACO team for help.
- **Exhibitors:** click **Join** next to a sponsor to go straight to their booth.

Tip: click the arrow at the top-left of the chat panel to hide it and get more room.

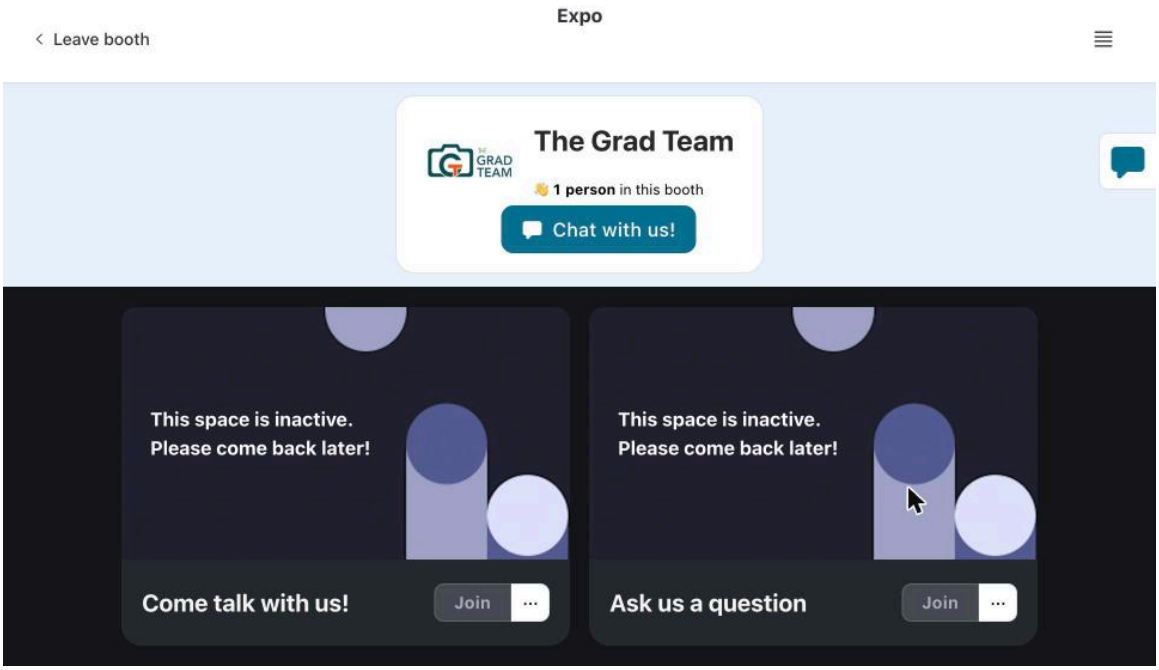
Step 3: Visiting a booth (anytime Nov 2–6)

1. Click **⋯ → Expo**.
2. The first time, a short welcome pop-up appears. Click **Continue**, then **OK**.
3. Browse the booth cards, or type a name in **Search for a booth**.
4. Click **Enter booth**.



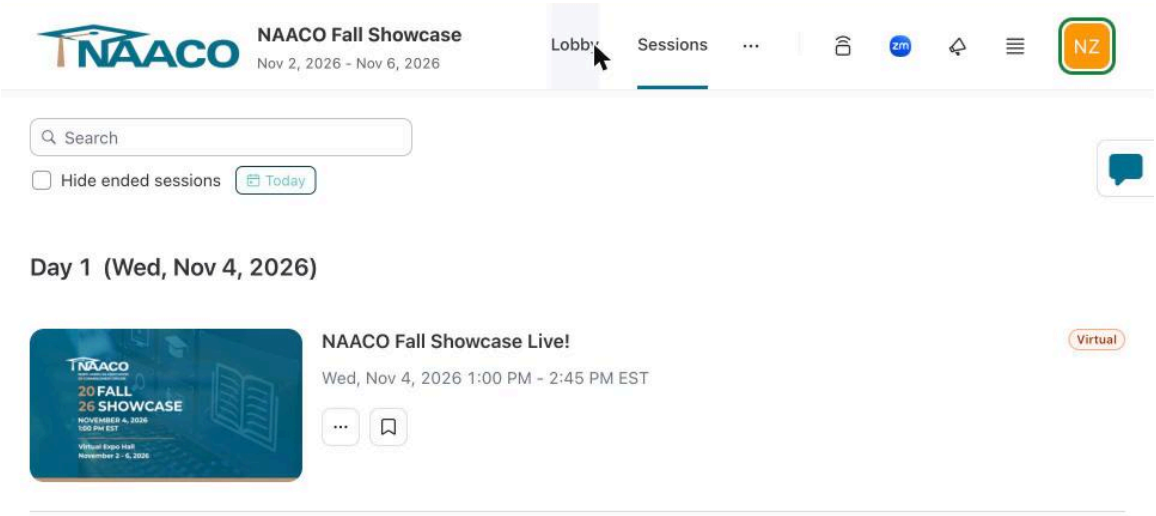
Inside the booth you can:

- **Chat with us!** Send the sponsor a message. They'll reply when they're online.
- **Join a video room** ("Come talk with us!" or "Ask us a question") when the sponsor is live. If it says "This space is inactive," they're not live right now, so send a chat instead. This will be Live on Wednesday Nov. 4th and where you can see the sponsors presentation.
- **Scroll down** to watch videos and download brochures and resources.
- Click **Leave booth** (top-left) to go back to the Expo.



Step 4: The live Showcase (Wed, Nov 4)

Go to **Sessions** and click **Join** on **NAACO Fall Showcase Live!** Join a few minutes early so you're settled before 1:00 PM.



Time (ET)	What happens	What you do
1:00–1:05 PM	Welcome	Join from **Sessions**
1:05–1:32 PM	Sponsor introductions	Hear 90 seconds from each sponsor. Note who you want to visit.
1:32–1:47 PM	Booth Session 1	⋯ → **Expo** → **Enter booth** → join the video room
1:49–2:04 PM	Booth Session 2	**Leave booth** → enter your next booth
2:06–2:21 PM	Booth Session 3	**Leave booth** → enter your next booth
2:23–2:38 PM	Booth Session 4	**Leave booth** → enter your next booth
2:38–2:45 PM	Closing remarks	Go back to **Sessions** and rejoin

Moving between booths: we'll post an announcement 2 minutes before each booth session ends, and again when the next one starts.

Plan your 4 booths

Pick before Nov 4 so you're not scrambling. Have a backup in case a room is full.

Booth session	My pick	Backup
1 (1:32 PM)		
2 (1:49 PM)		
3 (2:06 PM)		
4 (2:23 PM)		

Meet the sponsors (sponsors are still being added)

Level	Sponsors
Ph.D.	Balfour & GradImages · The Grad Team · Oak Hall
Master's	42Chat · Flash Photography · Jostens · ProPics
Bachelor's	Ceramoni · Commencement Group · Guidebook · Happily · StageClip · Tassel

Tips and help

- Use an up-to-date Chrome, Edge or Safari browser, or the latest Zoom app.
- Allow your camera and mic if you want to talk in a booth video room. Chat works without them.
- Can't make the live session? Visit booths and download resources anytime through Fri, Nov 6 at 6:00 PM ET.
- Need help? Message **Event staff chat** (right-hand panel) or email info@naaco.org.