



CREATiVATION BY NAMTA 2027

TAP INTO CREATIVITY IN GRAND RAPIDS, MI

EDUCATION | MAY 15-16 TRADE SHOW | MAY 17-19

2027 PROSPECTUS

NAMTA is not just for fine art materials – we are the home for crafts, too!

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LET'S GET CREATIVE TOGETHER

Join us in **Grand Rapids, Michigan**, and Build Creativation Partnerships at **Creativation by NAMTA 2027**.

Let's gather in one of the Midwest's most vibrant creative hubs! Grand Rapids, Michigan offers an ideal setting for Creativation by NAMTA 2027, centrally located, easy to access, and nationally recognized for its thriving arts community. As the home of ArtPrize, one of the world's largest public art competitions, Grand Rapids has earned a reputation as a city that celebrates creativity, innovation, and makers of all kinds. It's the perfect backdrop for bringing together the fine art and creative materials industries.

Exhibiting at Creativation by NAMTA 2027 gives you the opportunity to connect with a diverse and engaged audience of retailers, suppliers, educators, and creative professionals. On the show floor, you'll showcase your products alongside leading brands, participate in hands-on demonstrations, and engage with buyers seeking the newest materials, tools, and trends.

Beyond the exhibit hall, attendees and exhibitors will enjoy dynamic networking events, immersive product education, and professional development programming designed to strengthen industry relationships and spark new business opportunities.

Mark your calendars for May 15-19, 2027. The place to be is Grand Rapids for Creativation by NAMTA 2027.



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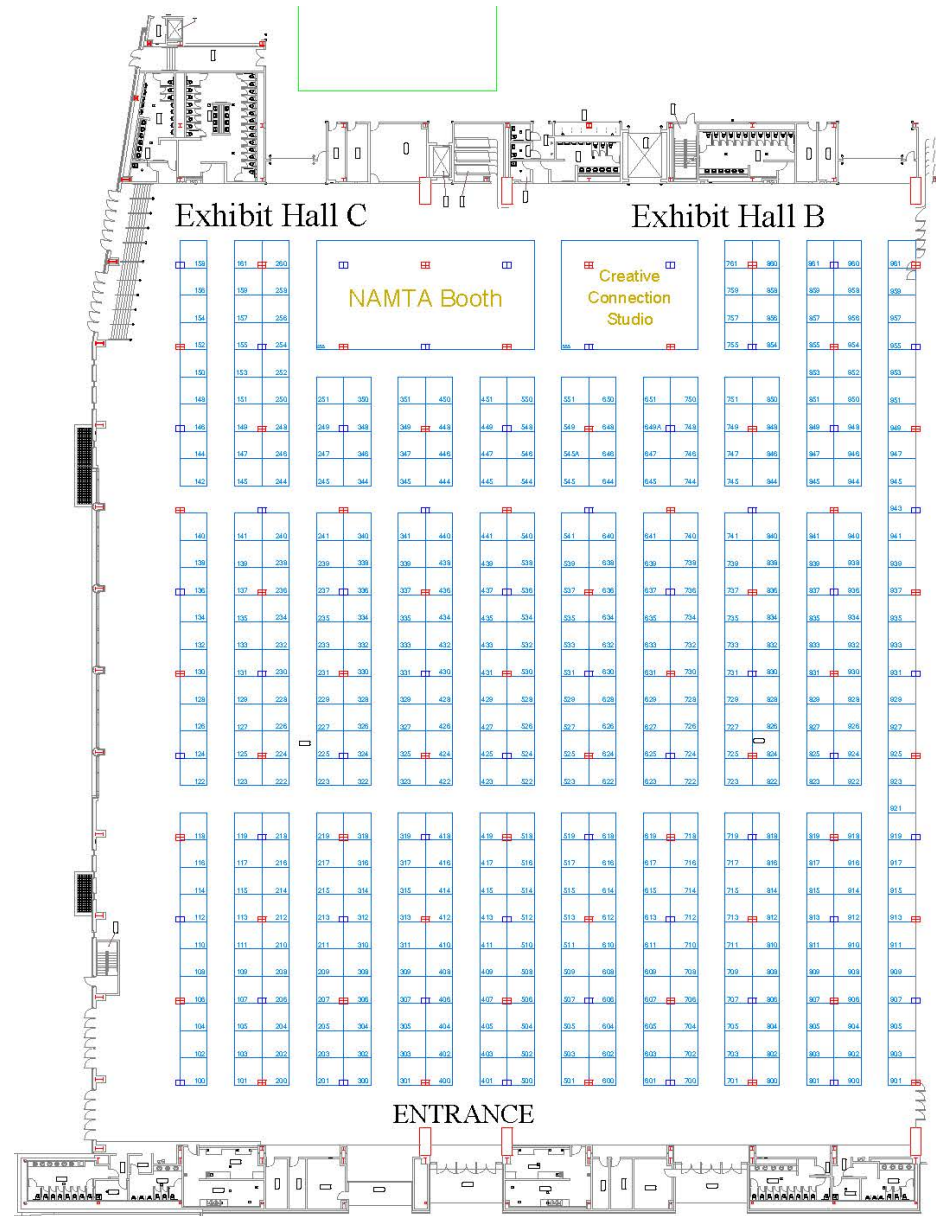
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FLOOR PLAN

DeVos Place, Grand Rapids
Convention Center

This is the original floor plan. For current availability, please refer to the floor plan at namta.org. Show Management reserves the right to locate an exhibitor's booth space based on the exhibitor's priority points, type of display and overall demands. Show Management will, however, use its best efforts to honor an exhibitor's preferences.

Please note: the 2027 floor plan is subject to change



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BOOTH RENTAL GUIDELINES

Members pay the member rate for booths, non-members pay the non-member rate. Are you interested in membership? Please visit the [Join NAMTA page](#) for membership information or call 704-892-6244 for details. Refer to the [Exhibitor Rules & Regulations](#) for an in-depth explanation of exhibition guidelines.

BOOTH PRICING

All prices are based on 10' x 10' dimensions. Please read Booth Options. Early bird alert! Prices remain at their lowest until July 31, 2026. After that date, prices will increase. Secure your spot today!

	MEMBER	NON-MEMBER
SINGLE	\$1,995 per booth	\$3,495 per booth
ENDCAP	\$2,095 per booth	\$3,595 per booth
PE NINSULA	\$2,095 per booth	\$3,595 per booth
ISLAND	\$2,195 per booth	\$3695 per booth
CORNER	Applicable booth charge Plus \$200 surcharge for members and non-members	

PRIORITY POINTS & BOOTH ASSIGNMENT

One priority point is awarded each time a company exhibits at CREATIVATION BY NAMTA 2027. Please [click here](#) to learn how priority points will be used in the first round of booth assignments for CREATIVATION BY NAMTA 2027.

EXHIBITOR SERVICE KITS

All confirmed exhibitors will receive their complete Exhibitor Service Kit by email approximately four months prior to CREATIVATION BY NAMTA 2027.

EXHIBITOR PAYMENT SCHEDULE

All booth applications received prior to December 1, 2026 will be invoiced upon receipt for a fifty (50) percent deposit due thirty (30) days from the date of the invoice. December 1, 2026 the remaining balance of the booth payment will be billed and will be due thirty (30) days from the date of the invoice. All booth applications received between December 1, 2026 and January 15, 2027 will be billed in full with the amount due thirty (30) days from the date of the invoice. All booth applications received after January 15, 2027 will be billed in full net due upon receipt.

CANCELLATIONS

Should the Exhibitor be unable to occupy and use the booth space and contracted for CREATIVATION BY NAMTA 2027 show management must be notified immediately in writing. If the Exhibitor submits the cancellation notice before December 1, 2026, show management will retain fifty (50) percent of the total booth cost. If the Exhibitor submits cancellation December 1, 2026 or after, the Exhibitor is responsible for payment of the total booth cost. Show management reserves the right to resell, reassign, or utilize the booth space cancelled by the Exhibitor.

[Click here](#)
for Booth Application

BOOTH OPTIONS

SINGLE BOOTH

All 10' x 10' booths have 8' high draped back walls and 3' high draped side rails. Side rails may be 8' in height, but are not to extend out by more than 5' from the back wall. The remaining distance to the aisle cannot exceed 3' in height. Displays, including fixtures, are restricted to a maximum height of 8' and must conform to booth space and sidewall restrictions.

ENDCAP BOOTH

An endcap has exposure on three sides and contains **two booths**. The back wall of an endcap booth is restricted to 8' high for only half the dimension, or 10' from the center point. The remaining back wall is 3' high. Booth set-up must adhere to the same restrictions. Displays, including fixtures, are restricted to 8' maximum height. Any variations must be submitted to show management for written approval.

PENINSULA BOOTH

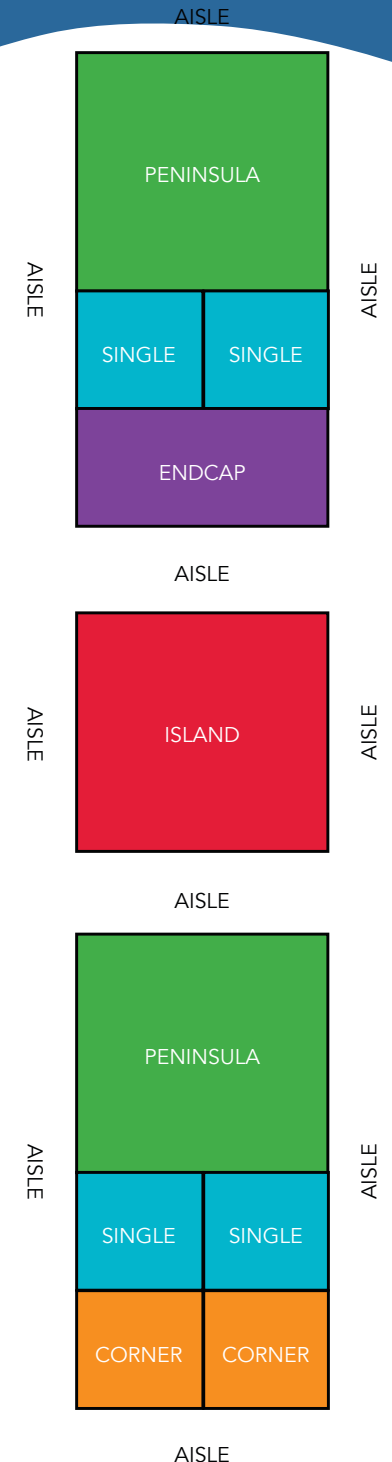
A peninsula has exposure on three sides and contains a **minimum of four booths**. The back wall for peninsula booths is restricted to 8' high for only half the dimension, or 10' from the center point. The remaining back wall is 3' high. Booth set-up must adhere to the same restrictions. Displays, including fixtures, are restricted to 8' maximum height. Any variations must be submitted to show management for written approval.

ISLAND BOOTH

An island has exposure on all four sides, **contains a minimum of four booths and is not connected to any other booths**. Displays, including fixtures, must adhere to a maximum height of 10'. No perimeter wall can be completely solid; a line of sight must be maintained. There are restrictions on walls and obstructions (see [Exhibitor Rules & Regulations](#)). Any variations must be submitted to show management for written approval.

CORNER BOOTH

A corner booth has **exposure on 2 sides**. An additional surcharge applies. See Booth Pricing.



[Click here](#)
for Booth Application

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EXHIBITOR SHOW SCHEDULE

SATURDAY, MAY 15, 2027

Registration Open
Exhibitor Setup
Education Sessions
Product Palooza

SUNDAY, MAY 16, 2027

Registration Open
Exhibitor Setup
Education Sessions
Welcome Reception

MONDAY, MAY 17, 2027

Registration Open
Opening Ceremonies
Exhibit Hall Open
Creative Connection Studio
President's Reception

TUESDAY, MAY 18, 2027

Registration Open
Exhibit Hall Open
NAMTA Connect Live
Grand Rapids Social Event

WEDNESDAY, MAY 19, 2027

Registration Open
Exhibit Hall Open
Goodbye Celebration
Exhibitor Tear Down

ALL EXHIBITORS RECEIVE CROMOTION ON:

1. Monthly E-Newsletter
2. Our website: namta.org
3. The 2027 Event Mobile App
4. The NAMTA | CREATIVATION Directory

ALL EXHIBITORS RECEIVE A COMCLIMENTARY LIST OF:

1. Pre-show qualified buyers
2. All attendees after the show

schedule is subject to change



INTERNATIONAL ART MATERIALS ASSOCIATION

namla

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namta.org

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