



EXPO

EXHIBITOR PROSPECTUS

22ND ANNUAL | MAY 13-14

BAIRD CENTER | MILWAUKEE, WI



[USICERINKS.COM](https://usicerinks.com)





TRADE SHOW

BAIRD CENTER MILWAUKEE, WI



SCHEDULE

WEDNESDAY

MAY 13, 2026

LOAD IN

10:30 a.m. – 3:30 p.m.

EXPO OPEN

**Complimentary
Beverages**

5:00 p.m. – 8:00 p.m.

THURSDAY

MAY 14, 2026

EXPO OPEN

**Complimentary
Beverages**

1:30 p.m. – 3:30 p.m.

LOAD OUT

3:30 p.m. – 5:00 p.m.



WELCOME TO NARCE

The North American Rink Conference & Expo (NARCE) has proven over the past 22 years to be the premier annual educational event and exposition for the ice rink industry, and 2026 will be no exception! Once again, the United States Ice Rink Association will be offering their industry leading educational courses, which will attract hundreds of professionals to this year's event.

The RINK Expo at NARCE is the only time during the year that all of the top ice rink industry vendors come together under one roof to offer attendees the opportunity to preview their latest products and services. Face-to-face interaction with customers is still the most powerful means of creating a personal connection and building trust between a company and its target audience. Throughout NARCE, you will have the opportunity to get to know current customers and prospects on an individual level, which will help you form strong bonds that lead to long lasting and profitable business relationships.

BRINGING PROSPECTS AND LEADS TO YOU!

The United States Ice Rink Association wants your investment in the RINK Expo to yield a great return for your business. We are offering marketing tools that can be used to promote your company before the show, drive attendees to your booth during the show, and follow up with attendees after the show.

- Company listing and booth number in the NARCE Event Guide distributed to every attendee

- Interaction with attendees during the evening Networking Social May 12, lunch May 13-14 and the evening Networking Social on May 14
- Prize raffles, cash drawings and complimentary beverages during the expo to maintain constant foot traffic
- NARCE attendee list for post-show marketing and follow-up

ATTENDEE DEMOGRAPHICS

By exhibiting at the RINK Expo, you will be putting your business in front of hundreds of ice rink industry professionals that have influence on the purchasing decisions of their organizations.

- **Who attends?** – Owners, General Managers, Operations Managers, Programming Directors, Recreation Directors & Coordinators, Ice Hockey and Figure Skating Administrators, Shift Supervisors, Operations Personnel.
- **Where do they work?** – Profit & Non-Profit Organizations, Management Companies, Professional Sports Teams, Amateur Sport National Governing Bodies, Private & Municipal Facilities, Multi-Sport Facilities, Community Recreation Centers, Multipurpose Arenas, Universities, Private Schools, Entertainment Centers, Youth Hockey Associations, Figure Skating Clubs.

2025 NARCE EXHIBITOR LIST

- 32North, LLC
- Absolute Filth Hockey
- Aggreko Event Services
- All American Scoreboards
- All-American Arena Products
- American Athletic Shoe Co., Inc.
- Andrus Architecture
- Arena Warehouse
- Athletica Sport Systems
- B32 Engineering Group
- Becker Arena Products
- Black Stone Sports
- Blademaster / NESSI
- Bond Sports
- Chardon Laboratories, Inc.
- CIMCO Refrigeration, Inc.
- Climate By Design International
- Commercial Battery Service
- Covermaster Inc.
- Crossbar
- Custom Ice, Inc.
- CWENCH Hydration
- Cypress Ltd. REALice

- Dry Solutions Inc.
- EI Solutions Inc.
- Energie Innovation, Inc.
- ENERRACKS
- Engo North America
- Everything Ice
- FinnlySport
- G&A Insurance, Inc.
- Geneva Capital, LLC
- Guest Automation, Inc.
- Hockey Finder
- HTG Architects
- I.B. Storey US, Inc.
- IceBuilders
- iENG Design
- inBYLT by Apex
- International Institute of All-Natural Refrigeration (IIAR)
- Isotherm, Inc.
- Jackson Ultima Skate Company
- JBB Consultants & Engineers, Inc.
- Jet Ice Limited
- JLG Architects

- Kahler Stater
- LiveBarn, Inc.
- Marmak / SubZero
- Mayekawa USA, Inc.
- Minnesota Ice Arena Managers Association (MIAMA)
- Modern Mechanical Ice Systems
- National Compressor Exchange, Inc.
- Nexxfield, Inc.
- North East Ice Skating Managers Association (NEISMA)
- Ontario Recreation Facilities Association (ORFA)
- Outdooricerinks.com
- Paris-Kirwan Associates, Inc.
- Power Play Hockey
- Pro Net Sports Ltd.
- R&R Specialties, Inc.
- REALICE - Intercom Dr. Leitner Srl
- Reclamation Technologies, Inc.
- Resurfice Corp.
- Riedell Skate Company
- Riley Sports
- Rink Seal Pro - Shaler

- Rink Systems, Inc.
- Rocky Mountain Rink Association (RMRA)
- Safehold Special Risk, Inc.
- Slydysk
- Snomax International
- SpaceAge Synthetics Ltd.
- Sparx Hockey, Inc.
- Suburban Sports Group
- Thermal Care, Inc.
- Touchpoint Media
- U.S. Figure Skating
- U.S. Ice Rink Association
- U.S. Speedskating
- USA Hockey, Inc.
- V4Hockey
- Vepe Icepro
- Vertec Building Performance
- Way Cool Product Co., LLC
- Welmar Recreational Products
- Wisconsin Ice Arena Management Association (WIAMA)
- WM technics / LSK Enterprises
- Zamboni Company USA Inc.



EXHIBITOR SCHEDULE

TUESDAY

MAY 12, 2026

2:30 p.m. – 4:30 p.m.

Exhibitor Check-In

5:00 p.m. – 6:30 p.m.

Networking Social

(Attendees & Exhibitors)

WEDNESDAY

MAY 13, 2026

8:30 a.m. – 2:30 p.m.

Exhibitor Check-In

10:30 a.m. – 3:30 p.m.

Exhibitor Hall Load-In

12:30 p.m. – 1:30 p.m.

Lunch

(Attendees & Exhibitors)

5:00 p.m. – 8:00 p.m.

RINK Expo - Tradeshow

THURSDAY

MAY 14, 2026

12:30 p.m. – 1:30 p.m.

Lunch

(Attendees & Exhibitors)

1:30 p.m. – 3:30 p.m.

RINK Expo - Tradeshow

3:30 p.m. – 5:00 p.m.

Exhibitor Hall Load-Out

7:30 p.m. – 9:30 p.m.

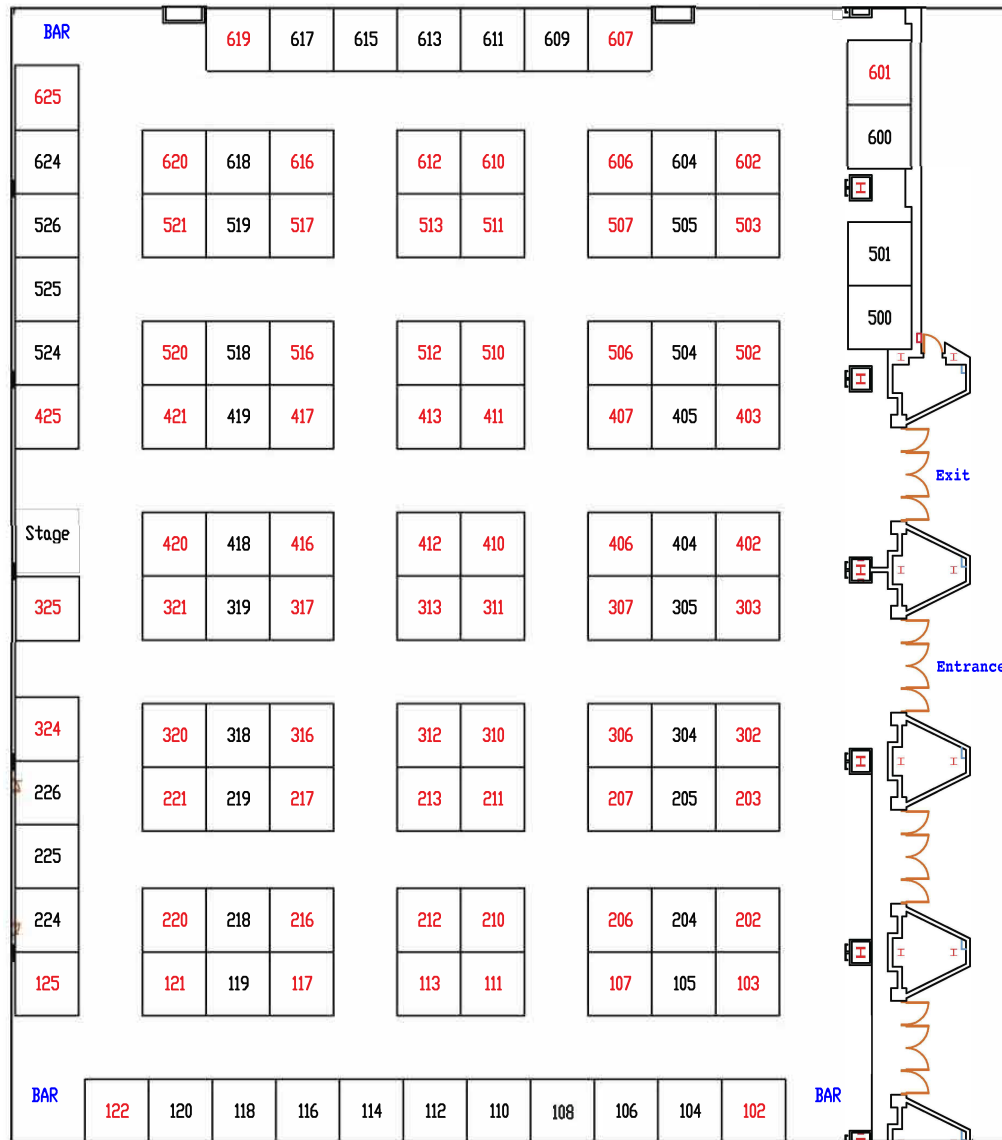
Networking Social

(Attendees & Exhibitors)



PLEASE NOTE:

- Exhibitor check-in at Baird Center - Downtown Milwaukee, WI
- RINK Expo trade show held in Baird Center Grand Ballroom C&D
- Complimentary lunch for exhibitors on Wednesday and Thursday at Baird Center
- Tuesday and Thursday night networking socials are held at host hotel - Hyatt Regency



EXHIBITOR BOOTH PACKAGES

PACKAGE 1

- ★ 10' x 10' Booth + Sign (Company Name & Booth #)
- ★ \$1,725 Vendor Member
- ★ \$2,425 Vendor Non-Member

PACKAGE 2

- ★ 10' x 10' Booth + Sign (Company Name & Booth #)
- ★ (1) 6' skirted table, (2) chairs, (1) wastebasket
- ★ \$1,825 Vendor Member
- ★ \$2,525 Vendor Non-Member

Notes:

- Both booth packages include 8' back and 3' side pipe & drape, and the exhibit hall floor is carpeted.
- Additional furniture, fixtures, carpet and labor not included in package #2 may be ordered through Wisconsin Expo Inc.
- Electrical and Internet needs are ordered separately through the Baird Center.
- All booths include two (2) Exhibitor Badges. Up to (2) Additional Exhibitor Badges may be purchased at \$100 per badge
- Exhibitor badges include access to: Networking Social on 5/12, Lunch 5/13 & 5/14, and Networking Social on 5/14
- Add \$250 for Premium Locations (Booth numbers outlined in RED on floor plan above)

EXPAND YOUR NETWORK



NARCE provides exhibitors numerous opportunities to connect one on one with current customers and create new relationships with other industry professionals during lunches, at the trade show and during the organized socials below. These relationships are invaluable for cultivating new business.



NETWORKING SOCIAL #1

Tuesday 5/13 — 5:00–6:30 p.m.

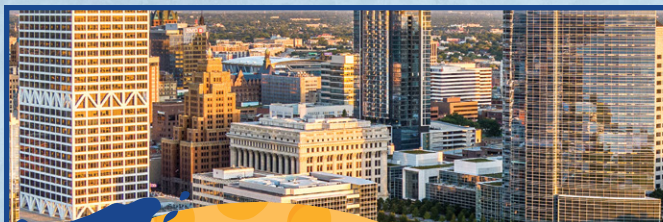
- Complimentary beverages provided to attendees, instructors, sponsors and exhibitors

NETWORKING SOCIAL #2

Thursday 5/14 — 7:30–9:30 p.m.

- Enjoy complimentary beverages with other attendees, instructors, sponsors & exhibitors
- Compete in the 11th annual “Bag Toss Tournament”
- Participate in the NARCE ‘Race’ following the bags tournament

Both socials are held at Hyatt Regency.



MILWAUKEE, WI

HOST CITY FOR NARCE 2024-2026



Milwaukee Bucks
(NBA)



Milwaukee Brewers
(MLB)



Harley Davidson
Factory & Museum



Milwaukee Admirals
(AHL)



Marquette University
+ Milwaukee School
of Engineering



Milwaukee Wae
(MASL)
Oldest soccer team
in America

BEER: Miller, Pabst, Schlitz, Blatz

FOOD: Cheese Curds, Brats, Frozen Custard,
Butter Burgers, Friday Fish Frys, Beer Cheese Soup

TV SHOWS: Laverne & Shirley, Happy Days – “The Bronze Fonz” statue

ACTORS: Gene Wilder, Heather Graham

INVENTIONS: Typewriter, Answering Machine, Carmex Lip Balm

KNOWN FOR:

Holler House - Oldest bowling alley in American

Summerfest - World's largest music festival

Draw Bridges - 16 along the Milwaukee River

HOST HOTEL INFORMATION



HYATT REGENCY
333 W KILBOURN AVE, MILWAUKEE, WI 53203

RESERVE NOW

**BOOK
EARLY!**

**EVENT ROOM
BLOCK SELLS
OUT QUICKLY!**

Book your room at the Hyatt by **April 20, 2026**
to Receive the NARCE discounted group rates
starting at **\$163/night**
(Single & Double Occupancy)

1 ONLINE BOOKING

<https://www.hyatt.com/en-US/group-booking/MKERM/G-NARC>

2 PHONE BOOKING

Call 888-591-1234 / Group Code: **G-NARC**

NEVER MISS A MOMENT of the downtown action at Hyatt Regency Milwaukee. Recharge in our contemporary rooms and admire city views from our hotel suites. Indulge in on-site food and drinks at our restaurant and bar or our Starbucks®. Whether you're visiting for business or a leisurely getaway, experience everything downtown Milwaukee has to offer during your stay at Hyatt Regency Milwaukee.

HOTEL HIGHLIGHTS

- Business Services
- Complimentary Wi-Fi
- Fitness Center
- Pet Friendly Rooms
- Laundry
- Julep Bar
- Bistro 333
- Starbucks
- The Café
- Starbucks

AIRPORT

- General Mitchell International Airport (MKE) 9 miles from the Hyatt

MITCHELLAIRPORT.COM

GROUND TRANSPORTATION

To / From MKE & Hyatt

- **Uber / Lyft** – Average Cost: \$28.00 one-way to the Hyatt
- **Taxi (Various Options)** – Average Cost: \$33.00 one-way to the Hyatt

HOTEL PARKING

- There is parking garage connected to the Hyatt