



ChristmasExpo

July 23-25, 2026
Dallas, TX
near the Galleria

Doubletree by Hilton
4099 Valley View Lane
Dallas, TX 75244

2026
Holiday Lighting &
Decorating Conference

www.ChristmasExpo.com

Exhibitor Information



Christmas Expo

Your Market is Our Audience

Who Attends

- Homeowners
- Lighting Installers
- Commercial Decorators
- Businesses
- Cities/Municipalities
- Parks
- Drive-Thru Displays
- Theme Parks
- Hotels
- Communities
- Gardens
- Zoo's
- Anyone creating holiday displays



ChristmasExpo.com

Holiday Lighting & Decorating Conference July 23-25, 2026 | Dallas, TX



Christmas Expo is the longest running and most popular conference for extreme holiday decorators.

It's an annual, week-long conference starting with workshops and culminating in 3 full days of shopping, classes, and events. Our goal is to create a magical and inspiring experience that encourages creativity and shows attendees how to build displays that WOW the visitor, and bring smiles to children's faces.

**Classes • Specialty Workshops
Holiday Themed Vendor Hall
Lighting Installer Business Workshop**

We look forward to sharing this unique opportunity to help you connect with new and existing customers.

Joyce Perhac, *Managing Partner*

jperhac@ChristmasExpo.com | 412-780-4336 Cell

Exhibitor Information

Vendor Pricing

8'x10' Booth **1-3 booths \$950/ea**
4+ booths \$925/ea
(located inside the exhibit hall)

5'x10' Booth **\$475/ea**
(located in foyer outside exhibit hall—1 booth per vendor)

- Includes draping (3' side & 8' back), if needed.
- 2 Exhibitor badges/paid booth for booth personnel only. Exhibitors may not register attendees, guests, or other non-booth personnel. Badge cannot be used for entry into classes and may not be shared.

Additional Information

Doubtree by Hilton Hotel Dallas
4099 Valley View Lane
Dallas, TX 75244

Hours	Wed	9am-6pm	Vendor Move-In
	Thu	12pm-6:00pm	Vendor Hall Open
	Fri	9:00am-5:00pm	Vendor Hall Open
	Sat	9:00am-2:00pm	Vendor Hall Open
	Sat	2:00pm	Vendor Move-Out

Vendor Specifications

- Vendors must sell indoor or outdoor holiday decorating products or services. No craft products.
- 1 business per vendor space
- Display and products must be contained within the confines of your booth space. *No exceptions.*
- No early packing or early move-outs
- All sales are final

Shipping / Furniture / Electricity

The decorator will provide shipping information and order forms for electricity, furniture, etc. by email approximately 30 days before the Expo.

- **Stetson Convention Services, Inc.** will be accepting product/material shipments and will deliver your shipment to your booth at the hotel.

Submit Your Application to Exhibit



Purchase online at:

<https://www.christmasexpo.com/product/booth/>



Expo Information

Hotel Reservations

Doubtree by Hilton Hotel Dallas near the Galleria

4099 Valley View Lane
Dallas, TX 75244

\$139/night (972) 385-9000
Use "Christmas Expo" for conference rate

Teach a Class

Make the most of your Expo experience! Vendors are invited to submit class proposals to **teach at Christmas Expo**. Class sessions are 1 hour.

To submit a class, complete the **Class Submission form** online at ChristmasExpo.com, under Event Info.

Advertising Materials

Let your customers know that you will have a booth at Christmas Expo. **We can provide you with FREE advertising materials** such as graphics, ads, materials, flyers, etc. to include in your shipments, even formatted email newsletters to send to your private customer list.

In addition, **please let us know of any sales, specials, new products, etc. that you will be sharing at the Expo** that we can use to advertise your participation in the event.

Children

Children are welcome at Christmas Expo!

Please note that for the safety and enjoyment of all guests, all children must be accompanied and supervised by an adult at all times while in the conference area.

For the safety of all attendees, we ask that there be no running, playing in the aisles or blocking aisles or attendee access to any booth, aisle, or other area within the event.

Pandemic Compliance

Christmas Expo management has completed training and received certification in pandemic compliance for in-person events. There is no mask mandate for the event; however, we must comply with facility, local, state, federal, and/or CDC rules will apply should anything change. Changes may require modifications to floor plans, traffic patterns, etc. to assure the safety of our vendors, attendees, and staff.

Advertising and Sponsorships

Sponsorships

Promotional sponsorships are available to both vendors and non-vendors. We can also create a customized opportunity to meet your needs.



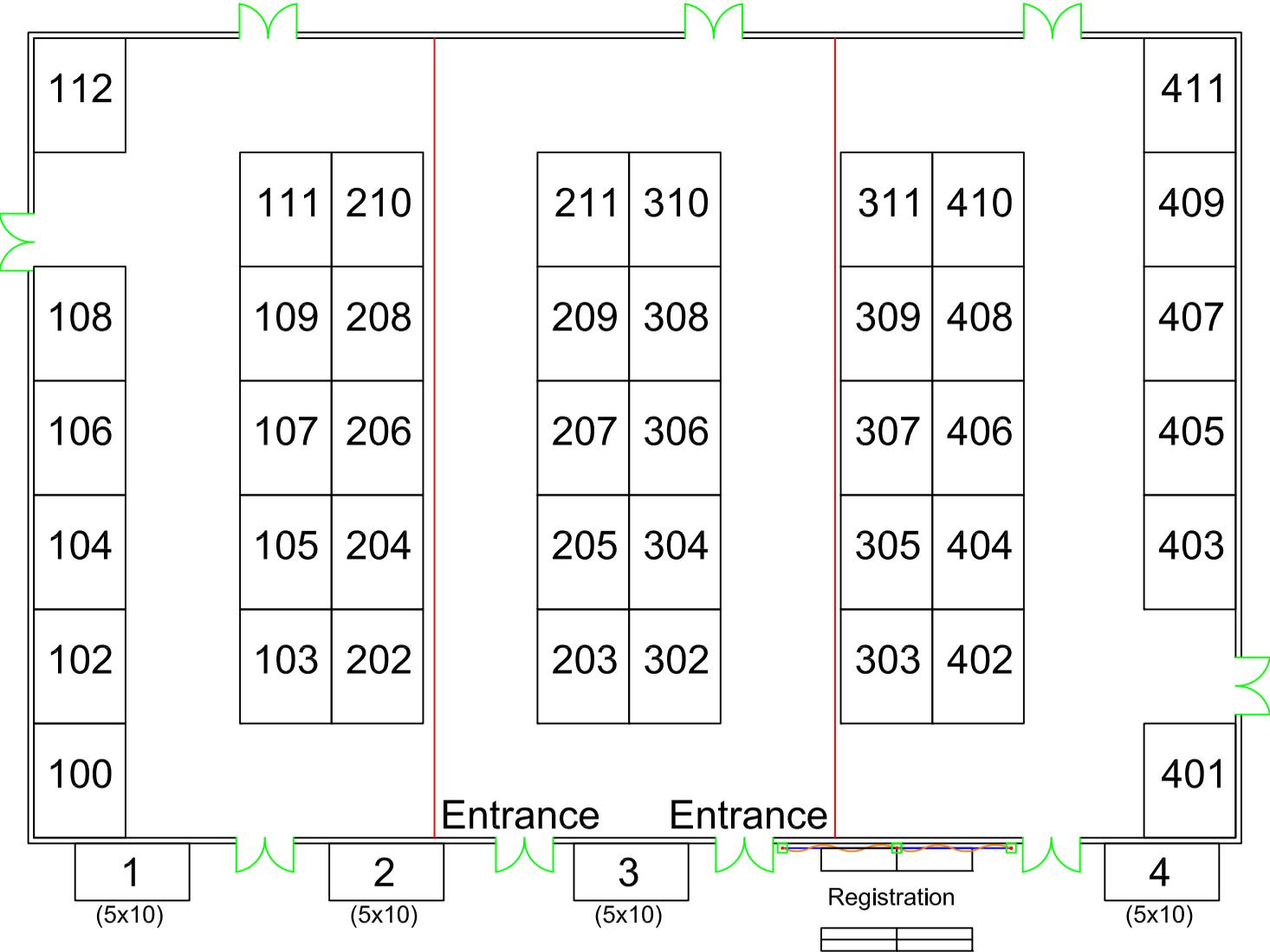
Advertising

Advertising opportunities are available in our Show Program that is given to all attendees.

Door Prizes

Create excitement for your product by donating to our door prize drawing. Please contact Joyce Perhac at jperhac@christmasexpo.com for more information.

Floor Plan





Christmas Expo

Mark Your Calendars

July 15-17, 2027

July 20-22, 2028

**Connect Your Business to
Extreme Home Decorators,
Commercial Decorators and
Holiday Lighting Installers**

www.ChristmasExpo.com

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