



**SEPT. 28-OCT. 1, 2025
MANDALAY BAY, LAS VEGAS**

THE GLOBAL EVENT FOR GROCERY & CPG INNOVATION

EXHIBIT HALL CREW BADGE GUIDELINES

Crew Badges are complimentary passes that grant exhibitors' vendors access to the exhibit floor while it is open to the public (exhibit hall hours below). This badge can only be used by vendors (booth entertainment, baristas, hosts, lead gatherers, etc.) working at the booth and **not** employees from the exhibiting company.

This pass does not include access to meals, sessions, or evening receptions – a full pass must be purchased for access to any of these items.

Exhibit Hall Hours

Monday, September 29 | 8:30 AM – 5:00 PM PT

Tuesday, September 30 | 8:30 AM – 5:00 PM PT

ALLOTMENT

The total number of crew badges an exhibitor receives is based on the size of their booth:












Booth Type / Size	Square Footage	Allotment
10x10	100	< 200 sq. ft = 1 Crew Badge
20x10	200	
30x10	300	
20x20	400	< 600 sq. ft = 2 Crew Badges (+Meeting rooms)
20x30	600	
20x40	800	> 600 sq. ft = 3 Crew Badges
30x30	900	

Groceryshop 2025 crew badges can be registered [here](#) using your Crew Badge Coupon Code (sent during onboarding). The deadline to submit all crew badge requests is **Thursday, September 25, 2025**.

For any questions or changes that need to be made to an already submitted crew badge form, please email registration@groceryshop.com.

Vendors **do not** need a crew badge to receive access to the exhibit floor during move in and move out if they have already filled out the EAC Form (please see below for access needed). You can purchase additional crew badges (\$1000 each) [here](#).

	Exhibit Hall Wristband	Crew Badge	Exhibitor & Sponsor Ticket
Access to the exhibit hall during load in and load out			
Access to the exhibit hall prior to opening on show days			
Access to the exhibit hall during show hours.			
Access to sessions, meals, and evening receptions			
Can be used by people from the exhibiting company			

Exhibit Hall Access	Exhibit Hall Wristband	Crew Badge	Exhibitor & Sponsor Ticket
Fri. Sept 26th 8 AM - 6 PM			
Sat. Sept 27th 8 AM - 6 PM			
Sun. Sept 28th 8 AM - 12 PM			
Mon. Sept 29th 7:30 AM - 8:30 AM			
Mon. Sept 29th 8:30 AM - 5 PM			
Tues. Sept 30th 7:30 AM - 8:30 AM			
Tues. Sept 30th 8:30 AM - 5 PM			
Tues. Sept 30th 6 PM - 10 PM			
Wed. Oct 1st 12 PM - 5 PM			