

WHITEHAWK 2026 EXHIBITOR INFO • PLEASE READ THE ENTIRE SHEET!

LOCATION: Santa Fe Community Convention Center • 201 W. Marcy St. • Santa Fe, NM 87501

EARLY REGISTRATION & BADGE PICK-UP

Tuesday, August 4 (9:30 – 4pm)

Location: Convention Center in the Peralta room – accessed by the open door in the courtyard. **DO NOT** enter through any other part of the Convention Center.

BEFORE LOADING IN:

You must check-in at the loading dock to pick-up your packets and badges. **DO NOT** temporarily park in the loading dock unless this is your designated load-in spot. This is enforced.

WE HAVE 3 LOAD-IN LOCATIONS:

Loading dock: Federal Place between Lincoln Avenue and Grant Avenue entrance (across from the post office)

Loading zone: Along Grant Avenue alongside the building.

- There will be a security guard to check you in to the loading dock & loading zone.

Garage (119 Federal Pl): Beneath the Convention Center with access to the freight elevator.

SET-UP HOURS:

Wednesday, August 5 (9am – 5pm). Each Exhibitor will have an assigned Loading Location and time slot. You will not be allowed to use loading zone outside of your assigned location and time slot.

You are welcome to legally park outside assigned loading locations, including the garage, to load in from 9am – 5pm.

Thursday, August 6 (9am – 4pm)

PORTERS: Available on a first-come, first-serve basis. Please keep in mind that porters work for tips.

BOX STORAGE: You can store boxes that you will not need until end of show Wed in Peralta Room far east wall. This area will be closed off Wednesday at 5pm and there will be no access at all until Sunday at 5pm.

Accessible box storage will be in Peralta room office Thursday 9am through Sunday 5pm.

EARLY BUYER & BENEFIT PREVIEW: Exhibitors must be in the booth during the times listed below

Thursday August 6 (12pm – 4pm) Early Buyer, \$250/person *includes admission to the Benefit Preview & all show days.

Thursday August 6 (5pm-9pm) 5pm–7pm (ticket good through 9pm) Nat. Amer Benefit Preview, \$175/person; 7pm-9pm Southwest Indian Benefit Preview, \$125 per person. *includes admission to all show days.

SHOW DAYS: Exhibitors must be in the booth during the times listed below

Friday, August 7; Saturday, August 8; Sunday, August 9; (10am – 5pm)

\$18 for a one-day ticket and \$25 for a run-of-show ticket. New Mexico residents' free admission on Sunday Aug.9.

** On show days you may enter the hall at 9:00am (no earlier). Please don't forget your badge and ID!

BREAKDOWN: Sunday, August 9 (from 5pm until you leave). During load-out, exhibitors must have items completely boxed and ready for transport before moving vehicle into the load-in area. You will call a crew member when your items are packed and you will be assigned a loading area. **DO NOT PACK UP BEFORE 5PM!** You must work in your booth to finish by 10 pm when our crews must be sent home. Please be respectful that we need to send staff and crew home and do not leave booth for extended periods of time before your booth is completely packed up and loaded out.

ALCOHOL: Please do not serve alcohol in your booth it's against the law in New Mexico. There is a bar located near Café the length of the show.

BADGES: Badges are only allowed for employees of the booth (this will be enforced).

AMENITIES: Café service by What the Truck is available during exhibitor set-up and throughout the show with a variety of food & beverages. Café seating is available in the O'Keeffe room, Peralta room, and outdoors along courtyard portal.

BAR: A bar will be open during all the show days, Friday through Sunday. Located near the Café by the fireplace.

PARKING: The underground parking garage is located at 119 S. Federal Place. Open daily from 7am – 10pm. Rates: \$1 for the first hour, \$2 for each hour after that, up to a \$12 maximum.

SPECIAL EXHIBITS: This year Whitehawk presents two special exhibits:

- *The First Moderns*: A one-of-a-kind collection of extraordinary Germantown weavings demonstrating that the Navajos created the first example of modern art in the Americas.
- *Heritage: A Legacy Of Tradition*: – Fresh from National Gallery of Art in Washington DC and Denver Art Museum this collection of Australian Aboriginal Art presented by the Holloway Collection represents more than 60,000 years of the world's longest continuous culture. Complex spiritual and cultural narratives through iconography conveying dreamtime stories - foundational beliefs, creation, laws and rituals.

SHIPPING INSTRUCTIONS: If you are shipping items to the venue, please [schedule arrivals between Monday August 3 – Wednesday August 5](#). [Please make sure to insure your items](#). We will receive them and do our best to secure them safely, but we are not responsible for them. Make sure to label your box(es):

Exhibitor Name/ attn; Whitehawk
Santa Fe Community Convention Center
201 West Marcy Street
Santa Fe, NM. 87501

****Items being shipped back must be picked up by Monday August 10th at 11am.****

Benefit Preview Tickets: Exhibitors may purchase Benefit Preview tickets for client for 50% of ticket cost. There are 2 Benefit Previews this year. [Turquoise Tier](#), 5pm -7pm, benefiting Native American Jump Start ticket price \$175 running through 9pm, and [Silver Tier](#), 7pm- 9pm, benefiting Southwestern Association of Indian Art, ticket price \$125. Please send a check to Whitehawk, PO Box 88, Santa Fe, NM 87504. Please note the Tier and the name of the guests and we will add them to our Benefit Preview Guest list.

Special Exhibits: This year also features two special exhibits:

First Moderns - a one-of-a-kind collection of extraordinary Germantown weavings demonstrating that the Navajos created the first examples of modern art in the Americas.

[Read the article of First Moderns in Native American Art Magazine here](#)

Heritage: A Legacy of Tradition - an extraordinary selection of Australian Aboriginal Art, presented by the Hollow Collection. The art represents more than 60,000 years of the world's longest continuous culture.

[Some of the objects can be seen on display at The Denver Art Museum here](#)

TAX RATE: Santa Fe Gross Receipts 2026 tax rate 8.1875% **WI FI:** Network is SF Convention Center. No password.

Thank you for being a part of the show! Contact us if you have any questions:

Stacy Freeman 505.477.0609 info@whitehawkshows.com Kim Martindale: 805.340.0384