

# 2020 EXHIBITOR PROSPECTUS

May 18-20, 2020  
Hyatt Regency Dallas



**Main Street Now**, a conference of the National Main Street Center, is the premier national conference for local leaders working to advance economic opportunity and improve quality of life in historic downtowns and commercial districts. The National Main Street Center is pleased to welcome the Texas Historical Commission, Texas Main Street and Friends of the Texas Historical Commission as 2020 Main Street Now co-hosts.

This annual event draws upwards of 1,800 community leaders from small towns, mid-sized cities, and urban neighborhood business districts. Main Street Now attendees are professionals in preservation-based, economic development and community revitalization, including both experienced and new downtown and neighborhood Main Street directors, volunteers, architects, planners, economic development professionals, public officials, volunteers, and consultants.

The conference's Main Street Expo is a central gathering place and the best place to develop relationships with the Main Street network. Main Street Now attendees rely on the products and services from companies like yours to do their best work, so join us for this unparalleled opportunity to market your services and make valuable connections with local leaders. Show booth registration will open in early December!

Learn more about the conference at [www.mainstreet.org/mainstreetnow](http://www.mainstreet.org/mainstreetnow)

## SHOW INFORMATION

### Show Hours

This year's show will take place at the Hyatt Regency Dallas. *Current schedule is tentative and will be finalized prior to registration opening.*

**Tuesday, May 19, 2020:** Open 7:30 a.m. to 5:00 p.m. (Morning refreshment break in the exhibit hall; Exhibitor's reception is 4:00 to 5:00 p.m. in the exhibit hall)

**Wednesday, May 20, 2020:** Open 7:30 to 10:15 a.m. (Morning refreshment break in the exhibit hall)

*Exhibitor Move-In: Monday, May 18, 2020, 12:00 p.m. to 6:00 p.m.*

*Exhibitor Move-Out: Wednesday, May 20, 2020, 10:15 a.m. to 2:00 p.m.*

### Booth Prices

<b>Option</b>	<b>Super Saver</b> <i>Purchased and paid by 1/3/20</i>	<b>Early-Bird</b> <i>Purchased &amp; Paid between 1/4/20 – 2/14/20</i>	<b>Regular</b> <i>Purchased 2/15/20 or later</i>
<b>Main Street America Member</b> 8'x10'	<b>\$1,400</b>	<b>\$1,500</b>	<b>\$1,700</b>
<b>Non-Member</b> 8'x10'	<b>\$1,800</b>	<b>\$1,900</b>	<b>\$2,100</b>
<b>Government/Nonprofit</b> 8'x10'	<b>\$700</b>	<b>\$700</b>	<b>\$900</b>

You will receive a reminder email directing you to the registration website when registration opens in early December. There will also be payment instructions for you to follow.

### Boost Your Show Presence

We will have limited advertising opportunities available in this year's program. If you are interested in purchasing an ad or providing a handout/flyer in attendee bags please email [mainstreet@savingplaces.org](mailto:mainstreet@savingplaces.org) for pricing and availability.

### Boost Your Show Traffic

Get in on the fun and increase show traffic to your booth. The Networking Raffle generates excitement around your product or service. Participate by donating a product or service (minimum value \$250) for the raffle. Drawings will be held and winners announced Tuesday during the Exhibitor Reception.

## **RULES AND REGULATIONS**

**All exhibits and exhibitors are subject to the following regulations. By registering for the show, you are agreeing to abide by all requirements, restrictions, and obligations as set forth in these documents.**

The Main Street Expo is produced jointly by and is the property of the National Main Street Center (NMSC), a subsidiary of the National Trust for Historic Preservation, and Friends of the Texas Historical Commission (Friends). The Expo is an adjunct to the professional and educational meetings held during the Main Street Now Conference, the purpose of which is to promote the use of the Main Street Approach®. The Expo is meant to supplement the educational sessions by providing attendees with various types of products, services, and information available to them. Exhibitors are expected to display the products and/or discuss their services with an awareness of the professional and practical needs of NMSC members.

### **Eligibility for Participation**

NMSC and Friends determine the eligibility of any company or product(s) for exhibition at the Main Street Now Conference, in its sole discretion. Until an exhibitor's application has been accepted by NMSC and Friends in writing, no rights to exhibit are granted. NMSC and Friends may refuse acceptance, installation or order dismantling of any exhibit or promotion, wholly or in part, that in its sole opinion is not in keeping with the character or purpose of the Conference.

### **Arrangement and Use of Exhibit Space**

An exhibit space is 8' x 10' with a height of 8'. All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. The aisles, passageways, and overhead spaces will remain strictly under the control of NMSC and Friends. No exhibit or advertising matter will be permitted to extend beyond the space allotted to the exhibitor without specific approval by the Show Managers representing NMSC and Friends. Exhibitors' use of music or audiovisual devices with sound, are permitted only in those locations and at such decibel intensity as not to interfere with the activities of other exhibitors. Helium balloons, glitter and confetti are prohibited without the express written consent of NMSC/Friends. Additional canvassing or distributing printed matter, souvenirs or other articles outside of the exhibitor's rented space is not permitted.

### **Installation and Dismantling**

All exhibits may only be installed and set up during the hours specified in the show schedule. No installation work is permitted outside these hours without permission from NMSC, the onsite operations manager. If an exhibit is not set up by the end of the specified set up hours, NMSC reserves the right to direct the official service contractor to set up the exhibit at the sole expense of the exhibitor or make such other use of the space as deemed necessary or appropriate. No exhibit can be dismantled before the official closing of the exhibit hall. Failure to observe this rule will result in a \$100 fine for the first

offense, a \$100 fine and loss of 50% of the exhibitor's space selection points for the second offense, and the loss of right to exhibit at forthcoming NMSC exhibitions for the third offense. NMSC reserves the right to remove all items left by the exhibitor at the end of the dismantling hours. Any items remaining after the allotted dismantling timeframe, shall be disposed of in a manner, which in NMSC's sole judgment, is deemed appropriate. NMSC may, at its option, store such items and charge exhibitor a reasonable storage fee unless exhibitor makes alternative arrangements with NMSC for the disposal of the property. Exhibitor shall indemnify, hold harmless, and defend the NMSC and Friends from any claims, losses or damage to any property that is removed under this Paragraph. Exhibitor shall also reimburse NMSC for any costs and expenses incurred by NMSC under this Paragraph.

## **Liability and Insurance**

Exhibitors are responsible for making provisions to safeguard their materials, equipment and displays at all times. Neither NMSC nor Friends is responsible for any property lost, stolen or damaged before, during or after the Conference, whether belonging to Exhibitor or its employees, agents, representatives, contractors, suppliers, guests, members, patrons, invitees or customers. Exhibitors are advised to carry special insurance to cover exhibit material against loss or damage and public liability insurance against injury to persons and property of others. NMSC and Friends will take reasonable precautions to safeguard exhibits by locking the exhibition hall doors overnight after show hours. This is not and should not be interpreted as a guarantee or indemnity against loss or theft of any kind. Exhibitors participate solely at their own risk. Exhibitor agrees to indemnify, hold harmless and defend NMSC and Friends for any and all claims, liabilities, damages and expenses, including reasonable attorney fees, arising out of Exhibitor's participation in the 2020 Main Street Now Conference.

## **Subletting of Space**

Exhibitors may not assign, sublet or share the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business. No firm or organization not assigned space will be permitted to solicit business within the exhibit hall.

## **Contractor Services**

Complete information, instructions, and schedules or prices regarding shipping, drayage, labor, electrical, furniture, carpet, etc., are included in the exhibitor service manual to be forwarded from the official service contractor. Special utilities, such as electricity or telephone; dedicated lighting; unpacking; erection and repackaging of display booth decoration and furniture other than those included in the standard booth are not covered in the exhibit fee. Arrangements for these items will need to be made by each exhibitor and additional fees will apply.

## **Regulations and Care of Space**

The exhibitor must comply with all federal, state, and local ordinances and regulations, including those concerning safety, environmental laws, and hazardous materials. In the event that exhibitor is notified that any of its activities violate any law, ordinance or regulation, exhibitor agrees to immediately desist from or correct such violation. Exhibitors and their agents must not injure or deface walls, and shall not drive or permit to be driven any nails, hooks, tacks, or screws into the walls or floors of the buildings, the

booths and/or the equipment or furnishings in the booth. The exhibitor will be held liable for any such damage caused by any agent of the exhibiting company. Exhibitor shall obtain written authorization from NMSC before bringing into the Expo any flammable, radioactive, hazardous or toxic material, waste or substance (collectively “Hazardous Substances”). Gasoline-powered equipment is prohibited. The exhibitor shall also comply with all rules and regulations established by the host hotel.

## Booth Assignments

Booths will be selected on a first-come, first-served basis once payment is received and processed.

## Staffing

Exhibitors must open on time and staff the booth at all times during show hours. All personnel in exhibit booths are required to display proper names badges. Each booth will include two staff members at no charge. Each additional staff person staffing the booth will be charged \$100 unless they are registered as an attendee for the conference.

## Cancellation

Cancellations must be sent in writing via email to Steve Amraen at [samraen@savingplaces.org](mailto:samraen@savingplaces.org).

If received by:

**March 1, 2020:** Full refund (less \$100 admin fee)

**April 1, 2020:** 50% of exhibit fee (less \$100 admin fee)

### **No refunds will be processed for cancellation after April 1, 2020.**

For more information or to discuss additional opportunities to participate at the 2020 Main Street Now Conference in Dallas, TX, please contact Steve Amraen at [samraen@savingplaces.org](mailto:samraen@savingplaces.org) or 312.610.5609.

#### *About the National Main Street Center*

The National Main Street Center has been helping revitalize older and historic commercial districts for more than 35 years. Today, its Main Street America network of more than 1,600 neighborhoods and communities, rural and urban, share both a commitment to place and to building stronger communities through preservation-based economic development. The organization is a non-profit subsidiary of the National Trust for Historic Preservation.