



CONFERENCE FAQs

Quick links

[Registration Rates](#)

[Changes to your Registration](#)

[Coupon and Access Codes](#)

[Education Content](#)

[Completing your Registration](#)

Registration Rates

Q. Is there a special rate for members?

A. Yes, the Main Street America Member Rate is \$99. This rate is good through March 22nd, at which point it will increase to \$149. This discount is available to all levels of members and may be utilized by multiple registrants from your organization (including staff, volunteers, and board members). To access the MSA Member Rate you will need your Member ID number which can be found in your account page, renewal notices, and renewal confirmation emails. If you don't know your Member ID number please email mainstreet_membership@savingplaces.org. Please note, due to a high volume of inquiries, it may take up to 24 hours to respond.

Q. When does the early bird rate end?

A. March 22 @ 11:59 CDT.

Q. How does the group rate work?

A. Main Street America members are eligible for a discounted rate of \$75/person for groups of 5 or more attendees from the same organization. This can include volunteers, board members, and staff. To receive the discount, simply add 5 or more registrants from your organization to the same transaction - no coupon code required. The registrants do not need to share the same email domain, but they must be associated directly with your organization as a volunteer, staff, or board member. Please note, those registering with a coupon or discount (such as Civic Leaders) may count toward your group of 5 but will not receive a further discount.

Q. What is the Small Business Rate?

A. New this year, we are offering a dedicated track for small businesses on Main Streets for \$25. The Small Business Rate is a special offer for owners and employees of small businesses. For our purposes, small businesses are defined as privately owned corporations, partnerships, or sole proprietorships that have fewer employees than 50 employees. Please note, the Small Business Rate will grant the

registrant access to a limited number of sessions targeted to small businesses, most falling on the conference's "Small Business Day" on Tuesday, April 13th. If an attendee wants access to the full suite of education sessions and events, they should register at a standard registration type.

Q. How does the small business rate work?

Small businesses are eligible for a discounted or free registration. The standard small business rate is \$25. Just select 'Small Business' as your registration type on the registration form [here](#). If a small business is located in a Main Street America or UrbanMain district, it is eligible for **free** registration to the conference's small business content. Contact your local director contact for the coupon code. Once you have the code, enter it in the Coupon Code field in the Payment section of the registration form and hit "apply." Your registration should then be \$0, and you can hit "submit" to complete your registration.

Q. Who qualifies for the Civic Leader rate?

A. The Civic Leader rate is a special discounted rate for elected officials and senior government staff. Details about Civic Leader-focused content will be available soon. The Civic Leader Rate is \$50. Main Street Managers and Coordinating Program staff are not eligible to receive the Civic Leader rate. The rate includes: Mayors, County Executives, City Councilmembers, elected municipal leaders, staff at the director level and above in Main Street-related departments (i.e. economic development, planning, historic preservation, etc.). Questions about qualifications? Please email mainstreet@savingplaces.org.

Q. I'm a speaker or sponsor and don't see my registration type.

A. Enter the Access Code provided to you at the top of the registration page, and additional types will appear.

Coupon and Access Codes

Q. What's the difference between a Coupon Code and an Access Code?

A. Access codes are provided by Main Street America to allow certain groups to access exclusive registration types (e.g. speakers). Coupon codes provide a discount on our standard registration types.

Q. My Coordinator is supposed to cover my conference registration. How do I get a coupon code?

A. Please reach out to your Coordinator for the appropriate coupon code.

Q. My coupon code didn't work. What happened?

A. Ensure you have entered your Coupon Code in the text box in the payment section (not the Access Code text box above). Coupon Codes are case sensitive. If you are still having issues, please confirm with whomever supplied you with the code that you are using the correct code. If you are still having issues, email mainstreet@savingplaces.org.

Q. How do I make sure my Coupon Code or Group Rate discount has been applied correctly?

A. After you enter your coupon code the amount discounted will appear and your total should update accordingly. If you are registering multiple people you can click “Show Summary” and that will show the total amount discounted.

Completing your Registration

Q. Do I have to register for individual sessions?

A. You will not be registering for sessions during the registration process. When the virtual conference platform goes live in March, you will have the opportunity to build your schedule and reserve your spot for individual sessions. Please note that each session has a limit on the number of attendees so it’s important to sign up when the platform opens.

Q. What is my Registration login information?

A. Your registration login is not connected to your Main Street member login. You will have an option to create an account on our registration site, RegFox. This is not required, though it will allow you to make any edits to your registration. There is a link to set-up your account in the confirmation page after you complete your registration and also in the confirmation email that is sent to you. You can also create an [account by clicking here](#) and providing the email you used to register. Please note, this login will only be used for registration. There will be a separate login for the virtual conference platform where you’ll access sessions. You’ll be invited to set this up when the platform goes live in March.

Q. I clicked on “I forgot my Number” and received a notice “That email is not on file – please try again”?

A. The email entered in this box much match exactly to the email on your Main Street America member record. Please email us at mainstreet_membership@savingplaces.org so we can provide you with your member # and update the email on file if needed.

Q. Can I pay by check?

A. We strongly recommend credit card payment. If you must pay by check, there will be a \$5 processing fee, and there will be a delay in processing your payment and gaining access to the virtual conference platform access due to office closures. Check payments will be accepted through Friday, March 26th. If you pay by check please ensure your check is received by us no later than Monday, April 5th.

Q. I registered, now what?

We will be using Pathable as our platform for the virtual conference. This is where you’ll access all sessions, connect with other attendees, and explore the Exhibit Hall. The platform is set to go live on Monday, March 15th at which time you’ll receive information on logging in, using the platform, and selecting your sessions. If you register after March 15th, you should receive an invitation to access the platform by the next business day. In the meantime, we encourage you to visit [our website](#) for important updates.

Changes to your Registration

Q. I registered but want to transfer my registration to someone else. How do I do that?

A. Yes, you can do this at no charge. You can do so [by logging in to your account](#) on RegFox and editing the name and other pertinent information on the registration. Another option is to email mainstreet@savingplaces.org with the name, title, organization and email for the new registrant. Please note you will still be billed for the registration and we cannot edit the billing. You will have the ability to make edits to your registration through Friday, April 4th and after that any edits will need to be email to mainstreet@savingplaces.org.

Q. I registered but now I can't attend. Can I cancel my registration?

A. There will be a \$20 cancellation fee for all cancelled registrations received by 5pm CT on Monday, March 29th. Cancellation requests must be sent to mainstreet@savingplaces.org. No refunds will be given after this date, though you can still transfer your registration for no penalty. For exhibitors there is a 50% cancellation fee through Monday, March 22nd. Beginning Tuesday, March 23rd no refunds will be given for exhibitors.

Q. Can I change my registration type?

A. You are able to change your registration type [by logging in to your account](#), however if the change results in a refund needed to be processed you will need to email us at mainstreet@savingplaces.org to make that change. If the change results in an increased fee you will be able to make that change and will automatically be billed for the difference. You will have the ability to make edits to your registration through Friday, April 4th and after that any edits will need to be email to mainstreet@savingplaces.org.

Education Content

Q. What are the conference themes?

A. Main Street Now 2021 will focus its programming around a number of major themes including:

- **Recovery and Resilience:** The pandemic has had immense impacts on all aspects of Main Street revitalization work. The conference will directly address the ways in which our communities can rebuild stronger, resilient, and more equitable local economies.
- **Equity and Inclusion:** Main Street Now 2021 will feature a series of education sessions and keynotes on the topics of antiracism, equity, and inclusion on Main Street; community wealth-building; and supporting traditionally underserved populations.
- **Small Business and Entrepreneurship:** For the first time, Main Street Now will host “Small Business Day” on the second day of the conference, inviting small business owners to join us for sessions and workshops offering real time solutions as they look ahead to recovery. Other conference content will address ways in which communities can better support, retain, and recruit entrepreneurs.

Q. What is the schedule?

A. To accommodate attendees from all US time zones, each day will begin with a keynote session at 12pm EDT and conclude with a keynote or special event ending no later than 6pm EDT. We'll release a full session schedule in the next few weeks.

Q. What types of sessions will be offered?

A. Our content addresses the broad range of issues that impact Main Street, including community economic development, placemaking and design, marketing and promotions, organizational development and capacity building, and more.

Listen & Learn (Main Idea General Sessions, Education Sessions, and Tactical Solution Sessions)

Participate & Share (Mini-workshops, Q&As with speakers and participants)

Engage & Connect (Networking Opportunities, Celebratory Events, and Virtual Expo Hall)

Q. Who is speaking at the conference?

A. We'll be sharing session content starting in the next few weeks.

Q. Will sessions be recorded and available to view later?

A. Yes, sessions will be recorded and available on the conference platform for attendees to view immediately following the conference through March 1, 2022.

Q. Will Main Street Now offer continuing education credits?

A. Yes, we anticipate offering APA and AIA credits.