

2024 EXHIBITOR PROSPECTUS

May 6-8, 2024

Birmingham-Jefferson Convention Complex



Main Street Now, a conference of Main Street America, is the premier national conference for local leaders working to advance economic opportunity and improve quality of life in historic downtowns and commercial districts. Main Street America is excited to bring the 2024 Main Street Now Conference to Birmingham, Alabama!

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 is expected to open in January 2024!

Learn more about the conference at www.mainstreet.org/mainstreetnow

SHOW INFORMATION

Show Hours

This year's show will take place at the Birmingham-Jefferson Convention Complex. *Current schedule is tentative and will be finalized prior to registration opening.*

Tuesday, May 7, 2024: Open 7:45 a.m. to 5:45 p.m. (Morning refreshment break in the exhibit hall; Exhibitor's reception is 4:30 to 5:45 p.m. in the exhibit hall)

Wednesday, May 8, 2024: Open 7:45 to 10:30 a.m. (Morning refreshment break in the exhibit hall)

Exhibitor Move-In: Monday, May 6, 2024, 12:00 p.m. to 6:00 p.m.

Exhibitor Move-Out: Wednesday, May 8, 2024, 11:00 a.m. to 1:00 p.m.

Booth Prices & Registration

Option	Early-Bird <i>Purchased & paid by 2/19/24</i>	Regular <i>Purchased 2/20/24 or later</i>
Main Street America Member 8'x10'	\$1,625	\$1,875
Non-Member 8'x10'	\$2,025	\$2,275
Government/Nonprofit 8'x10'	\$925	\$1025

A notification email about exhibitor booth registration will be sent when conference registration opens in January 2024.

Boost Your Show Presence

We have various sponsorship opportunities available to increase your exposure throughout the conference. For more information on the sponsorship opportunities available please contact Katie Eckstein at keckstein@mainstreet.org.

Boost Your Show Traffic

Get in on the fun, generate excitement around your company, and increase show traffic to your booth by donating a product or service (minimum value \$250 with no purchase required) for the networking raffle. Drawings will be held and winners announced on Tuesday during the Exhibitor Reception. Please use the registration form to indicate if you would like to participate in the raffle.

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 by and is the property of the National Main Street Center (NMSC), a subsidiary of the National Trust for Historic Preservation. 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 determines 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 in writing, no rights to exhibit are granted. NMSC 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. 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. 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. 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 may result in a \$100 fine for the first offense, a \$500 fine 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 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. NMSC is not 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 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 for any and all claims, liabilities, damages and expenses, including reasonable attorney fees, arising out of Exhibitor's participation in the 2023 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. A floor plan will be provided in advance of registration opening. Note that select booths are reserved for Conference Sponsors and Partners.

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. Booth staff are welcome to attend receptions and the Opening Plenary but we kindly ask they reserve seats in other educational sessions for Conference attendees.

Cancellation

Cancellations must be sent in writing via email to Steve Amraen at samraen@mainstreet.org.

If received by:

February 26, 2024:	Full refund (less \$100 admin fee)
March 18, 2024:	50% of exhibit fee (less \$100 admin fee)

No refunds will be processed for cancellation after March 18, 2024.

For more information or to discuss additional opportunities to participate at the 2024 Main Street Now Conference in Birmingham, please contact Steve Amraen at samraen@mainstreet.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 40 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.