



2020 NC Main Street Conference

March 10-12 | New Bern, NC

ncmainstreetconference.com

2020 NC Main Street Sponsor and Exhibitor - Information Packet

The North Carolina economy has shifted and changed over the past three decades, leaving many communities struggling to regain their footing in the current market. Yet many communities are realizing that economic success can be found by embracing their authentic assets. Community assets come in many forms, such as cultural, institutional, governmental, community and human, natural and recreational, and economic assets. These assets define strategic economic development directions that help communities focus and prioritize the projects that are important. When those projects are exceptional, they provide the perfect pitch that attracts consumers, entrepreneurs and developers to their communities.

The North Carolina Main Street conference is the state's largest downtown revitalization event, offering learning sessions, tours, time for downtown exploration and opportunities for networking with downtown professionals, elected officials, volunteers and consultants. Attendees will learn how to identify strategies and how to create an ensemble of projects that support and facilitate economic development in their communities. They will leave with a better understanding of what professionals can help them reach their desired outcomes. Many refer to the conference website to find companies that understand downtown revitalization and the needs of today's small business owners. When you connect with the NC Main Street Conference, you are connecting with your target market. No other conference will assemble this many downtown professionals, at one time, in the state of North Carolina. We hope you will continue or join us for the first time as an annual sponsor and/or exhibitor.

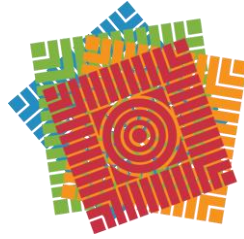




A few facts about the conference and awards program:

- Our primary audience is downtown professionals, municipal elected officials and staff, property and business owners, downtown revitalization volunteers, and other professionals interested in downtown development.
- The conference is our major educational event and is the only downtown revitalization conference held in our state. It attracts approximately 700 attendees annually.
- Typically, more than 140 communities from across the state and of all sizes are represented. We often have registrants from neighboring states.
- Many of our attendees are on restricted budgets and this is the one event that they plan on attending because of its educational and networking value. They look forward to talking to our exhibitors to see their work and gain contacts to further their downtown revitalization projects.
- Our partners, YOU help us to produce a high-quality event at a reasonable cost for our attendees.





NC Main Street Conference Sponsor and Exhibitor Opportunities

Sponsorships are tax deductible.

We partner with North Carolina Main Street Partners, a 501c3 organization, to produce this educational conference.

Heritage Sponsor (\$5,000)

- An opportunity to exhibit at the conference from **Tuesday - Wednesday afternoon**
- Heritage Level sponsors who choose to exhibit are guaranteed a high traffic location. Space is limited so, please let us know as soon as possible if you would like to exhibit
- Inclusion in the conference exhibitor guide should you choose to exhibit at the conference. (company name, logo and brief description of your products or services)
- Your company's logo and sponsor level designation on conference and awards program signage
- Your company's logo and sponsor level designation listed in the on-site conference schedule
- Your company's name and sponsor level designation listed in the awards and champions recognition ceremony digital invitations
- Your company's name and sponsor level designation listed in the awards ceremony and champions recognition ceremony programs
- Recognition during the awards and champions programs
- Listing as a conference sponsor on the North Carolina Main Street Conference website, including a hyperlink
- Conference attendee list, provided pre/post-conference
- 8 complimentary conference registrations
- 4 complimentary passes to the awards reception/dinner and program
- An opportunity to include marketing materials in conference bags

Legacy Sponsor (\$2,500)

- An opportunity to exhibit at the conference from **Tuesday - Wednesday afternoon**
- Inclusion in the conference exhibitor guide should you choose to exhibit at the conference. (company name, logo and brief description of your products or services)
- Your company's logo and sponsor level designation on conference and awards program signage
- Your company's logo and sponsor level designation listed in the on-site conference schedule
- Your company's name and sponsor level designation listed in the awards and champions recognition ceremony digital invitations
- Your company's name and sponsor level designation listed in the awards ceremony and champions recognition ceremony programs
- Recognition during the awards and champions programs
- Listing as a conference sponsor on the North Carolina Main Street Conference website, including a hyperlink
- Conference attendee list, provided pre/post-conference
- 4 complimentary conference registrations
- 2 complimentary passes to the awards reception/dinner and program
- An opportunity to include marketing materials in conference bags

Tradition Sponsor (\$1,000)

- An opportunity to exhibit during the conference from **Tuesday - Wednesday afternoon**
- Inclusion in the conference exhibitor guide should you choose to exhibit at the conference (company name, logo and brief description of your products or services)
- Your company's logo and sponsor level designation on conference and awards program signage
- Your company's logo and sponsor level designation listed in the on-site conference schedule
- Your company's name and sponsor level designation listed in the awards and champions recognition ceremony digital invitations
- Your company's name and sponsor level designation listed in the awards ceremony and champions recognition ceremony programs
- Recognition during the awards and champions programs
- Listing as a conference sponsor on the North Carolina Main Street Conference website, including a hyperlink
- Conference attendee list, provided pre/post-conference
- 2 complimentary conference registrations
- 1 complimentary pass to the awards reception/dinner and program
- An opportunity to include marketing materials in conference bags

Preservation Sponsor (\$500)

- Your company's logo and sponsor level designation on conference and awards program signage
- Your company's logo and sponsor level designation listed in the on-site conference schedule
- Your company's name and sponsor level designation listed in the awards and champions recognition ceremony digital invitations
- Your company's name and sponsor level designation listed in the awards ceremony and champions recognition ceremony programs
- Recognition during the awards and champions programs
- Listing as a conference sponsor on the North Carolina Main Street Conference website including a hyperlink
- Conference attendee list, provided pre/post-conference
- 1 complimentary conference registration
- 1 complimentary pass to the awards reception/dinner and program
- An opportunity to include marketing materials in conference bags

Exhibitor Benefits (\$500)

- Exhibit space (includes one skirted table) during the conference from **Tuesday - Wednesday afternoon**
- Your company's logo listed in the on-site conference schedule
- Your company's logo displayed on conference signage
- Inclusion in the conference vendor guide with your company's name, logo and a brief description of the products or services you provide
- An opportunity to include marketing materials in the conference bags
- Conference attendee list, provided both pre/post-conference
- Two complimentary conference registrations

How to Secure Your Spot?

Fill out the online - www.ncmainstreetcenter.com/partners

How to Pay:

- Pay no later than January 1, 2019 (This will allow you to take advantage of all marketing pieces)
- Online - www.ncmainstreetcenter.com/partners
- By check - Made payable to NC Main Street Partners:
- **Mailing** Address: NC Main Street Partners, PO Box 18168, Raleigh, NC 27619-8168.