

Marketplace for Mutuals Remodeled

Like any successful retail store, an exhibit show benefits from a remodel for an updated environment and to create opportunities for new customer experiences. In 2019, the Marketplace for Mutuals at the NAMIC Annual Convention will debut its own refreshed look. Just like any remodel, it may take some time for the new space to feel like home, but we are dedicated to providing a valuable space for exhibitors and attendees. Here's a sneak peek at what we have under the drop cloths.

What is New?

A Brand New Floor Plan

Remodels often start by tearing down the walls down to the studs and beginning anew. That is what we did with the marketplace floor plan. We brought in a spoke-and-wheel layout, which helps the marketplace break free of the confines of the standard grid pattern. It will foster a natural traffic pattern and encourage interaction with vendors.

New Visual Branding and Décor

A remodel is not effective if you reuse the same old wallpaper, so we've ripped it down. We've taken inspiration from our surroundings and will use the distinctive and culturally diverse neighborhoods of Washington, D.C., to influence the color palette and design of the marketplace. We are still looking over the paint samples, so to speak, but the marketplace will feature distinct visual branding and décor from D.C. neighborhoods.

Booth and Exhibitor Attendee Changes

With any remodel, what goes inside the room changes too. The exhibit booths will still be the trusted 10x10s and 20x20s, but 10x20 spaces are drawn into the plan rather than combining two smaller booths. Also, we will have space dedicated to the building of private meetings rooms. We will have an updated exhibitor registration policy to bring exhibitor registrations into alignment with convention attendee registration rates.

What Does This Mean for Exhibitors?

It might take you a little more time to select your booth. We have included a floorplan on the following page, so give yourself time to look it over and familiarize yourself with the new layout.

Things are going to look different because carpet colors and drape colors will change in different segments of the marketplace. You may see the deep, lush green hues of Georgetown in one segment and the elegant white and gray of Pennsylvania Avenue in another segment.

For 2019, exhibitor registrations will be shifted to this arrangement:

- 10x10s will include one exhibitor registration and are eligible to add one exhibitor registration at discounted exhibitor rate;
- 10x20s will receive two exhibitor registrations and are eligible to add two exhibitor registrations at the discounted exhibitor rate;
- 20x20s will receive four exhibitor registrations and are eligible to add four exhibitor registrations at the discounted exhibitor rate; and
- Any additional registrations will be at list rates for vendors or NAMIC members.

We are excited to announce these changes and see it all come to life in September 2019. As always, we strive for our exhibitors and attendees to have a wonderful convention experience. Please let us know if you have any questions about these plans.

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