



52nd
ANNUAL

STREET ROD NATIONALS
AUGUST 5, 6, 7, 8, 2021
KENTUCKY EXPO CENTER
LOUISVILLE, KENTUCKY



All contracts and deposits received by **12-31-20** will be assigned space on a seniority basis. Seniority is based on the number of events that your company has attended since 1975. Contracts and deposits received **after** 12-31-20 will be assigned space on a first available basis.

EVENT EXHIBITORS LISTS

In the months preceding each NSRA event an Exhibitor List indicating what Exhibitors will be in attendance at that event is published in Streetscene Magazine. This listing is a plus for our 50,000 monthly readers, as well as you the vendor, and especially those that plan to shop while attending the event. To be included on this list we must have a signed contract and deposit. The lists for this event will be sent in on February 1st, March 1st, April 1st and May 1st.

★ **ALL NSRA EVENTS ARE OPEN TO CARS 30 YEARS OLD AND OLDER.** ★

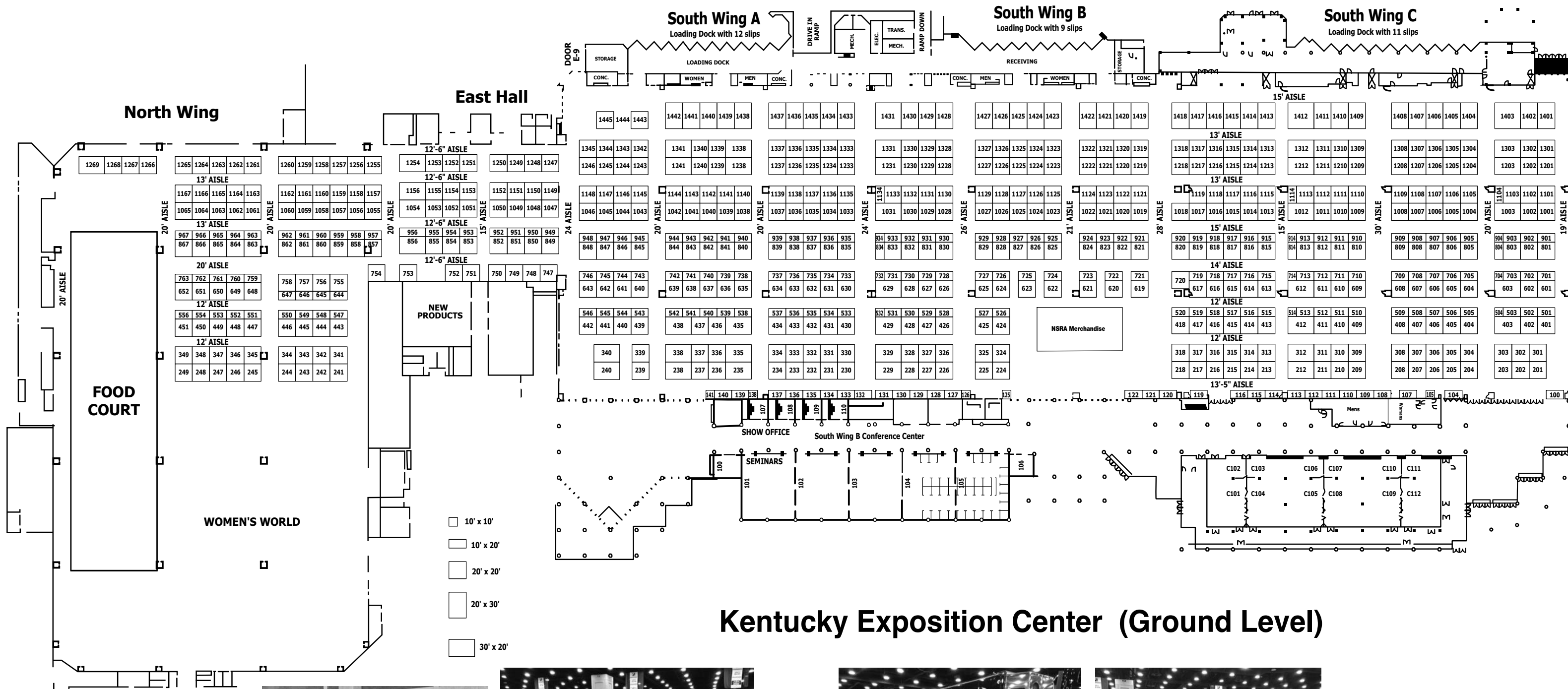
COMMERCIAL SPACE AGREEMENT



Kentucky Exposition Center - Louisville, KY

North Wing / East Hall / South Wing A / South Wing B / South Wing C

NSRA STREET ROD NATIONALS 2021



Kentucky Exposition Center (Ground Level)

Building Hours:
 Thurs., Fri. & Sat.
 9:00 a.m. - 5:00 p.m.
 Sun., 9:00 a.m. - 1:00 p.m.



This contract shows all spaces are still available. The closer we get to event dates fewer space(s) will remain. For an up to date list of open spaces contact Bob Reynolds (925) 855-1808, email: NSRABOB@yahoo.com



52nd ANNUAL NSRA STREET ROD NATIONALS® COMMERCIAL SPACE AGREEMENT

AUGUST 5, 6, 7, 8, 2021 • KENTUCKY EXPO CENTER
LOUISVILLE, KENTUCKY

We hereby apply for manufacturer's/supplier's participation in the 2021 NSRA Street Rod Nationals. It is our understanding that our participation is subject to all conditions and regulations governing the event and its production. Enclosed is our check made payable to the National Street Rod Association, in the amount designated below as full or part payment of the required fee.

Company: _____ Product: _____

Street Address: _____

City: _____ State _____ Zip _____

Phone: () _____ Fax: () _____ Cell: () _____

Email: _____

Will you be using a trailer as part of your display? How long is it? _____ Which side opens? _____

Names of persons working the event _____

Authorized by _____ Title _____ Date _____

Must Be Signed

*This Agreement contains a Release and Indemnification provision for the benefit of National Street Rod Association and the Kentucky Expo Center. Read this agreement carefully. Your signature indicates your full understanding and acceptance of all terms and conditions of this Agreement.

Total size of space required is ___X___. Inside _____ Outside _____	_____
10' x 10' space.....	\$1300.00
Additional footage inside or outside \$250. per 10' x 10' space..... X \$250. _____	_____
Super Prize Discount (For Super Prize Sponsors Only).....	-\$ _____
Special Super Prize Discount - \$500 (For Super Prize Program Participants Only)	-\$ _____
Discount \$100. if total amount due is received by June 15, 2021	-\$ _____
Total.....	\$ _____
NON-REFUNDABLE / NON-TRANSFERABLE DEPOSIT (must be at least 50% of total)	\$ _____
Balance due by June 15, 2021 or space will be forfeited.....	\$ _____
ALL SPACES PURCHASED OR BALANCE DUE PAID AFTER JULY 22, 2021 ADD \$100. TO THE ABOVE FEES.	
AFTER JUNE 15, 2021 TOTAL MUST BE PAID IN FULL. • CASHIER CHECK OR MONEY ORDER ONLY. TOTAL \$ _____	

***CREDENTIALS:** Each company will receive up to 6 people passes and up to 2 vehicle passes per contract. Additional people passes are available @ \$56. each. An order form will be sent with your space confirmation.

NO CANCELLATIONS OR REFUNDS (50% Deposit is Not Refundable) AFTER JUNE 15, 2021. NO SUBLETTING OF SPACE.

Building Hours: 9:00 a.m. - 5:00 p.m., Thursday, Friday, Saturday; 9:00 a.m. - 1:00 p.m. Sunday

Make Checks Payable To: NSRA

MARK SPACES IN ORDER OF CHOICE

- 1. _____ 2. _____ 3. _____
- 4. _____ 5. _____ 6. _____

Advertise in the NSRA Yearbook and Street Rod Nationals Program.
Space and Copy Deadline 1-15-21.

Advertise in the July Street Scene (Pre Nationals Issue). Space and Copy Deadline 5-5-21.

CS _____	SE _____
CR _____	DR _____
CF _____	BD _____

PC

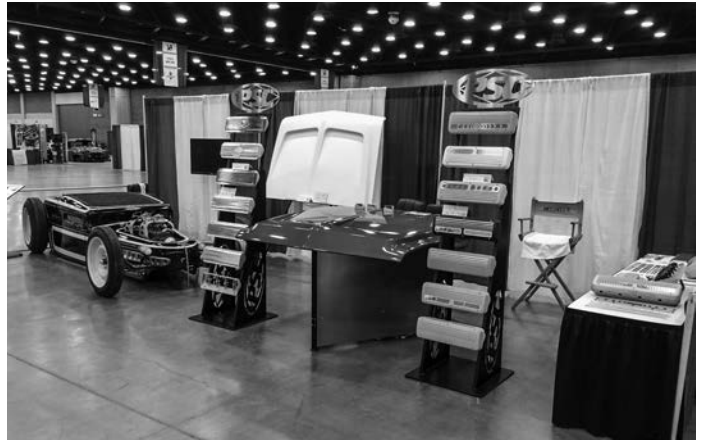
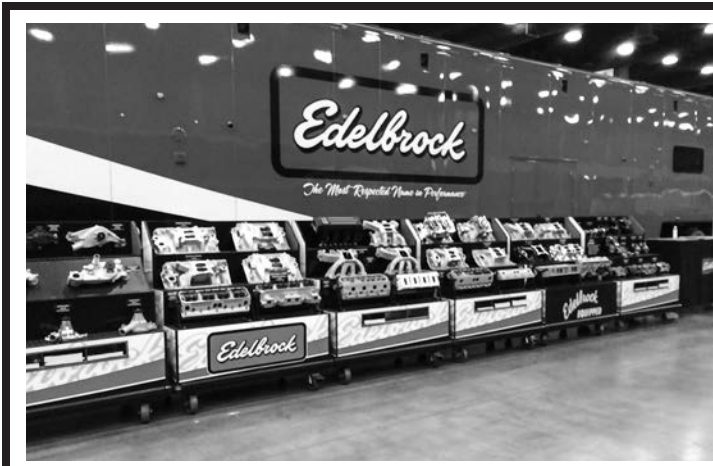
S/N

9-20

Return this contract with payment and space requirements to:
BOB REYNOLDS, Director, Advertising & Sales
2365 Royal Oaks Drive, Alamo, CA 94507 • Email: nsrabob@yahoo.com
NSRA - Craig Meads

Ph: (925) 855-1808 / Fax: (925) 855-1809
Cell: (901) 301-8712
(417) 827-0099

RETURN THIS PORTION
www.nsra-usa.com



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	037	032
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OUTSIDE EXHIBITS

Building Hours:
 Thurs., Fri. & Sat.
 9:00 a.m. - 5:00 p.m.
 Sunday
 9:00 a.m. - 1:00 p.m.

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KENTUCKY EXPO CENTER
LOUISVILLE, KENTUCKY

PARTICIPATION

EXHIBITOR: Subject to all terms set forth in this Agreement, Exhibitor is granted the right to sell and display products and materials: is permitted to sample products and merchandise (except event souvenirs, and food and beverage); distribute catalogs and other promotional materials, such as decals, but all promotional activity must be confined to exhibitors booth: No signs, sales, models, or any product identification permitted outside the Exhibitor's display area.

ELIGIBILITY: Submission of a commercial space agreement and or payment for exhibit space does not guarantee that exhibit space will be assigned. NSRA reserves the right to determine the eligibility of any exhibitor for inclusion in the event, either before or after proper execution of this agreement. Applications for rental of exhibit space shall be subject to the approval of NSRA and NSRA reserves the right to reject space applications with or without cause if in the best interest of the event.

SPACE ALLOCATION: The method of assigning spaces shall be established by NSRA, and may be changed from time to time without notice to exhibitors in order to accommodate what NSRA perceives as the best interest of the event. NSRA also reserves the right to rearrange exhibitors or adjust the floor plan to accommodate the best interest of the event.

EXHIBITING COMPANIES ARE NOT ALLOWED TO HAVE PETS IN OR AROUND THEIR BOOTHS.

NO EVENT SOUVENIR ITEMS OR FOOD AND BEVERAGES MAY BE SOLD OR GIVEN AWAY BY ANY EXHIBITORS / SPONSORS.

NO 2, 3 OR 4 WHEEL SCOOTERS MAY BE PROMOTED, ADVERTISED, DEMONSTRATED OR SOLD AT NSRA EVENTS.

EVENT SOUVENIR ITEMS

It is hereby agreed and understood that an Exhibitor shall not have the right to use letters, words, numbers or symbols or sell or giveaway any merchandise or product which would directly or indirectly depict an association with Street Rod Nationals. It is further agreed and understood that no acts or action shall be performed by an Exhibitor which would, in any way, connote an affiliation with Street Rod Nationals.

It is further agreed and understood that management of the National Street Rod Association shall determine any violation pursuant to the foregoing paragraph and take any action as necessary to eliminate infringement relative to the foregoing paragraph. Management of the National Street Rod Association shall in its sole discretion determine if the Exhibitor is in breach of the agreement.

GENERAL INFORMATION

The NSRA Street Rod Nationals will be presented at the Kentucky Expo Center, Louisville, Kentucky. Set up: August 2-4, 9 a.m. to 6 p.m. Trailers that are to remain in the building should move in at Noon on Monday.

"STREET IS NEAT" IN ANY FORM IS A REGISTERED TRADE-MARK OF THE NATIONAL STREET ROD ASSOCIATION AND MAY NOT BE USED IN ANY MANNER.

NO HYDRAULIC LIFTS MAY BE OPERATED, AT ANY NSRA EVENTS.

NO ONSITE CAMPING EXCEPT IN THE DESIGNATED CAMPING AREA.

SCHEDULE: AUGUST 5, 6, 7, 8. Exhibit Building Hours: 9:00 a.m. to 5:00 p.m. daily. Except Sunday: 9:00 a.m. to 1:00 p.m.

Exhibit Buildings open at 8:30 a.m. daily for exhibitors with proper credentials. Early tear down will result in a loss of seniority.

The National Street Rod Association will endeavor to make all reasonable accommodations so that all aspects of this event are accessible to persons with disabilities. If you plan to attend this NSRA event and need special assistance, please contact the National Street Rod Association; 4030 Park Avenue; Memphis, Tennessee 38111-7406; Telephone: (901) 452-4030; Facsimile: (901) 452-6772.

LIABILITY

Neither the National Street Rod Association, the City of Louisville, the State of Kentucky, the Kentucky Expo Center, their representatives, agents, employees, or any member or guests of the Street Rod Nationals and/or the facility on which the activities are presented, is responsible for any injury, loss, or damage from any cause whatsoever that may be suffered by any Exhibitor, their employees, agents, or property. The Exhibitor, upon execution of this agreement, expressly releases the foregoing named associations, parties, individuals, and employees from any and all claims for such loss, damage, or injury.

Any and all restrictions and/or levies imposed or enforced by the facility, the City of Louisville, and/or the State of Kentucky must be observed by the Exhibitor, and the Street Rod Nationals staff and/or the National Street Rod Association assume no responsibility or liability whatsoever in matters related to any restrictions and/or levies imposed on any Exhibitor by the event facility, the City of Louisville, and/or the State of Kentucky.

No responsibility is assumed by the National Street Rod Association, Nationals Producers, the Kentucky Expo Center, their agents or affiliates, for goods delivered to the Kentucky Expo Center, or for materials left on the premises after the event's closing hours. Exhibitors who wish to insure their promotion and display materials, or components thereof, including products and merchandise, should do so at their own expense. Security guards will patrol the entire fairgrounds area, 24 hours per day, but it is the responsibility of each exhibitor to provide security for his own area. NSRA accepts no responsibility for lost or stolen goods.

ALL VEHICLES (OTHER THAN REGISTERED STREET RODS) THAT ARE TO BE IN COMMERCIAL BOOTHS, MUST BE IN PLACE BEFORE 6:00 PM ON THE FINAL SET UP DAY AND REMAIN THERE UNTIL 1:00 PM SUNDAY.

NEW STREET ROD PRODUCT OF THE YEAR

The National Street Rod Association will again select a new New Rod Product Of The Year at this year's Street Rod Nationals. This Program is NSRA's way of giving exposure and credit to the many new products introduced each year that help to make the sport grow and prosper. A list of items can be considered during the Nationals for this award will appear in the July issue of Street Scene magazine, therefore a deadline of May 11th has been set for registration of new products. Each Exhibitor will receive additional details on this program in the information packet supplied from the Advertising and Space Sales office upon submission of their Nationals contract. This information is mailed in mid-April. FINAL registration for new products is July 13th.

NOTICE

All vehicles at any/all NSRA events, must be licensed, insured and registered for the event. No motorized or non-motorized contrivances which do not comply with these requirements shall be ridden or driven on the grounds. Only recognized, single occupant handicap contrivances, motorized and non-motorized will be allowed. **This decision of the NSRA Officials will be final.**

PERSONALITIES

If you are planning on using a personality in your booth during the event, we would like to know about it. There may be additional planning required for crowd control, and we may wish to publicize the activity for our mutual benefit. Our pre National issues of Streetscene Magazine close around March 1 for May, April 1 for June and May 1 for July.

TAX INFORMATION

Tax paperwork will be provided when credential are picked up.

MOTEL INFORMATION

We have a limited number of rooms at different motels in Louisville. Upon receipt of this contract a motel reservation card will be mailed to you. If you wish to stay at one of the properties listed on the card please return it ASAP. We will forward it to the motel of your choice as long as rooms are available. The motel will then send you confirmation, requesting whatever deposit is necessary. It will be your responsibility to send the proper deposit to the motel to finally confirm your room(s). These rooms will be available for a limited time. No phone or fax requests.

ELECTRICAL AND DRAYAGE INFORMATION

Contact the Kentucky Expo Center for all Electrical and Drayage information. KYEXPO.ORG or call (502) 367-5321

NO AWNINGS OR CANOPIES MAY BE USED INSIDE BUILDINGS.

CONTROVERSIAL ITEMS, POLITICAL MATERIAL, WEAPONS MAY NOT BE DISPLAYED, PROMOTED OR SOLD.

IN THE EVENT OF ANY RESTRICTIONS IMPOSED BY LOCAL GOVERNMENT, ALL EXHIBITORS MUST ADHERE TO SAID RESTRICTIONS.