

DFW  **CAI**
Expo and Tradeshow

***Once Upon A
Property...***

**Enchanted Solutions For
Modern Communities**

PREMIER LOCATION

Watters Creek
Convention Center
777 Watters Creek Blvd.
Allen, TX 75013

EDUCATION

OPPORTUNITIES

Managers can earn
Up To 3 CEUs
Throughout the Day!

PRIZES/HAPPY HOUR

Amazing door prizes
being given away
throughout the day, and
an on-site after party
following the floor show!

Exhibitor Information Packet

“Once Upon a Property: Enchanted Solutions for
Modern Communities”

Tuesday, March 10, 2026 • 8:00 am – 4:00 pm
Marriott Dallas Allen Hotel & Convention Center
777 Watters Creek Blvd. | Allen, TX 75013

**DALLAS / FORT WORTH
COMMUNITY
ASSOCIATIONS
INSTITUTE**

14070 Proton Rd, Suite# 100
Dallas, TX 75244
(972) 246-3540
www.dfwcai.org
office@dfwcai.org



FOOD & BEVERAGES

Burrito Bowls will be served on the show floor.

Cash Bar will open at 2:00pm.

Exhibit Hall and Trade Show

~ Schedule ~

Monday, March 9, 2026

12:00 PM - 5:00 PM *VENDOR: Booth Set-Up*

Tuesday, March 10, 2026

7:00 AM - 10:45 AM *VENDOR: Booth Set-Up*

7:30 AM - 3:00 PM **Registration Opens**

8:30 AM - 9:30 AM Educational Session #1

9:45 AM - 10:45 AM Educational Sessions #2

11:00am - 12:00pm Educational Sessions #3

11:30am - 12:00pm *VENDOR: Lunch available on show floor*

12:00 PM - 4:00 PM TRADESHOW FLOOR OPENS

12:00pm - 1:30pm Lunch Services for Attendees

2:00 PM - 4:00 PM Happy Hour Opens (Cash Bar – Drink tickets available for purchase)

4:00 PM - 6:00 PM After Party and Prize Giveaways

4:00 PM - 6:00 PM *VENDOR: Booth Teardown (Vendors may store items in Sunrise breakout room, or stage items by loading dock if they wish to attend the Happy Hour).*

Exhibitor Rules and Regulations

By exhibiting at the 22nd annual Dallas / Ft. Worth CAI Tradeshow & Expo, you agree to abide by the rules & regulations outlined in the following pages.
~~~ PLEASE READ CAREFULLY ~~~

I/We agree to comply with the Official Regulations and Conditions of The Expo outlined in this prospectus and with all conditions under which the Watters Creek Convention Center has been rented to the Dallas/Ft. Worth Chapter of Community Associations Institute (CAI). I/We understand that a full copy of these rules and regulations is supplied within.

## BOOTH ASSIGNMENTS:

Booths have been assigned to all paid registrants on a first come first served basis and final assignments will be made by the CAI office to accommodate the best interests of the 2026 Expo and Trade Show.

## BOOTH SPECIFICATIONS:

Vendor Set-up:

Monday, 3/9/26 12:00pm – 5:00pm (optional)

Tuesday, 3/10/26 7:00am – 11:30am

Expo Floor Open:

Tuesday, 3/10/26 12:00pm – 4:00pm

**Premier Booths** are located on the trade room floor and are set in high traffic/highly visible locations. They are 10' deep x 10' wide with an 8' draped background and 3' high side dividers of draped aluminum pipe.

**Standard booths** are located around the trade room floor and include the same benefits listed above.

## BEST BOOTH CONTEST:

As this is a family-friendly environment, we expect all booth items to be conducive to that environment. You do not have to deviate from your company's standard trade show booth to participate in the show; the contest is optional.

***This year's theme is "Once Upon a Property: Enchanted Solutions for Modern***

***Communities.*** Judging is done on an impartial basis and overseen by the Expo Committee – all decisions are final.

## LEADERSHIP LOUNGE

Access to the Leadership Lounge is limited to lounge sponsors and director level (or higher) property management staff.

## EQUIPMENT & OTHER SERVICES:

Each exhibitor is furnished, at no extra charge, one sign showing the exhibitor's name as listed on the registration form, one 6' skirted table, two chairs, and one wastebasket. **The venue is not carpeted**. Extra signs, tables, carpet, etc. are the responsibility of each vendor and may be brought in on your own or rented from our exclusive show decorator: **Lone Star Decorators**. [CLICK HERE FOR ORDER FORM](#) (Early-bird deadline is February 18, 2026).

Managers/Homeowners will receive two Drink Tickets for the Social Hour/After Party, but vendors may purchase additional tickets ahead of time to be distributed as you see fit.

## ELECTRICAL SERVICE:

Electrical service is included with Premium Booths and may be added to Standard Booths for \$100 pre-show, or \$200 on-site. To add electrical service to your booth, email the chapter office.

## FOOD, ALCOHOL, AND OTHER NEEDS:

For questions about food and alcohol orders or other equipment and service needs, please contact the on-site Executive Meeting Manager:

**Jennifer Menard**

**T: (469)675-0844**

[jennifer.menard@marriottallen.com](mailto:jennifer.menard@marriottallen.com)

## ATTENDEE LIST:

Each exhibitor/sponsor will be supplied with an electronic version of the attendee list within 2 weeks after the show.

**There will be NO suit-casing allowed – period.**

**Vendors found breaking this rule will be asked to immediately vacate the premises.**

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Contract for Exhibit Space

By submitting payment for and registrations for exhibit space, the applicant releases CAI, its sponsors, cosponsors and agents, licensees or employees which may arise or be asserted as a result of submission of an application or of participation in the exhibition. Acceptance of an application does not imply endorsement by CAI of the applicants' products, nor does rejection imply lack of merit. **This constitutes a contract for the right to use the exhibit space** - rental for space is payable in advance at the time of submission. No refund may be made for space that is not used or for space that is unused during any part of the exhibition. Should space remain unoccupied at the opening of the exhibition, CAI may rent it or use it without obligation or refund.

Exhibit Booth

All booths are approximately 10 feet deep by 10 feet wide, unless otherwise indicated. Booths of uniform design and flame-proofed drapes with tubular steel framing will be furnished by the Official Decorator. Background height is 10 feet; divider height is 3 feet. If exhibitor has display fixtures which do not require the supplied drapes, those display fixtures may be substituted at will but must not exceed 10 feet in height.

Exhibitors agree to have exhibits completely set up by 11:30 AM, Tuesday, March 10, 2026, and are to remain open and manned fully intact until 4:00 pm. All exhibits are to be dismantled, and booths cleared by 6:00 pm Tuesday, March 10, 2026. **Any exhibitor who begins breakdown prior to 4:00 pm on Tuesday, March 10, 2026, will be fined \$500 and not be permitted to exhibit at future events until the fee has been paid.**

Care of Premises

No part of an exhibit, or signs, or other materials may be taped, pasted, nailed or otherwise affixed to walls, doors, draping or other surfaces in a way that will mar or deface, even temporarily, the exhibit area premises or booth equipment or furnishings. Damage from failure to observe this cautionary notice is payable by the exhibitor.

Use of Space

No exhibitor will be permitted to share a booth space. Each business that is represented must reserve and pay for individual booth space. Violators will be expected to pay the full cost of additional booth space on the day of the Trade Show. The purposes of the CAI Trade Show and its exhibition are to inform and educate its attendees regarding the characteristics and uses of exhibitors' products and/or services.

Exhibitors' Representatives

Specific representatives may be designated by the exhibitor to the Trade Show, in advance, as official exhibit representatives. The official exhibitor representatives will receive Exhibitor name tags. The exhibitor representatives must wear their name badges while on the Trade Show premises and must be in attendance at the exhibit during the periods of exhibition.

Special Displays

Background fixtures and showcases up to 10 feet in height may be installed in the exhibit space to 4-feet from the back wall of the space but may not exceed a height of 4 feet in the remaining area for the booth and must be designed and constructed so as not to detract from the appearance of the adjoining booths or the exhibit area. Variations from these limits will be permitted only if warranted by unusual or unalterable circumstances and if specifically approved in advance by CAI. CAI reserves the right to make changes at any time in the location, size and display limits of any space if considered in the best overall interest of the exhibition. Exhibits may not protrude beyond the space allotted or interfere in any way with traffic to exhibits of others. **

Helium balloons, Silly String, confetti, glitter, fog machines, hazers, lit candles, and smoke machines are not permitted at Watters Creek Convention Center. Only low adhesive painter's tape may be used to attach to surfaces.

Children

As a trade event designed for industry professionals, and to respect the professional show decorum of our exhibitors and show attendees, children under the age of 16 (including infants) will not be permitted to enter the show.

Animals

Service and/or guide animals are permitted at all times. Non-service animals are not permitted in the facility except as part of an exhibit, activity, or performance requiring their use. Prior approval is required by the Event Coordinator at the Watters Creek Convention Center.

Smoking Policy

The Watters Creek Convention Center is a non-tobacco facility.

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## Restrictions

CAI reserves the right to restrict exhibits which, because of noise, method of operation or any other reason, become objectionable, or otherwise detract from, or are out of keeping with, the character of the exhibition as a whole. CAI may stop installation, or request removal or discontinuance of any exhibit or promotion which, if continued, departs substantially from a design description given advanced approval, or from the description given herein. In the event of such restrictions or evictions, CAI is not liable for any refund of rental or other expense

## Food and Beverage

**\*\*All food and beverages – INCLUDING ANY ALCOHOL – served by exhibitors must be provided by Watters Creek at an additional charge. Inquire with Watters Creek for menus. Any other food or beverages must be pre-approved by Watters Creek. Advertising, displays, demonstrations, conferences, entertainment, and convention registrations in the interests of business are not permitted, except by firms which have rented space. All such business must be confined to the exhibitor's rented booth.**

## Conduct

Exhibitors operating sound, motion picture or videotape equipment, recording equipment, loudspeakers or other noise producing devices shall do so only at a level which will not interfere with other exhibitors or add unduly to general acoustic inconvenience, or CAI may order their discontinuance. All demonstrations, interviews and other exhibit activities must be conducted so as not to infringe upon the rights of other exhibitors or offend visitors to the exhibition. No undignified manner of attracting attention will be permitted. Exhibit representatives should be attired modestly and with good business taste. Exhibitors are prohibited from playing live or recorded music in their booth unless they have documented proof of their license to play such music.

## Samples and Souvenirs

Distribution of samples and souvenirs in a restrained fashion is permitted, if there is no interference with other exhibits or aisle movement, and the samples or souvenirs pertain to, or contribute to the exhibits or Trade Show. CAI may withhold or withdraw permission to distribute souvenirs, advertising, or other materials it considers objectionable. Further restraints may apply as provided under rules and regulations from the Watters Creek Convention Center.

## Liability and Insurance

CAI, its sponsors, co-sponsors, and agents assume no liability whatsoever for loss or damage through any cause, of goods, exhibits or other materials owned, rented, or leased by the exhibitor. If insurance is desired, it must be purchased by the exhibitor. The exhibitor agrees to indemnify CAI, its sponsors, co-sponsors, and their agents against, and hold harmless from, any complaints, suits or liabilities resulting from negligence in connection with the exhibitor's use of the exhibit space and participation in the exhibition.

## Permits and Licenses

It is the exhibitor's responsibility to obtain a City of Allen health permit for themselves and for each person selling or sampling any pre-approved food in the Centre. The licenses must be purchased in advance of Tuesday, March 10, 2026, in accordance with the requirements of the City of Allen Health Department. Evidence of the city permit is required prior to opening of expo.

## Fire Regulations

Booth decorations and exhibit constructions must conform to the fire regulations of the exhibit area, the exhibit hall, and the City of Allen Codes. Combustible or other explosive materials may not be used. Cloth and other flammable materials must be flame proofed. Packing containers, excelsior, wrappings, and similar materials must be removed entirely from the exhibit area and may not be stored behind exhibits or under tables.

## Interpretation and Enforcement

These regulations become a part of the contract between the exhibitor and CAI. All matters in question not covered by these regulations are subject to the decisions of CAI and all decisions so made shall be binding on all parties affected by them as by the original regulations. CAI shall not be liable for failure to perform its obligations under this contract due to strikes, acts of God, or any cause beyond its control.

## Cancellation Policies

If you cancel you booth more than 30 days before the show (before February 10, 2026, by 5:00pm) there is no penalty, as we maintain a waiting list of vendors and should be able to find a replacement for your space.

If you cancel less than 30 days before the show, we will try to find a replacement vendor for your space – but if no vendor is found, there would be a:

50% refund if cancelled 14-30 days before show  
25% refund if cancelled 7-14 days before show  
0% refund if cancelled within 7 days of the show

## Enforcement

All rules will be strictly enforced with **NO** exceptions.

# Shipping and Storage

You are welcome to ship registration or staff office materials, however, please note Watters Creek has limited storage space. Shipments may not arrive earlier than two (2) business days prior to the contracted date of occupancy. Shipments arriving outside of this timeframe will not be accepted. Shipments must be addressed as follows:

**Each Incoming package must contain the following and be sent to:**

**Marriott Dallas Allen Hotel and Watters Convention Center  
777 Watters Creek Blvd  
Allen, TX 75013**

- **Name & Date of Group:** DFW CAI March 10, 2026 – (ATTN: Jennifer Menard)
- **Name of Your Company:** \_\_\_\_\_
- **Your Booth Number:** \_\_\_\_\_
- **Name of person picking package up:** \_\_\_\_\_
- **If applicable: number of that package and total number of packages: i.e.: 1 of 3**
- **Packages must arrive no sooner than 3 days prior to the event date.**
- **Packages must be picked up for outbound shipping no more than 24 hours after the end of the show.**
- **Please make sure that all outbound packages are properly sealed and have filled out shipping labels and that the mailing/shipping service has a confirmed outbound pick-up appointment.**

**Receiving cost per box is \$5.00 and per pallet is \$75.00.** Please note that Watters Creek will not be liable for the security of freight left following the conclusion of the move-out date(s), nor accept responsibility for the shipping of such freight. Freight left on the premises more than 72 business hours will be disposed of at your expense.

# Load-in and Load-Out

A loading bay is located on the south end of the building and affords easy access to the facility. A street level load-in door enters directly in Terrell Hall on the East side. To maintain safe and efficient operations, Watters Creek Convention Center will retain complete control over all loading dock space. Any security staff required during exhibitor load-in and load-out must be pre-arranged with Watters Creek.

Contractors and exhibitors loading in and out of the facility must do so through the loading dock. Loading in or loading out will not be permitted through other areas of the facility as registration and education classes will be occurring. The exhibit hall loading doors will be closed one hour prior to the start of the show to provide appropriate heating and cooling levels.

After unloading materials, vendors will need to move their car into the parking garage for the duration of the event; vehicles may not be left in the loading area.

# Hotel Accommodations

**Stay the night with our group rate of only \$159!**

***Last Day To Book: Monday, February 16, 2026***





**BEST DECORATED  
BOOTH CONTEST**

Prizes will be awarded in two categories:  
Judge's Choice and  
Honorable Mention

## **Best Decorated Booth Contest**

**ALL VENDORS EXHIBITING IN THE EXPO HAVE THE OPPORTUNITY TO PARTICIPATE IN THE BEST DECORATED BOOTH CONTEST. JUDGING WILL BE BASED ON HOW WELL THE BOOTH/VOLUNTEERS REPRESENT THE THEME OF "ONCE UPON A PROPERTY..." – SO, BE CREATIVE!**

**PRIZES:**

**JUDGE'S CHOICE:**

A free standard booth at the 2027 Expo & Trade show!  
(\$1,050 value)

**HONORABLE MENTION:**

A full-team registration to an upcoming chapter social event –  
Golf, Bowling, or Sporting Clays!  
(\$700 value)

*\*\*The judging panel will be composed of multiple impartial third parties, including a representative from the venue staff, and our on-site photographer. All exhibiting vendors are eligible to win – all results are final.*



DALLAS/FT . WORTH CHAPTER  
**community**  
 ASSOCIATIONS INSTITUTE

**ANNOUNCED PRIZES  
 & GIVE-A-WAYS**

All announced prizes, drawings and giveaways will take place during the social hour.

# Announced Prizes and Giveaways

Each exhibitor is allowed **TWO GIVEAWAYS** that will be announced by the Tradeshow Committee starting at 4:15 PM, during the AFTER PARTY. **Vendors may send ONE representative to the stage to announce their prize winners.** Please pull winning names from business cards that you collect throughout the day (or we can pull from all attendees if you prefer, just leave the winner fields blank).

*You may give away as many items as you want to in addition to the two that we can announce over the intercom system. It is up to the exhibitor whether they will require attendees to be present to win or if they wish to follow up with them after the show.*

| Item             | Winner |
|------------------|--------|
| 1. _____ / _____ | _____  |
| 2. _____ / _____ | _____  |

\_\_\_\_\_  
 Company Name / Booth Number

\_\_\_\_\_  
 Contact Name for Drawings

**PLEASE BRING PRIZE FORM WITH YOU IN-HAND WHEN CALLED TO THE STAGE DURING AFTER PARTY AT 4:15PM.**



# 2027 BOOTH PLACEMENT

1. Priority in space selection (even within each group) will be based on the number of shows in which each company has participated. This information will be found in your application.

2. Four days prior to your assignment date, you will receive an email listing available spaces from which your group may select, along with your Space Application.

3. Assignment dates are shown below. **MARK YOUR CALENDAR WITH THESE DATES.**

*If you (our contact) will not be available, please designate someone else in your office to follow up on your behalf at the appropriate time. Make sure to inform our office of the alternate email address.*

| <u>Group</u> | <u># of Years Participation OR 2026 Annual Sponsorship Level</u> | <u># of Companies in this group in 2025</u> | <u>Application and Available Spaces Sent</u> | <u>Assignment Date</u> |
|--------------|------------------------------------------------------------------|---------------------------------------------|----------------------------------------------|------------------------|
| A            | 18-22 / Super                                                    | 17                                          | October 5, 2026                              | October 8, 2026        |
| B            | 15-17 / Diamond                                                  | 12                                          | October 12, 2026                             | October 15, 2026       |
| C            | 12-14 / Platinum                                                 | 19                                          | October 19, 2026                             | October 22, 2026       |
| D            | 9-11 / Gold                                                      | 31                                          | October 26, 2026                             | October 29, 2026       |
| E            | 6-8 / Silver                                                     | 21                                          | November 2, 2026                             | November 5, 2026       |
| F            | 3-5 / Bronze                                                     | 46                                          | November 9, 2026                             | November 12, 2026      |
| G            | 1-2 / Education                                                  | 144                                         | November 16, 2026                            | November 19, 2026      |

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