



## 2019 Great Lakes Floral & Event Expo

### 99 Years of Floral Mastery...Educating, Inspiring, Collaborating

March 1 - 3, 2019 at the DeVos Place Convention Center in Grand Rapids, MI.

The Michigan Floral Association depends on your support to help bring education to the industry. Education is key for operating a successful business. Successful businesses in turn become important customers. By exhibiting at the **2019 Great Lakes Floral & Event Expo** you not only reach potential customers, you advance our industry by providing top-notch educational opportunities.

### 2019 Exhibitor Quick Facts:

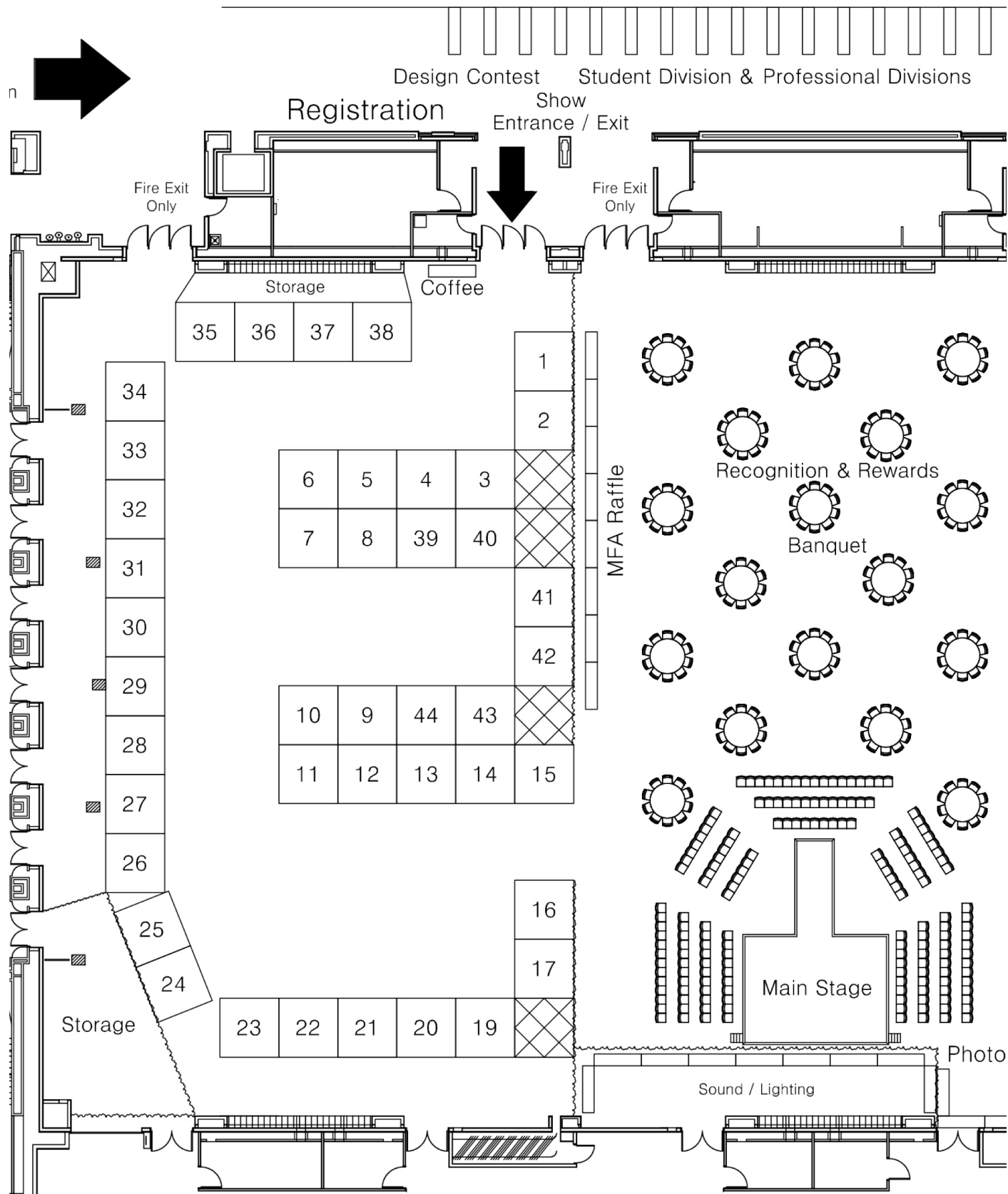
<b>Projected Attendance:</b>	400 + (In 2018 we had 420 included 298 buyers/designers/employees, 90 representatives from 29 exhibiting companies, and 32 students from six different schools.)
<b>Booth Cost:</b>	\$495 member, \$695 non-member (10' x 10')
<b>Booth Includes:</b>	2 weekend passes (a \$298 value), carpet, 2 chairs, & sign.
<b>Booth Move in/Set-Up:</b>	Friday, March 1 <sup>st</sup> move in 8:00am - 5:00pm. All booths must be set up by 10:00pm
<b>Trade Show Hours:</b>	<b>Saturday, March 2<sup>nd</sup>, 10:00am - 4:30pm; 5:30pm - 6:30pm</b> <b>Sunday, March 3<sup>rd</sup>, 11:00am - 2:30pm</b>
<b>Fun &amp; Games:</b>	The tradeshow committee is developing fun games to drive traffic to your booth
<b>Best Booth Award:</b>	Winner will receive a plaque, booth photo, and acknowledgement in <i>The Professional Florist</i>
<b>Amway Grand Plaza Hotel:</b>	\$155 plus taxes/night
<b>Advertising:</b>	<i>The Professional Florist</i> magazine call Rod at (517) 575-0110
<b>Advertising:</b>	Program ads \$500 full page, \$300 ½ page, \$200 ¼ page
<b>Airport Code:</b>	GRR

### 2019 MFA EXHIBITOR SPONSORSHIP PACKAGE OPPORTUNITIES!

<p><b>Gold Sponsor Package</b></p> <p><b>\$1299</b></p> <p><i>(\$2333.00 Value SAVE \$1034.00)</i></p> <ul style="list-style-type: none"> <li>• Business Card 6 issues Professional Florist \$240</li> <li>• Link on michiganfloral.org GLFE &amp; Partners page \$600</li> <li>• Convention Booth \$695</li> <li>• Full Page Convention Program Ad \$500</li> <li>• 2 Extra Weekend Passes \$298 (4 total)</li> </ul>	<p><b>Silver Sponsor Package</b></p> <p><b>\$1099</b></p> <p><i>(\$1684.00 Value SAVE \$585.00)</i></p> <ul style="list-style-type: none"> <li>• Business Card 6 issues Professional Florist \$240</li> <li>• Link on michiganfloral.org Partners Page \$300</li> <li>• Convention Booth \$695</li> <li>• 1/2 Page Convention Program Ad \$300</li> <li>• 1 Extra Weekend Pass \$149 (3 total)</li> </ul>	<p><b>Bronze Sponsor Package</b></p> <p><b>\$899</b></p> <p><i>(\$1444.00 Value SAVE \$545.00)</i></p> <ul style="list-style-type: none"> <li>• Link on michiganfloral.org Partners page \$300</li> <li>• Convention Booth \$695</li> <li>• 1/2 Page Convention Program Ad \$300</li> <li>• 1 Extra Weekend Pass \$149 (3 total)</li> </ul>
--	---	---

To register for a booth simply fill out the contract on the following pages and return to the MFA office via email, mail or fax to (517) 575-0115.

If you have questions contact Rod at (517) 575-0110 or email: [rod@michiganfloral.org](mailto:rod@michiganfloral.org)



**2019 Great Lakes Floral & Event Expo**  
**"99 Years of Floral Mastery"**  
**March 1-3, 2019**  
**DeVos Place / Steelcase Ballroom, Grand Rapids, MI**  
**EXHIBITOR CONTRACT**

The Michigan Floral Association (MFA) hereby leases to:

Firm Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone #: \_\_\_\_\_

Email \_\_\_\_\_ Website: \_\_\_\_\_

Booth Number(s): 1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

For the purpose of exhibiting and otherwise advertising the product lines listed on this contract. When choice is not available, you will be assigned to a booth location. For and in consideration of the lease, (firm name) \_\_\_\_\_ hereby agrees to pay to the order of MICHIGAN FLORAL ASSOCIATION, the sum of \$ \_\_\_\_\_ which covers the booth space rental for the entire period of the convention. This includes Full Convention weekend pass registration for two representatives for each booth. The above firm also agrees to have booth fully set up by 10:00pm on Friday, March 1, 2019. Furthermore, the firm will NOT remove, package, prepack or do any other form of dismantling in its booth(s) until after 2:30pm on Sunday, March 3, 2019. If booth is dismantled prior to this time, the firm will lose booth selection privileges for the next year.

**BOOTH / TABLETOP DISPLAY PRICES:**

**\$495 MFA MEMBER (10' x 10') Premium End Cap Space: Additional \$50 per booth**

**\$695 NON-MEMBER (10' x 10') Premium End Cap Space: Additional \$50 per booth**

Purchase of one booth: full payment due with contract. Two or more booths: 50% deposit required to hold spaces.

Balance due no later than Friday, January 4, 2019.

**SPACE RESERVATION & CANCELLATION POLICY:**

If cancellation of MFA Trade Show space(s) is received by: January 4, 2019 - Advance payments will be refunded less a 15% administration fee based on the total reserved space. After January 4, 2019 - NO REFUND unless MFA can resell the space(s). If resold, a 50% refund will be paid on the resold portion.

**SIGNS:** Exhibitors will receive a one-line sign with company name (as stated above) and booth number.

**PRODUCT/SERVICE:** to be shown in booth. List the product or service that you will feature in your booth(s).

**NAME BADGES:** List the names of the individuals who will be working in the exhibit area. Two weekend passes included per 10' x 10' booth. Additional passes are available at published prices. Call the MFA office at (517) 575-0110 to register for extra passes. Please print first and last names as they are to appear on the badge. PLEASE PRINT - Separate names using a comma.

**NAMES FOR BADGES:** \_\_\_\_\_

**READ ENTIRE CONTRACT BEFORE SIGNING:**

Authorized Firm Representative Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

**COMPLETE AND RETURN WITH PAYMENT TO:**

MICHIGAN FLORAL ASSOCIATION

P. O. Box 67, 1152 Haslett Rd.

Haslett, MI 48840

Phone (517) 575-0110 / Fax (517) 575-0115

**REFERRED BY:** Check One:

\_\_\_\_\_ Michigan Floral Association (MFA) \_\_\_\_\_ International Live Events Association (ILEA) \_\_\_\_\_ Association of Bridal Consultants (ABC)

**PAYMENT INFO:** (circle one) Check# \_\_\_\_\_ Visa MC Amex Discover

Credit Card number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Security Code \_\_\_\_\_

Street Address \_\_\_\_\_

Zip Code \_\_\_\_\_

**LIABILITY:** The Michigan Floral Association (MFA) shall not be responsible for any loss, damage or injury that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior to, during, or subsequent to the period covered by the Exhibit Contract; and the Exhibitor, in signing the Contract, expressly releases the Michigan Floral Association from, and agrees to indemnify same against any and all claims for such loss, damage, or injury. Any damages to the building due to carelessness of the Exhibitor must be paid for by the Exhibitor causing it. Also, the Michigan Floral Association shall not be responsible for any damage to the Exhibitor's business for failure to hold meetings as scheduled. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to exhibitor's displays, equipment, or other property brought upon the premises of the DeVos Place Grand Rapids, MI and agrees to indemnify, defend and hold harmless the Group, the DeVos Place Grand Rapids, MI and its owners, servants, agents, and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the DeVos Place premises excluding any liability caused by the negligence of the Group or the DeVos Place or its owners, servants, agents, and employees. The Exhibitor understands that neither the Group nor the DeVos Place maintains insurance covering the Exhibitor's property or lost revenue and it is the sole responsibility of the Exhibitor to obtain such insurance. It is the Group's responsibility to adhere to local fire codes and have the proposed floor plan approved by the local fire Marshal. The DeVos Place requires receipt of the approved floor plan 60 days prior to the Show. The Exhibitor agrees to abide by the following rules and regulations for the Trade Show. Any deviation, without the express permission of MFA, may result in removal from the show and loss of any monies paid.

#### **RULES AND REGULATIONS:**

1. Booths will be fully set up and ready for business by 10:00pm Friday, March 1, 2019.
2. No part of the booth will be packaged, pre-packed, removed nor will any other form of booth dismantling be allowed prior to Sunday, March 3, 2019 at 2:30 pm. If this rule is broken the Exhibitor will lose booth selection privileges for the next year.
3. No merchandise sold may be removed from the booth prior to 2:30p Sunday, March 3, 2019.
4. Behavior in a disorderly, abusive or other manner not generally acceptable to the general public won't be permitted.
5. The firm or individual's whose name appears on this contract takes responsibility for any and all individuals representing the company or himself while at the Trade Show.
6. Booth displays with sides over 3' in height may not extend more than 4' from the back drape/wall. Special arrangements can be made for displays not meeting these criteria.
7. **Sales representatives not participating in the Trade Show may not solicit on the convention property or attend the show.**
8. Upon directive of the Fire Marshal, all freestanding display units must be kept exactly within space allowed. NO EXCEPTIONS. They must be made of sturdy materials that will not tip over easily. Exhibit booths posing any potential accident hazards to our show guests will be removed from the show upon request of show management.
9. Booth floor space is premeasured and marked with tape. Please take into consideration the width of your shelving units as these cut down on your selling floor space. All merchandise and display items must be kept within your rented space. Items extending into the aisle space will be moved or removed by the show management.
10. Do not ship materials to MFA. **All pre-show shipments must go through Art Craft Display.**

#### **PRE-SHOW SHIPMENTS:**

Art Craft Display, Inc - 303 Monroe Ave. NW Grand Rapids, MI 49503

Call Art Craft Display for a Pre Show Shipment form. PH: (800) 292-2033 FX: (616) 791-8154 **Kary Dankenbring (Director of Operations)**

Visit [www.michiganfloral.org/greatlakesfloralexpo](http://www.michiganfloral.org/greatlakesfloralexpo) to download ArtCraft Display Exhibitor Packet, which contains table rental forms, etc.

#### **EXHIBIT SET-UP:**

**Friday March 1, 8:00am to 5:00pm** All booths must be set by 10:00pm for cleaning of the Exhibit Hall.

#### **EXHIBIT TEARDOWN:**

Sunday, March 3, 2019 from 2:30pm to 6:00pm. Teardown is prohibited prior to 2:30pm.

**TRADE SHOW HOURS: Saturday, March 2; 10:00am - 4:30pm; 5:30pm - 6:30pm**

**Sunday, March 3; 11:00am - 2:30pm**

#### **BOOTH FURNISHINGS:**

Each 10' x 10' booth will be carpeted with two chairs and one-line standard identification sign.

#### **EXHIBIT REGULATIONS:**

The height of each exhibit is not to exceed 8' at the peak. Side walls over 3' in height may not extend further than 4' from the back wall of the exhibit space. Special arrangements can be made for exhibits exceeding these dimensions. All merchandise and display items must be kept within your rented 10' x 10' space. Items extending into the aisle space will be moved or removed by the show management. Each exhibitor must agree to set up a display in keeping with the standards of quality with other exhibitors. All exhibits must comply with regulations of the DeVos Place, Grand Rapids; MI. Fire exits must be kept open. The individual exhibitor, not MFA, will be liable for violations of any fire regulations.

#### **DIRECT SELLING:**

**Exhibitors are allowed to sell merchandise from their booths.** The Michigan Floral Association will not be responsible for any merchandise lost or stolen from any booth or exhibit. Exhibitors are responsible for securing their merchandise and staffing their booth at all times.

#### **HOTEL RESERVATIONS:**

Please call the Amway Grand Plaza Hotel direct at 616-774-2000, (800) 253-3590 for special guaranteed rate of \$155 ++per night. Mention you are with MFA. Reserve prior to 1/28/19 to be insured this rate. Online reservation link visit: [www.michiganfloral.org/greatlakesfloralexpo](http://www.michiganfloral.org/greatlakesfloralexpo)

**If you need further assistance please call the MFA office at (517) 575-0110 M-F 8:30am - 4:30pm EST or check our website at [www.michiganfloral.org](http://www.michiganfloral.org)**