

# The Indy Show 2020

Embassy Plainfield Event Center | 2353 Perry Rd., Plainfield IN 46168

INVOICE  
DATE  
ASSIGNED  
(For Office Use Only)

## 2020 EXHIBITOR APPLICATION

**MARCH 9 – 10, 2020**  
Application Due Date 12/31/19  
Checks may be postdated to 1/30/2020

**SEPTEMBER 9 – 10, 2020**  
Application Due 6/01/2020  
Checks may be postdated to 7/01/2020

LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_  
COMPANY or SHOWROOM \_\_\_\_\_  
ASSOCIATE 1 \_\_\_\_\_ ASSOCIATE 2 \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
E-MAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

### WELCOME TO THE INDY SHOW!

Submit pages 1 – 3 to Exhibit@SilverLiningShows.com

#### ASSOCIATE FEE

The Associate Fee applies if you employ another person to travel for or with you, who works on a salary and/or commission basis. List the Associate name(s) above. QTY \_\_\_\_\_ \$ 25.00 \$ \_\_\_\_\_

#### BOOTH FEE Includes an electrical hook-up, WiFi, signage, chairs, wastebasket, carpet

<input type="checkbox"/> 5 x 10 Booth	\$ 350.00	\$ _____
<input type="checkbox"/> 10 x 10 Booth	\$ 475.00	\$ _____
<input type="checkbox"/> 10 x 15 Booth	\$ 525.00	\$ _____
<input type="checkbox"/> 10 x 20 Booth	\$ 700.00	\$ _____
<input type="checkbox"/> 10 x 30 Booth	\$ 825.00	\$ _____
<input type="checkbox"/> 10 x 40 Booth	\$ 950.00	\$ _____

#### TABLE & DISPLAY RENTAL Display Equipment price includes delivery, setup and tear down service

Qty: _____	6' x 12" Classroom Table	\$ 20.00	\$ _____
Qty: _____	8' x 12" Classroom Table	\$ 20.00	\$ _____
Qty: _____	8' x 30" Rectangle Table	\$ 20.00	\$ _____
Qty: _____	5' Round Table	\$ 20.00	\$ _____
Qty: _____	Tablecloth <input type="checkbox"/> White <input type="checkbox"/> Black	\$ 5.00	\$ _____
Qty: _____	Main Floor Display   Grid or Boutique Costumer + Signage in Registration Area	\$ 45.00	\$ _____

#### ADVERTISE in the THE INDY SHOW BUYER'S GUIDE

Full Page, Full Color AD   Published in Print & Digital Media   Includes Email + Social Media Marketing	\$ 250.00	\$ _____
New! Snapshot Email Ads   See Page 3 for details	\$ 30.00	\$ _____

#### LUNCH TICKETS \$15 for Exhibitors | \$10 for Buyers

Buffet Lunch - Hot Soup & Salad Bar with Grilled Chicken, Several Toppings, Rolls & Coffee Service	QTY _____	\$ 15.00	\$ _____
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**SUBTOTAL**

**Credit Card Payments - Add 5% Processing Fee** CC Fee \$ \_\_\_\_\_

#### METHOD OF PAYMENT | Check one box below. **TOTAL** \$ \_\_\_\_\_

Please charge my credit card for total amount due + 5% fee. See Credit Card Authorization Form on Page 2

Payment made by Check # \_\_\_\_\_ Dated \_\_\_\_\_

Make checks payable and mail to:  
**SILVER LINING PRODUCTIONS INC.**  
24742 Taft Road | Novi MI 48375

**Thank you for exhibiting!**  
CONTACT US  
Exhibit@SilverLiningShows.com | (248) 348-7777

Submit pages 1 – 3 of this application to Exhibit@SilverLiningShows.com

# CREDIT CARD AUTHORIZATION & RESERVATION INFORMATION

**IMPORTANT - THIS SIGNED FORM IS REQUIRED TO PROCESS YOUR APPLICATION**

Exhibitor Last Name \_\_\_\_\_ First Name \_\_\_\_\_

## METHOD OF PAYMENT FOR BOOTH FEES

I will mail a check. See page 1 for remittance address

I will pay online when my invoice is received.

An invoice and exhibit confirmation will be emailed to you. The invoice will include a secure QuickBooks Intuit link to pay by credit card or checking account (ACH). There is no charge to pay by ACH. A 5% processing fee is incurred if paying by credit card.

Please charge my credit card for total amount due + 5% processing fee

Name as it appears on credit card \_\_\_\_\_

Street Address \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Credit Card No: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

**Two Night Minimum Stay at Embassy Suites Plainfield is required to exhibit.**

**All reservations are made individually by the exhibitor.**

**2020 Group Room Rate is \$149 + tax**

**Call 1-800-EMBASSY (1-800-362-2779) or the hotel directly (317-839-1106) to make reservations.**

### March 9-10, 2020 Market {Monday-Tuesday}

**The cutoff date for room reservations is 2/1/20 at 11:59pm**

**Two Night Stay: Minimum Stay Required to Exhibit**

Check in: Sunday 3/08 @ 4:00 pm

Check out: Tuesday 3/10 @ 11:00 am

**Three Night Stay: Optional**

Check in: Sunday 3/08 @ 4:00 pm

Check out: Wednesday 3/11 @ 11:00 am

**Group Code: WFT**

**Event Name: Wholesale Fashion Trade Show**

[Click Here to make your reservation online](#)

### September 9-10, 2020 Market {Wednesday-Thursday}

**The cutoff date for room reservations is 8/1/20 at 11:59pm**

**Two Night Stay: Minimum Required to Exhibit**

Check in: Tuesday 9/08 @ 4:00 pm

Check out: Thursday 9/10 @ 11:00 am

**Three Night Stay: Optional**

Check in: Tuesday 9/08 @ 4:00 pm

Check out: Friday 9/11 @ 11:00 am

**Group Code: WFT**

**Event Name: Wholesale Fashion Trade Show**

[Click Here to make your reservation online](#)

Vehicle Description Make \_\_\_\_\_ Model \_\_\_\_\_ Year \_\_\_\_\_ License Plate No. \_\_\_\_\_

As a courtesy to other exhibitors, please load and unload your vehicle as quickly as possible.

Remove your vehicle from the loading dock as soon as possible.

**Liability** As an **Indy Show Exhibitor** and guest at the Embassy Suites Plainfield Hotel and Event Center, I understand that I am personally responsible, not Silver Lining Productions Inc. nor Andrea Mohr, to the Embassy Suites Plainfield Hotel or Event Center for any damages to its property caused by me, my associates, employees, or guests. I also understand and agree that neither the Embassy Suites Hilton, nor Silver Lining Productions Inc., nor Andrea Mohr shall have any liability or responsibility for injury, theft or damage to my goods, or any other loss or damage that might be incurred by me in connection with my attendance at the market, inclusive of the time period of my arrival and departure from the market. Exhibitor releases Silver Lining Productions Inc./The Indy Show/Andrea Mohr from any and all liability in connection with the use of, capture of, display of and changes to all pictures, images or video which is posted on any and all social media websites and/or on the www.SilverLiningShows.com website. I have read and understand all terms of this agreement, expressed and implied. I understand my credit card may be charged to bring a delinquent account current. I have read and understand this Indemnification Clause & Agreement.

**By submitting this contract, I acknowledge and agree to abide by all Silver Lining Productions Inc. and The Indy Show Policies and Terms, both written and expressed.**

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

The Indy Show | Embassy Plainfield Event Center

2020 DIRECTORY LINE LISTING

Provide information exactly as you would like it to appear in the Buyer's Guide.

PLEASE TYPE OR PRINT CLEARLY.

Contact us with questions or to request a copy of your line listing from the last show
248.348.7777 or Exhibit@SilverLiningShows.com

Form with checkboxes for MARCH 9-10, 2020 and SEPTEMBER 9-10, 2020

LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_

Name as you want it to appear in directory, if different from above: \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

ASSOCIATE 1 \_\_\_\_\_ ASSOCIATE 2 \_\_\_\_\_

Categories

A = Accessories & Jewelry | B = Children's Wear & Maternity | C = Outerwear | D = Dresses & Dressy Separates | F = Footwear & Hosiery
G = Gifts & Home Décor | K = Knits & Tees | L = Lingerie | M = Menswear | N = Novelty Jackets | O = Retailer Services & Supplies
P = Formalwear & Special Occasion | R = Suiting & Career Wear | S = Sportswear & Resortwear | T = Sweaters | J = Jeans
W = Swim & Beachwear | X = Special Sizes, Petite & Plus | Y = Young Contemporary | U = Made in USA | Z = Missy Contemporary
Q = Made in Canada | V = Athletic/Outdoor Apparel & Gear

\*\*Maximum of 6 categories per line\*\*

LINE NAME \_\_\_\_\_ CATEGORY \_\_\_\_\_

DESCRIPTION \_\_\_\_\_

LINE NAME \_\_\_\_\_ CATEGORY \_\_\_\_\_

DESCRIPTION \_\_\_\_\_

LINE NAME \_\_\_\_\_ CATEGORY \_\_\_\_\_

DESCRIPTION \_\_\_\_\_

LINE NAME \_\_\_\_\_ CATEGORY \_\_\_\_\_

DESCRIPTION \_\_\_\_\_

LINE NAME \_\_\_\_\_ CATEGORY \_\_\_\_\_

DESCRIPTION \_\_\_\_\_

There is no limit to the number of lines you can list. Continue on additional pages, if needed.

Delete the following lines from my listing: \_\_\_\_\_

New! Snapshot Email Ads

Promote your brand with a personalized email campaign sent to our vast buyer database and posted to social media platforms. We create the snapshot ad for you with up to five (5) of your images.

Order on page 1 of the application and send hi-res images in JPEG format to Exhibit@SilverLiningShows.com

# INDY SHOW INFORMATION

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## Welcome Exhibitor!

We understand that selecting which trade shows to participate in is an important investment decision for your business. THE INDY SHOW is a professional, well established and affordable trade show with a strong commitment to support you and celebrate your customers. Please review this information and don't hesitate to contact us at 248.348.7777 or [Exhibit@SilverLiningShows.com](mailto:Exhibit@SilverLiningShows.com) if you have questions or need support of any kind.

### Venue

#### Embassy Plainfield Event Center

*The Embassy Suites Hotel & Event Center are connected.*

Event Center: 2353 Perry Road, Plainfield IN 46168

Hotel: 6089 Clarks Creek Rd., Plainfield IN 46168

Conveniently located right off of I-70 at Exit 66

[Directions to Embassy Plainfield](#)

### About the Market

The Indy Show is a well-established two-day regional wholesale trade show. Market dates are scheduled for optimal retailer attendance based on the traditional and seasonal fashion buying calendar, sell and delivery dates.

### Regional B2B Trade Show

This is a private wholesale trade show event that is not open to the public. Entry is allowed only to qualifying exhibitors and retailer buyers. Exhibitors receive the Registered Buyer List after each show.

### Order Writing Show | No Cash & Carry Sales

This is an order-writing show only, where the items are shipped later directly from the manufacturer. There is **no "cash and carry"** business where items are purchased and taken from the exhibitor at the show. Pre-show marketing and advertising efforts are well-rewarded as this is an appointment driven show.

### Cost to Exhibit | 2020

All options and fees are itemized on the Application to Exhibit.

- The booth fee includes electrical hook-up, WiFi, signage, chairs, wastebasket, and carpet
- A minimum of a two-night stay at Embassy Suites Plainfield Hotel is required of all exhibitors.
- The room rate for **2020** is **\$149** + tax per night.
- Complimentary made-to-order breakfast and Manager's Cocktail Reception are included
- Booth size and location determines the cost. Exhibitors provide their own display equipment, setup materials, grounded extension power cords (75'), power strips and LED lighting.
- Displays and tables are available for rent.
- Free Parking and Wi-Fi
- Policy and pricing changes are unlikely but may change without notice.

### Your customers are our #1 priority!

#### Here are some of the courtesies and amenities we are pleased to offer buyers:

- ✓ A warm welcome & efficient registration
- ✓ Buyer's Guide is professionally designed & published in both print and digital media
- ✓ Exhibitor Directory is online at [www.SilverLiningShows.com](http://www.SilverLiningShows.com)
- ✓ Postcard Mailings, Email Campaigns, and Social Media Marketing for all shows
- ✓ Complimentary Parking
- ✓ Complimentary Coffee Bar
- ✓ Daily Lunch Service offers fresh and affordable Soup & Salad Bar with grilled chicken, several toppings, rolls, and coffee service
- ✓ Discounted Group Hotel Rate at Embassy Suites Plainfield, which is connected to the Event Center

# GUIDELINES & POLICIES

## Market Days & Hours

The Indy Show is a two-day event and market hours are 9:00 – 5:00. To maintain the integrity of the show, exhibitors are required to be present and open for business during market hours. Exhibitors may not tear down or remove items from booths until after the market close. An early move-out fine of \$200 is charged to exhibitors who vacate before show closes.

## Set Up Day

Exhibitors load in and set up on the day before the show. The set-up time depends on availability of the Event Center and exhibitors will be notified in advance. Please be prepared to wait if you arrive before the established set up time.

## Exhibitor Badges

Exhibitors are required to wear name badges during market hours. Pick up your badge at the Welcome & Registration Desk. Please return your badge before departing.

## Retailer Registration & Badges are Required

Buyers are qualified according to the Indy Show Admission Policy and required to register their attendance at each market. Name badges must be worn at all times.

## Cash & Carry Sales are Prohibited

The Indy Show is an order writing market only. Selling and/or delivering merchandise at the market will be considered a direct violation of Indy Show market policy and decorum.

## Cancellation Policy

Due to the short period of time between the execution of this agreement and the event dates, Booth Fees are refundable based on Silver Lining Production Inc.'s ability to resell the cancelled space.

### DATE OF DECISION TO CANCEL

More than 120 Days Prior to Set-up Day	100% Booth Fee Refunded when booth is resold
Less than 120 Days Prior to Set-up Day	80% Booth Fee Refunded when booth is resold
If Booth Space is not resold	No Refund

The Cancellation & Refund Policies are established to be a fair and reasonable way to serve the best interests of the individual exhibitor and the market membership at large; also, to honor and preserve the contractual agreement between Silver Lining Productions Inc. and the Embassy Plainfield Event Center.

## Electrical

Exhibitors are required to provide their own lights, extension cords and surge protectors to access power. Extension cords must be the grounded, 3-pronged type and suggested length is 50'. Lighting must conform to the Event Center's fire and safety standards. Any misuse is subject to a \$150.00 penalty fee. Extension cords are not provided or available to rent.

## Marketing & Promotional Items

The Indy Show registration staff is happy to distribute promotional items such as totes and give-a-ways for you. You are also encouraged to utilize the complimentary marketing table set up near the Welcome & Registration Desk for promotional materials.

## Lunch Service

A buffet lunch of hot soup and salad bar offering grilled chicken, several toppings, and coffee service will be served daily in the Pre-Function Area of the Event Center. Lunch tickets may be purchased in advance or at the show. Lunch is \$15 for exhibitors and \$10 for buyers.

## Fire Marshal's Protection & General Safety Guidelines for Exhibitors

- Exhibitors may not block any entrances, exits or fire escapes.
- An unobstructed straight path to the nearest exit must always be maintained within the space.
- All doorways must remain completely unobstructed at all times.
- Nothing may be suspended from the ceiling, ceiling sprinkler heads, lights or light tracks.
- All supplemental lighting must use LED OR FLOURESCENT BULBS ONLY
- All lighting mounted on stands or clamped to grid, must be positioned carefully to avoid contact with walls, fabric, and product.
- Light stands and extension cords must be taped down to floor and placed out of pedestrian traffic paths.
- Silver Lining and Event Center staff must be allowed to pass through the premises to inspect for compliance.

## Indemnification

"The Indy Show" Exhibitors and their agents and contractors shall indemnify, hold harmless and defend Silver Lining Event Company, Silver Lining Productions Inc., The Indy Show, Andrea Mohr, and Embassy Suites/Hilton from and against any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failures to act, or negligence of the Exhibitor, or any of its officers, agents, employees, invitees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of Show Terms, Conditions or Rules, or damage of any kind or nature arising out of or in connection with the Exhibitor's use and /or occupancy of Exhibit Space, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a registered trademark. The INDEMNIFIED PARTIES shall not be held liable for, and are released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The Exhibitor is responsible and accountable for the actions of its staff and any appointed contractor or vendor.



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[www.SilverLiningShows.com](http://www.SilverLiningShows.com)