

# MIDWEST GIFT & LIFESTYLE SHOW®

Held at the Market Xchange | 2400 E. Devon Avenue | Des Plaines IL 60018

REC'D  
INVOICE  
ASSIGNED

## 2020 EXHIBITOR APPLICATION

February 2-4 | Sunday ~ Tuesday

August 2-4 | Sunday ~ Tuesday

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

COMPANY | SHOWROOM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

OFFICE PHONE \_\_\_\_\_ CELL \_\_\_\_\_ FAX \_\_\_\_\_

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

QTY	DESCRIPTION	RATE	AMOUNT
_____	5 x 10 Booth	\$ 800.00	\$ _____
_____	10 x 10 Booth   Qty 1 - 2	\$ 1,300.00	\$ _____
_____	10 x 10 Booth   Qty 3 - 4	\$ 1,250.00	\$ _____
_____	10 x 10 Booth   Qty 5 - 10	\$ 1,025.00	\$ _____
	Booth Upgrade Requested: _____		\$ _____
	<b>BOOTH PACKAGES INCLUDE: See Page 4 for full details</b>		
✓	Complimentary Wireless High Speed Internet   \$200 Per Day Value		
✓	Electrical Service   \$150 Per Day Value		
✓	Chairs   Wastebasket   Booth ID Signage   LED Track Lighting		
✓	Complimentary Coffee Bar   Afternoon Snack Station		
	<b>OPTIONAL:</b>		
_____	Full Page Full Color AD   Digital & Print   Social Media Marketing	\$ 250.00	\$ _____
_____	Sponsorship   Type _____		\$ _____
_____	6' x 30" Table Rental	\$ 30.00	\$ _____
_____	Black 2' x 7' Grid Rental	\$ 30.00	\$ _____
_____	Additional Chairs	\$ 10.00	\$ _____
	Credit Card Payments - Add 5% Processing Fee \$ _____		
	<b>TOTAL</b>		\$ _____

THANK YOU FOR EXHIBITING!

**CONTACT US**

Exhibit@SilverLiningShows.com

248.348.7777



**Please select payment method. An exhibit confirmation will be emailed to you.**

I will mail Check # \_\_\_\_\_ Dated \_\_\_\_\_

Make checks payable & mail to:

**SILVER LINING PRODUCTIONS INC. | 24742 Taft Road | Novi | MI 48375**

Send me an invoice with a secure QuickBooks Intuit link to pay online by CC or ACH.

Process my credit card:

Credit Card Payment \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

By submitting this contract, I acknowledge and agree to abide by all Silver Lining Productions & Midwest Gift & Lifestyle Show Policies and Terms, written and expressed.

Signature \_\_\_\_\_ Date \_\_\_\_\_

# MIDWEST GIFT & LIFESTYLE SHOW®

February 2-4, 2020     August 2-4, 2020

Please note that all information on this page is required.  
Incomplete applications will not be considered.

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

Phone \_\_\_\_\_ Email \_\_\_\_\_

New Exhibitor                       Showroom(s) your merchandise is represented in  
 Returning Exhibitor \_\_\_\_\_

Social Media Handles

Facebook \_\_\_\_\_  
 Instagram \_\_\_\_\_  
 Other \_\_\_\_\_

Which section of the show are you applying to exhibit in:

General Gift & Lifestyle  
 Hand Made in America | Juried Collection | Photographs of product (3+) and display/booth required  
 Fair Trade

Product Name \_\_\_\_\_

Product Description \_\_\_\_\_  
\_\_\_\_\_

Website \_\_\_\_\_

Wholesale Price Range \_\_\_\_\_ Minimum Order \_\_\_\_\_

Number of wholesale accounts \_\_\_\_\_ Is this your first wholesale trade show? \_\_\_\_\_

Are your products

Manufactured     Handcrafted     Made in USA     Imported     Other \_\_\_\_\_

Product Category \_\_\_\_\_ Do not list more than two categories

1-Hand Made in USA | 2-Fair Trade | 3-Accessories | 4- Wearables | 5-Baby | 6-Books, Cards, Stationery 7-Collegiate  
8-Garden |9-Gourmet |10-Hardware | 11-Home | 12-Inspirational | 13-Kids | 14-Lifestyle | 15-Pet |16-Seasonal  
17-Toys | 18-Active Lifestyle | 19-Artisan | 20-Bath & Body | 21-Candles |22-Christmas | 23-Gift | 24-Handbags  
25-Holiday | 26-Impulse | 27-Jewelry | 28- Licensed | 30-Plush | 31-Ceramics | 32-Decorative Glass | 33-Tabletop

Booth Upgrades | Limited Availability

End Cap Booth + \$50     Corner Booth with two walls + \$100     Hard Wall + 50     Island Booth + \$50

I understand this is a wholesale order writing show only and will respect the No Cash & Carry Policy.

Signature \_\_\_\_\_ Date \_\_\_\_\_

# MIDWEST GIFT & LIFESTYLE SHOW®

## BOOTH PACKAGES

We offer semi-furnished booths to keep the cost affordable and because display equipment needs vary greatly among exhibitors. Tables are not included. See page 1 for display items available to rent.

### 5x10 BOOTH | QTY 1 INCLUDES

- Exhibitor Identification Signage
- 1 Chairs and 1 Wastebasket
- Wireless High-Speed Internet Access
- Electrical Service
- Overhead LED Track Lighting
- Coffee & Breakfast Bar
- Afternoon Snack Stations
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show

### 10x10 BOOTH | QTY 1 - 2 INCLUDES

- Exhibitor Identification Signage
- 2 Chairs and 1 Wastebasket
- Wireless High-Speed Internet Access
- Electrical Service
- Overhead LED Track Lighting
- Coffee & Breakfast Bar
- Afternoon Snack Stations
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show

### 10x10 BOOTH | QTY 3 - 4 INCLUDES:

- Exhibitor Identification Signage
- 3 Chairs and 1 Wastebasket
- Wireless High-Speed Internet Access
- Electrical Service
- Overhead LED Track Lighting
- Coffee & Breakfast Bar
- Afternoon Snack Stations
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show

### 10x10 BOOTH | QTY 5 - 9 INCLUDES

- Exhibitor Identification Signage
- 4 Chairs and 1 Wastebasket
- Wireless High-Speed Internet Access
- Electrical Service
- Overhead LED Track Lighting
- Coffee & Breakfast Bar
- Afternoon Snack Stations
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show

## DISPLAY EQUIPMENT

See page 1 of this application for items available for rent. The Market Xchange is a non-union facility. Exhibitors are encouraged to bring their own display equipment, tables, chairs, lighting, etc.

## INTERNET & ELECTRICAL

High speed wireless internet access and electrical service is included in your booth package at no extra charge. There are ample outlets. Surge protectors and LED bulbs are required. Extension cords must be three prong plugs and be taped down to avoid a tripping hazard.

# EXHIBITOR AGENDA | MIDWEST GIFT & LIFESTYLE SHOW®

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## MARKET DATES

**February 2-4 | Sunday-Monday-Tuesday**

Market Xchange Showrooms | February 2-5 | Sunday – Wednesday

**August 2-4 | Sunday -Monday-Tuesday**

Market Xchange Showrooms | August 2-5 | Sunday - Wednesday

## VENUE

Market Xchange Building | 2400 E. Devon Avenue | Des Plaines IL 60173

FREE PARKING

## MANAGEMENT

Silver Lining Productions Inc.

Andrea Mohr, Event Director

T 248.348.7777 | [Exhibit@SilverLiningShows.com](mailto:Exhibit@SilverLiningShows.com)

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## LOAD IN & SET UP DAY

- Standard set up is the day before the show.
- Load in at your convenience any time between 9:00 am and 5:00 pm
- **Special Accommodations Available** - Additional days and extended hours are available for larger booths with extensive set ups. Contact us at 248.348.7777 or [Exhibit@SilverLiningShows.com](mailto:Exhibit@SilverLiningShows.com).
- Market Xchange is non-union facility, which allows exhibitors to set up with their own staff and lowering overall costs. Exhibitors may bring in their own tables, chairs, and fixtures.
- Only 3M removable hooks and fixtures on the walls are permissible.
- Nothing can be tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other property of the Market Xchange Building or Silver Lining Productions Inc.
- Storage of empty packing containers is available free of charge in an unsecured area. All containers and boxes must be labeled with the vendor's name.
- Secured storage is available between shows for a nominal fee. Contact Silver Lining for more information.

## TEAR DOWN & MOVE OUT

- Tear down is the exhibitor's responsibility and the booth must be left in the condition it was found.
- Tear down after the show closes at 5 pm or the next day 9 – 12:00 noon.
- Boxes must be broken down and all trash must be bagged and taken to loading dock for removal. Large trash bags are available upon request.
- Early tear down is prohibited.
- Reps who live locally are encouraged to move out the morning after the show.

## SHOW HOURS

- 9:00 – 5:00 | Sunday & Monday
- 9:00 – 3:00 | Tuesday
- Notify Staff of extended hours required to accommodate appointments
- Booths must be staffed and open for business during show hours.

## Our Hotel Partner is Holiday Inn & Suites Chicago O'Hare

10233 W. Higgins Rd., Rosemont IL 60018

Special \$99 Group Rate

Complimentary Parking Pass | \$10 Breakfast Voucher for Harry Carey Restaurant

For Reservations Contact Roselle Detomoso [roselle.detomoso@ihg.com](mailto:roselle.detomoso@ihg.com) (847) 954.8624

[Click Here for Airport Shuttle Information](#)

# MIDWEST GIFT & LIFESTYLE SHOW®

## Guidelines | Policies

### WHOLESALE TRADE SHOW EVENT

The MIDWEST GIFT & LIFESTYLE SHOW® is a wholesale trade show event that is not open to the public. Entry is allowed only to qualifying exhibitors and retailers.

### ORDER WRITING SHOW

The MIDWEST GIFT & LIFESTYLE SHOW® is an order-writing show only, where the items are shipped at a later date directly from the manufacturer. There is no “cash and carry” business where items are purchased and taken from the exhibitor at the show.

### COMPLIMENTARY COFFEE & PASTRY BAR

Buyers are welcomed to the show with freshly brewed hot coffee, pastries, and an assortment of breakfast food.

### AFTERNOON SNACK STATIONS

Buyers enjoy refreshments throughout the day. Snack Stations offer bottled water, soda, and a variety of snacks.

### BADGES

Exhibitor & Buyer name badges must be worn at all times. We recycle so please return your badges before departure.

### 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

NOTE: Subletting space is prohibited

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 Market Xchange Property Management.

### FREE PARKING

Yes, FREE! There is plenty of parking and NO parking charges 😊

### RETAILER LISTS

Registered Exhibitors in good standing will receive the MIDWEST GIFT & LIFESTYLE SHOW® Active Retailer List prior to the show upon request. **Pre-show marketing and advertising efforts are well-rewarded as this is an appointment driven show.** An attendee list of all registered retailer buyers will be provided after each show at no charge.

### ADVERTISING OPPORTUNITIES

Silver Lining publishes a printed and digital online Buyer's Guide for all shows. These show books provide an excellent and valuable opportunity to reach Retail Buyers with your brand information.

### SHIPPING & RECEIVING

Material handling services are available. Please contact Silver Lining for shipping label information and instructions.

## PRODUCTION GUIDELINES

Exhibitors must agree to abide by all the Event Production Guidelines & Regulations, both expressed and implied, of MIDWEST GIFT & LIFESTYLE SHOW®, Silver Lining Productions Inc. and the Market Xchange.

## PHOTOGRAPY & VIDEO POLICY

Cameras and related equipment will not be permitted in the exhibit areas without prior written approval from Silver Lining Productions Inc.

## MARKETING & PROMOTIONAL ITEMS

MIDWEST GIFT & LIFESTYLE SHOW® Registration Staff will be happy to distribute promotional items & printed material for you at the Welcome & Registration Desk.

## SECURITY

The Market Xchange Building has overnight security for exterior perimeter and parking areas of the facility. Meeting spaces with locking doors will be secured; there is overnight security within the building for open, unsecured spaces.

## INDEMNIFICATION

MIDWEST GIFT & LIFESTYLE SHOW® Exhibitors and their agents and contractors shall indemnify, hold harmless and defend Silver Lining Productions Inc., MIDWEST GIFT & LIFESTYLE SHOW, REV Chicago Boutique Show, Andrea Mohr, and Market Xchange Building/O'Hare Lake Office Park Inc. from and against any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of any 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.

Terms & Conditions Subject to Change  
Midwest Gift & Lifestyle Show  
Silver Lining Productions Inc.



MIDWEST GIFT & LIFESTYLE SHOW®  
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# SPONSORSHIP PACKAGES

## COFFEE & DONUT BAR | SNACK STATIONS \$75/Day

Buyers are welcomed and refreshed throughout the day. Sponsors are prominently recognized with custom signage

### CHARGING STATION

Buyers appreciate our USB Charging Hub with cables for Apple and Android Devices

#### BENEFIT

Sponsors are prominently recognized with customized signage at the Coffee Bar & Snack Stations.

**\$50**

### LANYARD & BADGE STAND

One of the first things buyers will see upon arrival is your customized signage when they pick up their badges. Optional: your business card inserted in badge holder.

**\$50**

### BUYER HOSPITALITY LOUNGE

Buyers can relax and get organized in our comfortable lounge area located in the West Wing, Soft seating, tables, and chairs are provided.

#### BENEFIT

Sponsors are prominently recognized with directional signage in hallways and customized signage at the Buyer Lounge entrance.

**\$50**

### COAT CHECK

Located in the Hospitality Lounge, the coat check and umbrella stand is a courtesy that customers sincerely appreciate.

#### BENEFIT

Sponsors are prominently recognized with customized signage at Registration and in the Buyer's Lounge.

**\$50**

### SELFIE STATION

Lights! Camera! Smile! A fun way to engage our customers and promote the shows on social media. Includes 8 x 8 backdrop, selfie stick, and sponsor recognition.

#### BENEFIT

Sponsors are prominently recognized with customized signage & social media tags!

**\$50**

### MIX AND MINGLE COCKTAIL HOUR

Excellent networking opportunity in a friendly, casual setting. Wine, beer, and hors d'oeuvres.

#### BENEFIT

Sponsors are prominently recognized with a quarter page ad in the Buyer's guide as well as customized signage displayed throughout the show.

**\$500**

### ADVERTISE IN THE SHOW BOOK

Your brand showcased in the Exhibitor & Brand Directory which is published in both print and digital media.

#### BENEFITS

The Buyer's Guide & Show Book is an important resource highly valued and often archived by retailers. Get noticed and remembered with a full page color ad!

**ALSO INCLUDES SOCIAL MEDIA AND EMAIL MARKETING CAMPAIGNS**

**\$250**

### CONTACT US

For full details on these and other sponsorship opportunities, please contact  
Andrea  
[Exhibit@SilverLiningShows.com](mailto:Exhibit@SilverLiningShows.com)  
248-348-7777