

REV Chicago Boutique Show 2020

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

REC'D
INVOICE
ASSIGNED

2020 EXHIBITOR APPLICATION

March 22-24, 2020 September 22-24, 2020

LAST NAME _____ FIRST NAME _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

QTY	DESCRIPTION	RATE	AMOUNT
<input checked="" type="checkbox"/>	Show Registration & Marketing Fee	\$ 275.00	\$ 275.00
<input type="checkbox"/>	10 x 10 Booth	\$ 850.00	_____
<input type="checkbox"/>	10 x 20 Booth	\$ 1,350.00	_____
<input type="checkbox"/>	10 x 30 Booth	\$ 1,650.00	_____
<input type="checkbox"/>	10 x 40 Booth	\$ 1,995.00	_____
OPTIONAL:			
_____	6' x 30" Banquet Table _____ 6' x 18" Conference Table Rental	\$ 30.00	_____
_____	Grid Rental 2' x 7' Black	\$ 30.00	_____
_____	Full Page Full Color AD in Show Book Print + Digital Media	\$ 300.00	_____
_____	Vignette Display with Signage in Buyer Hospitality Area	\$ 45.00	_____
_____	Sponsorship Package: _____	\$ _____	_____
_____	Credit Card Payments Incur 5% Processing Fee	Add 5% CC Fee	_____
			TOTAL _____

Contact us for information on CONTEMPO ROW in the Gift + Lifestyle Section at REV

Silver Lining Productions Inc.

CONTACT US

Exhibit@SilverLiningShows.com

O 248.348.7777

www.SilverLiningShows.com



Thank you for exhibiting!

Submit your application to Exhibit@SilverLiningShows.com

You will receive an invoice and confirmation from Silver Lining Shows.

Please select your method of payment:

I will mail a check

I will pay my invoice online with a credit card

Note: Credit card payments incur 5% processing fee.

Make checks payable and remit to:

Silver Lining Productions | 24742 Taft Road | Novi, MI 48375

By submitting this contract, I acknowledge and agree to abide by all Silver Lining Productions & REV Chicago Boutique Show Policies and Terms, written and expressed.

Signature _____ Date _____

Submit pages 1-3 to Exhibit@SilverLiningShows.com

Review pages 4-6 and keep for your reference.

Your signature is required to process this application.

REV CHICAGO BOUTIQUE SHOW

DIRECTORY LISTING

Provide information exactly as you would like it to appear in the Buyer's Guide. PLEASE TYPE OR PRINT CLEARLY.

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

Question? Contact us at 248.348.7777 or Exhibit@SilverLiningShows.com

March 22-24, 2020

September 22-24, 2020

LAST NAME _____ FIRST NAME _____

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

PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

ASSOCIATE _____ ASSOCIATE _____

Social Media Handles

- Facebook _____
- Instagram _____
- Other _____

Select one category per line:

A – Apparel J – Jewelry | Accessories G – Gift | Lifestyle | Home F – Footwear K – Baby & Kids

LINE NAME _____ CATEGORY _____

WEBSITE _____

LINE NAME _____ CATEGORY _____

WEBSITE _____

LINE NAME _____ CATEGORY _____

WEBSITE _____

LINE NAME _____ CATEGORY _____

WEBSITE _____

LINE NAME _____ CATEGORY _____

WEBSITE _____

LINE NAME _____ CATEGORY _____

WEBSITE _____

JOIN OUR ADVERTISING & SOCIAL MEDIA MARKETING CAMPAIGNS!

Ad revenue supports the cost of the show books and helps keep exhibit costs down. ADS are a full page, full color promotion of your brands in the REV Buyer's Guide, published in both print and digital media AND featured in our email and social media marketing campaigns. **Order your AD on Page 1 of the application.**

Submit Pages 1 & 2 to Silver Lining Productions | Read and keep pages 3-8 for your reference

REV CHICAGO BOUTIQUE SHOW

Exhibitor Agenda | March & September 2020

MARKET DATES

March 22-24, 2020 | Sunday-Monday-Tuesday
September 22-24, 2020 | Tuesday-Wednesday-Thursday

VENUE

Market Xchange Building
2400 E. Devon Avenue | Des Plaines IL 60173
Floor 1 | Showrooms & Gift + Lifestyle Temps
Floor 2 | Main Entrance & Buyer Registration
Floor 3 | REV Chicago Boutique Show
FREE PARKING

MANAGEMENT

Silver Lining Productions Inc.
Andrea Mohr, Event Director
O 248.348.7777 | C 248-882-7191 | Exhibit@SilverLiningShows.com

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.
- 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

- Published show hours are 9:00 – 5:00 on the first two days | 9:00 – 3:00 on the third day
- Show floor will remain open until all appointments are finished
- Booths must be open for business during show hours.
- Notify Show Staff of any before or after-hours appointments.

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
Contact Tiffany Reed (847) 954-8624 or Tiffany.Reed@ihg.com
[Click Here for Airport Shuttle Information](#)

REV CHICAGO BOUTIQUE SHOW

BOOTH PACKAGES

We offer semi-furnished booths to keep the cost affordable and because display equipment needs vary greatly among exhibitors.

DISPLAY EQUIPMENT

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

ELECTRICAL

Electrical service is included in your booth at no extra charge. There is no limit to the number of LED light fixtures you can use.

10 x 10 BOOTH INCLUDES

- 1 - Exhibitor Identification Sign
- 3 Chairs
- 1 - Wastebasket
- Complimentary Wireless High-Speed Internet Access
- Electrical Service
- Complimentary Refreshments All Day
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show
- See Exhibitor Agenda for more details

10 x 20 BOOTH INCLUDES

- 1 - Exhibitor Identification Sign
- 4 - Chairs
- 1 - Wastebasket
- Complimentary Wireless High-Speed Internet Access
- Electrical Service
- Complimentary Refreshments All Day
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show
- See Exhibitor Agenda for more details

10 x 30 BOOTH INCLUDES

- 1 - Exhibitor Identification Sign
- 5 - Chairs
- 1 - Wastebasket
- Complimentary Wireless High-Speed Internet Access
- Electrical Service
- Complimentary Refreshments All Day
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show
- See Exhibitor Agenda for more details

10 x 40 BOOTH INCLUDES

- 1 - Exhibitor Identification Sign
- 6 - Chairs
- 1 - Wastebasket
- Complimentary Wireless High-Speed Internet Access
- Electrical Service
- Complimentary Refreshments All Day
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show
- See Exhibitor Agenda for more details

REV CHICAGO BOUTIQUE SHOW

Guidelines | Policies

WHOLESALE TRADE SHOW EVENT

The REV Chicago Boutique 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 REV Boutique 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. Buttonholing is also strictly prohibited and will be considered a breach of REV protocol and policy.

COMPLIMENTARY COFFEE & PASTRY BAR

Start your morning with freshly brewed hot coffee, tea and pastries. Sponsor the Coffee Bar and get premium exposure to buyers!

BADGES

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

CANCELLATION POLICY

Registration Fees are non-refundable. 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 Market Xchange Property Management.

FREE PARKING

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

RETAILER LISTS

Registered Exhibitors in good standing may request the REV Active Retailer List prior to the show. **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 & SPONSORSHIP OPPORTUNITIES

See last page for options and pricing.

BUYER'S GUIDE & SHOW BOOK

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. Contact us at 248.348.7777 or Exhibit@SilverLiningShows.com for ad specs. Sponsorship Options are on Page 8.

SHIPPING & RECEIVING

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

Shipping Label:

REV Boutique Show @ Market Xchange
O'Hare Office Park
2400 E. Devon Avenue, Suite 149
Attention: Kesha Dunn and/or Richard Webel
Des Plaines, IL 60018

PLEASE NOTE: The carrier's contact telephone number and tracking information must be provided to:

Kesha Dunn

kdunn@amcraftco.com

AND

Richard Webel

amcraft-rwebel@sbcglobal.net

PRODUCTION GUIDELINES

Exhibitors must agree to abide by all the Event Production Guidelines & Regulations, both expressed and implied, of REV Boutique Show & Silver Lining Productions Inc. and the Market Xchange.

PHOTOGRAPY & VIDEO POLICY

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

MARKETING & PROMOTIONAL ITEMS

REV Registration staff will be happy to distribute your promotional items & printed material to Retail Buyers at the Welcome & Registration Desk.

SECURITY

The Market Xchange Building has 24-hour security for exterior perimeter and parking areas of the facility. Meeting spaces with locking doors will be secured.

INDEMNIFICATION

REV Chicago Boutique Show Exhibitors and their agents and contractors shall indemnify, hold harmless and defend Silver Lining Event Company, Silver Lining Productions Inc., 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 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.

Terms & Conditions Subject to Change
The REV Chicago Boutique Show
Silver Lining Productions Inc.
REV 7.2016

SEE SPONSORSHIP OPPORTUNITIES ON NEXT PAGE

SPONSORSHIP PACKAGES

COFFEE & DONUT BAR | SNACK STATIONS \$100/Day

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

CHARGING STATION

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

BENEFIT

Sponsors are prominently recognized with customized signage at the Charging Stations.

\$50

LANYARD & BADGE STAND

BENEFIT

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.

\$100

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 backdrop, selfie stick, and prop box.

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

\$300

CONTACT US

For full details on these and other sponsorship opportunities, please contact Andrea

Exhibit@SilverLiningShows.com

248-348-7777