Michigan Women's Wear Market 2020

INVOICE DATE ASSIGNED (For Office Use Only)

Embassy Suites Detroit-Livonia | Silver Lining Productions Inc. | 248-348-7777 | SilverLiningShows.com

2020 EXHIBITOR APPLICATION

New June Show Date. Revised 5/04/2020. Show Dates & Policies Subject to Change.

❑ February 16-17	April 19-20/May 17-18	❑ *JUNE 28-29	❑ SEPT 13-14	❑ NOV 8-9
Due Date 12/15/19	*Cancelled Due to State of Michigan lockdown in response to Covid-19*	**Due 5/15/2020**	Due 6/01/2020	Due 8/01/2020
Checks may be postdated to 12/30/2019		Checks may be postdated to 6/01/2020	Checks may be postdated to 6/15/2020	Checks may be postdated to 8/15/2020

*Note new June show dates. We are adapting to the lock-down orders as they are issued by the State of Michigan and continue to monitor guidelines for gatherings. This trade show is not open to the public and our host venue is well suited for social distancing. Any exhibit fees paid for the cancelled April 2020 show will be transferred in full to the next show you participate in.

LAST NAME _____ FIRST NAME _____

COMPANY or SHOWROOM _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____ WEBSITE _____

REGISTRATION FEE		RATE	AMOUNT
Show Registration Fee		$ 250.00	$ 250.00
Late Registration Fee | See Due Dates Above		$ 50.00	$ _____
New! SNAPSHOT EMAIL ADS | See Page 3 for details		$ 30.00	$ _____
Associate Fee | See Policy on page 5		$ 75.00	$ _____

All exhibits require a three-night stay at the Embassy Suites Livonia-Detroit. See Page 2 for details

SUITE EXHIBITOR

Room Type and Quantity ❑ King (Single) Qty _____ ❑ Two Queen Beds (Double) Qty _____

Location Preference _____

Please note that requests for specific locations are accommodated whenever possible but are not guaranteed.

BOOTH EXHIBITOR | Space is limited and requires a contract for all shows. See Policy on Page 5		RATE	AMOUNT
5 x 10 Booth	*Call for availability*	$ 275.00	$ _____
10 x 10 Booth	*Call for availability*	$ 300.00	$ _____
10 x 15 Booth	*Call for availability*	$ 450.00	$ _____
10 x 20 Booth	*Call for availability*	$ 520.00	$ _____
10 x 30 Atrium or 15 x 20 Ballroom Booth	*Call for availability*	$ 650.00	$ _____

DISPLAY RENTAL | Display Equipment price includes delivery, setup and tear down service		RATE	AMOUNT
Qty: _____	4' x 24" Table	$ 29.00	$ ___ x___
Qty: _____	6' x 24" Table	$ 33.00	$ ___ x___
Qty: _____	4' x 12" Table Top Riser	$ 21.00	$ ___ x___
Qty: _____	6' x 12" Table Top Riser	$ 23.00	$ ___ x___
Qty: _____	Chairs for Booths	$ 0.00	
Qty: _____	Linen Tablecloth – White, 6' Banquet Size	$ 5.00	$ ___ x___
Qty: _____	**Main Floor Display | Grid or Boutique Costumer + Signage in Registration Area**	$ 45.00	$ _____

Sorry but we are not able to offer table rental at this time.
Call or text Glenn at Universal Fixtures
for other grid and table rental options.
734-658-5698

ADVERTISE | MICHIGAN WW MARKET SHOW BOOK

Full Page, Full Color AD | Buyer's Guide Online | Includes Email + Social Media Marketing	$ 250.00	$ _____
	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 FORM

I M P O R T A N T – THIS FORM IS REQUIRED TO PROCESS YOUR APPLICATION

- Exhibitors must complete this page and submit valid credit card information in order for this application to be processed.
- Your credit card is not charged for your hotel stay until you check in.
- All reservations and room assignments for this event are made by Silver Lining. **Do not contact the Embassy directly.**
- If your account is delinquent, this application will not be processed. Silver Lining reserves the right to charge your credit card to pay past due balances and late fees.

Exhibitor Last Name _____ First Name _____

Name as it appears on credit card _____

Address _____

City _____ ST _____ Billing Zip Code _____

Telephone _____ Fax_____

Email_____

Credit Card No: _____ Exp. Date _____ Security Code _____

Hilton HHonors # _____

Three Night Stay at Embassy Suites Livonia is required {Saturday-Sunday-Monday Nights}

2019/2020 Group Room Rate is $139 + tax

❑ **February 16-17, 2020 Market**
Check in: Sat 2/15 @ 3:00 pm
Check out: Tue 2/18 @ 11:00 am

❑ ~~**April 19-20, 2020 Market**~~
~~Check in: Sat 4/18 @ 3:00 pm~~
~~Check out: Tue 4/21 @ 11:00 am~~

❑ **June 28-29, 2020 Market**
Check in: Sat 6/27 @ 3:00 pm
Check out: Tue 6/30 @ 11:00 am

❑ **September 13-14, 2020 Market**
Check in: Sat 9/12 @ 3:00 pm
Check out: Tue 9/15 @ 11:00 am

❑ **November 8-9, 2020 Market**
Check in: Sat 11/07 @ 3:00 pm
Check out: Tue 11/10 @ 11:00 am

Early arrivals welcomed! ❑ I will be arriving on Day _____, Date _____ Friday Night Special Rate is $109 + tax

FURNITURE MOVE OPTION **Check YES or NO** **See last page for a suite layout and dimensions**

❑ **YES**, please have furniture moved ❑ **NO**, do not have furniture moved

Furniture may be moved only by the Embassy Suites Engineering Staff. The Embassy Suites charges **$30** *to move furniture from the front room to the bedroom to maximize display space. All furniture may be moved except the sofa and TV stand.*

Special Requests

❑ Booth Exhibitors, indicate your sleeping room preference: ___ King (Single) ___ Two Queen Beds (Double)

❑ Reserve an additional sleeping room my Associate: _____

Check In Day _____ Date _____
Check Out Day _____ Date _____

❑ Other Request:_____ _____

Vehicle Description Make _____ Model _____Year_____License Plate No. _____

Liability As a **Michigan Women's Wear Market Exhibitor** and guest at the Embassy Suites Livonia Hotel, I understand that I am personally responsible, not Silver Lining Productions Inc. nor Andrea Mohr, to the Embassy Suites Livonia Hotel for any damages to its property caused by me, my associates, employees, or guests. I also understand and agree that neither the Embassy Suites-Livonia Hotel 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./MMWW/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 MMWW 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 the Indemnification Clause & Agreement to Pay Damages included in this exhibitor kit. **By submitting this contract, I acknowledge and agree to abide by all MWWM Policies and Terms, written and expressed.**

Signed by _____ ***Date*** _____

Michigan Women's Wear Market | Embassy Suites Livonia

2020 DIRECTORY LINE LISTING

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

❑ **February 16-17** ❑ ~~**April 19-20**~~ ❑ **June 28-29** ❑ **Sept 13-14** ❑ **November 8-9**

LAST NAME _____ FIRST NAME _____

Showroom or name as you want it to appear in directory, if different from above:

_____

PHONE _____ FAX _____

EMAIL_____ WEBSITE _____

ASSOCIATE 1 _____ ASSOCIATE 2 _____

Please provide your complete line listing below:

LINE NAME _____

DESCRIPTION _____

LINE NAME _____

DESCRIPTION _____

LINE NAME _____

DESCRIPTION _____

LINE NAME _____

DESCRIPTION _____

LINE NAME _____

DESCRIPTION _____

LINE NAME _____

DESCRIPTION _____

LINE NAME _____

DESCRIPTION _____

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

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

GENERAL INFORMATION

Welcome Exhibitor!

We understand that selecting which trade shows to participate in is an important investment decision for your business. The MWWM 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 if you have questions or need support of any kind.

Venue

Embassy Suites Detroit-Livonia-Novi by Hilton
Conveniently located right off of I-275 at Seven Mile in the suburb of Livonia, Michigan
www.embassysuites.hilton.com/Livonia
19525 Victor Parkway, Livonia, Michigan, USA, 48152

About the Market

The history of the Michigan Women's Wear began in Detroit back in 1931. The MWWM is a two-day regional trade show produced five times a year. Market dates have a Sunday-Monday pattern and are scheduled for optimal retailer attendance based on the traditional 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 a buyer's list of all registered attendees after each show.

Order Writing Show | No Cash & Carry Sales

This 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. 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.

- A show registration fee of $250 is charged to all exhibitors.
- A three night stay (Saturday-Sunday-Monday) at Embassy Suites Livonia is required of all exhibitors.
- The room rate for **2019/2020** is **$139** + tax per night. Discounted rate of $109 for Friday night.
- Complimentary made-to-order breakfast and Manager's Reception are included
- Booth size and location determines the cost and includes an electrical hook-up. Exhibitors provide their own display equipment, setup materials, grounded extension power cords (75'), power strips and lighting.
- Display equipment such as tables, risers, grids, and racks are available for rent from an outside contractor.
- Free Parking and Upgraded Wi-Fi
- Policy and pricing changes are subject to 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
- Professionally designed & digitally published Buyer's Guide at www.SilverLiningShows.com
- Postcard Mailing, Email Campaigns, and Social Media Marketing for all shows
- Complimentary Valet Parking
- Start the day with a smile at our Complimentary Coffee Bar
- Grab-N-Go Stations and rolling cart lunch service offers fresh and affordable lunch options
- Complimentary afternoon snacks & beverages served
- Sunday Sip 'n Stroll! Buyers are invited to sip, stroll, and see what's new. Reps are encouraged to allow casual, no pressure browsing. Complimentary signature cocktails will be served from a rolling cart on each floor.

In compliance with State of Michigan mandates and health guidelines related to Covid-19, please note that all show policies and amenities are subject to change.

Cancellation Policy

Show registration fees are non-refundable. Showroom suites may be cancelled without penalty up to 72 hours prior to arrival as long as the Show Fee is paid in full. Cancellations within the 72-hour window are subject to a one-night room rental with tax charged by the Embassy Suites Hotel. **Do not call the Embassy to cancel; all reservations and changes are handled by Silver Lining.**

Associate Partner Policy

Only one show registration fee is charged per exhibit. If you co-represent lines with a partner and exhibit in a booth or require two or more suites, the Associate Partner Policy and fee will apply. Associate Partners are defined as partnerships co-representing lines on a salary or commission basis, who travel for or with a partner, who show at the markets to service trade, and require only one listing. PLEASE NOTE: Showroom assistants and sales support staff are **not** considered Associate Partners.

Suite Exhibitors

The majority of MWWM exhibitors show in suites. All two-room suites are identical in layout and have a pull-out sofa. Most sleeping rooms have a king bed. Sleeping rooms with two beds are limited. If you need double beds or more than one suite, indicate this on page 1 of this contract under "Exhibit Location Preference".

A three (3) night minimum hotel stay is required and paid directly to Embassy Suites Hotel**. Do not call the Embassy Suites to make or change a reservation. Silver Lining handles all reservations for our group**. The negotiated group rate for **2019/2020** is **$139** per day plus tax. The credit card authorization form on page 3 is required for all exhibitors and is used to hold your reservation within our group.

Booth Exhibit Policy

Limited booth exhibit space at the Embassy Suites Detroit-Livonia requires us to establish a fair and reasonable policy for assigning booths. To that end, we have established the following policy:

Priority Assignment

- First priority assignment of booth space will be given to renewals; exhibitors who have reserved booth space annually in the previous year(s) and commit to five shows per year.
- Second priority will be given to exhibitors who show four times per year.
- Requests by exhibitors showing at three or fewer shows will be subject to availability and may be allocated by lottery.
- Booth space may be permanently reserved per year for the exhibitor who qualifies for priority assignment.
- If a space reserved by an exhibitor who shows four times per year is requested by an exhibitor who shows five times per year, the current exhibitor will be notified and offered the option to exhibit at the fifth show and avoid forfeiture of the booth or accept another size and/or location, if available.
- In the event that two exhibitors desire the same space and both show five times per year, allocation will be based on seniority.
- Unreserved booths will be allocated first by waiting list priority and then by lottery
- We reserve the right to downsize, change the configuration and/or location of booths.

Mandatory Hotel Stay

A three (3) night hotel stay at the Embassy Suites Livonia Hotel is required of all booth exhibitors.

Unfurnished Booth

Exhibitors have varying display needs and many have their own display equipment. Booths are unfurnished with the exception of chairs and wastebaskets, which are provided at no charge. MMWW has contracted with a reputable outside vendor for the rental of display equipment, such as tables, tabletop risers, etc.

Electrical Service Included

There is no charge for electrical service and power boxes are also provided at no charge, if necessary.

LED Lighting & Extension Cords

Please note that booth exhibitors must provide their own extension cords (75' is recommended), surge protectors and LED lights. These items are not available for rent.

Booth Exhibit Cancellation Policy

Cancelling a Show Due to Emergency

If an emergency occurs within 7 days of the show that forces you to cancel, we will cancel your 3-night hotel stay and make every effort to resell your booth space. If we resell the booth, a full refund will be issued less the registration fee. If the space cannot be filled in your absence, you have the option of paying for the missed show to retain your reserved booth or releasing the space. Please note: Subletting space is strictly prohibited.

Electing to Skip A Show for Personal Reasons

- Payment of the show registration fee is required if your line listing is published in the Buyer Guide.
- If we can resell your entire booth, payment of 50% of the booth fee is required to keep the space.
- If we cannot resell your entire booth, payment of 100% of the booth fee is required to keep your space.
- Advance notice of skipping a show must be given before the contract due date.

No booth space is guaranteed until payment in full is received.
Applications received without payment risk forfeiting their space.

Michigan Women's Wear Market | Embassy Suites Livonia

G U I D E L I N E S & P O L I C I E S

The following policies and procedures are intended to maintain and protect the integrity of the market.
Please read carefully. Acceptance of all policies is required to exhibit.
Policies are subject to change.

Market Days & Hours

The Michigan WW Markets are two-day events held on Sundays & Mondays. Sunday hours are 9:00 – 6 :00 and Monday 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 showrooms or booths until after the market closes at 5:00 pm on MONDAY. An early move-out fine of $200 is charged to exhibitors who vacate before show closes.

Check In / Check Out

Check-in and set up day is Saturday at **3:00.** We cannot guarantee showrooms or display equipment delivery before 3:00 p.m. Check-out is Tuesday by 11:00 a.m. All exhibitors receive their receipt under their door on the morning of check out. Unless you want to change your form of payment, you do not need to check out with the front desk.

Early Arrival & Special Rate

A special rate is offered for early arrivals on Friday**.** Indicate Friday check-in on the application.

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 MWWM 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 MWWM is an order taking market only. Selling and/or delivering merchandise at the market will be considered in direct violation of MMWW market policy and decorum.

Shipping Merchandise to the Hotel | POLICY & HANDLING CHARGE

Contact us for label and shipping instructions. The hotel's handling policy and fees are detailed below:

Shipping & Receiving: The Hotel will accept domestic and international packages up to 2 days preceding each show (the Thursday before the Market is the first day packages can be received by the Hotel). Packages should be clearly marked "METRO-MICHIGAN SHOW" (with the exhibitor's name listed) and be sent to Embassy Suites Hotel Livonia, 19525 Victor Parkway, Livonia, MI 48152. Packages arriving earlier than 2 days (before Thursday) will be subject to a $25 per package/per day storage fee. The Hotel will accept packages weighing less than 100 lbs. Packages in excess of 100 lbs. will be subject to a $25 special handling fee. The Hotel will not accept packages, boxes, and/or crates sent "Freight On Board" (FOB) that require anyone, other than the delivery driver, to unload from the carrier. The Hotel will not be responsible for packages left at the Hotel.

All packages received by the hotel will be charged a delivery fee based on the guidelines below:

- Packages less than 10lbs, $2.00 per box
- Packages 10lbs to 35lbs, $5.00 per box
- Packages 35lbs to 50lbs, $10.00 per box
- Packages 50lbs +, $15.00 per box

Packages will be delivered to exhibitor booths and suites by 4pm Saturday.

For outgoing shipments, packages must be brought to the Sales Office/Front Desk for pick-up by the shipping carrier. Exhibitors must call FedEx/UPS to schedule a pick-up from the hotel and provide their own shipping label. Embassy Suites Livonia is not responsible for packages not shipped out.

Porter Service

Hotel staff has been increased for our show and bellman are eager to assist you at check-in. The staff appreciates good tips for good service! **PLEASE LOAD AND UNLOAD QUICKLY**. Please move your vehicle immediately after unloading and park behind the building or furthest side of lot to keep closest parking spaces open for Buyers.

Signage & Displays

Professionally printed signs with showroom or line names are permitted on room windows & doors. No sale ads, price tags, discount signs/handouts are permitted in the window or outside of the room. Flat and free-standing displays such as banners or grid are allowed in the aisle outside your suite door. **NO ROLLING RACKS, TABLES or CHAIRS are allowed in the hallway.** Exhibitors must maintain a reasonable walkway into their rooms with NO OBSTRUCTIONS. All displays must be free standing or attached to the hotel walls with magnets, suction cups or 3M removable tape**.** Hotel and Show Staff reserve the right to remove displays that are considered hazardous, offensive, or unprofessional. Please be courteous and keep the hallways clear of displays during move-in.

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. Lighting must conform to the hotel's fire and safety standards. Any misuse is subject to a $150.00 penalty fee. To prevent surges and power outages, booth exhibitors may use the yellow power boxes (provided at no charge) and are encouraged to have 75' extension cords. Extension cords are not provided by MMWW or Embassy Suites Hotel. Embassy's engineering staff will be on hand to assist you with proper and safe connections.

Housekeeping Service

Rooms must be open, cleaned and ready for business with housekeeping carts off the floor by 9 AM on both days. Showrooms with *Do Not Disturb* signs posted on their door will be bypassed. All rooms must be available for cleaning before 7:00 AM both Sunday and Monday. Please consult your hotel check-in information for your scheduled cleaning time.

Marketing & Promotional Items

MWWM staff is happy to distribute promotional totes and give-a-ways for you. You are encouraged to utilize the complimentary marketing table set up near the Welcome & Registration Desk for small table top displays and promotional materials.

Complimentary Breakfast

Cooked-to-order breakfast is included with your room rate. Consult your guest directory for menus and service times.

Lunch Service

Lunch is available from room service and at the Ganders Restaurant & Lounge. We also offer a Grab 'n Go station and rolling lunch cart service for all exhibit areas from 11:30 am to 1:00 pm on both Market days. Available lunches include an assortment of a la carte items and combos of salads, wraps, and sandwiches, potato chips, soda or bottled water, and a cookie.

Michigan Women's Wear Market
Fire Marshal's Protection & General Safety Guidelines for Exhibitors

- Exhibitors may not block any entrances, exits or fire escapes.
- Regardless of the type of exhibit, an unobstructed straight path of floor space to the nearest exit must be maintained through the space at all times.
- 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, especially lights which are 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.
- MMWW and hotel staff must be allowed to pass through the premises at all times to inspect for compliance.

Grid & Rack Rental

Contact Glenn Cabauatan at Universal Fixtures 734-658-5698 or glenncob@hotmail.com

Sales Support from Fashion Student Interns

We partner with Eastern Michigan University, Madonna University and the Art Institute to give fashion student interns an opportunity to experience the wholesale trade experience. If you would like to share your professional insight with a student intern in exchange for sales support, please contact Holly Mosher at hamosher@emich.edu or 734-385-6117

Indemnification

Michigan Women's Wear Market "Metro-Michigan Show" Exhibitors and their agents and contractors shall indemnify, hold harmless and defend Silver Lining Event Company, Silver Lining Productions Inc., Michigan Women's Wear Market, 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.

Agreement to Pay Damages

Upon check-in at the Embassy Suites Livonia/Detroit, you will be required to sign a form which indicates that you will be held responsible for any damage to the room or furniture. **The Embassy requires that furniture be moved only by their Engineering staff. If you want your furniture moved, check the box on page 2. If neither box is checked, the furniture will not be moved.**

Michigan Women's Wear Market | Embassy Suites Detroit-Livonia
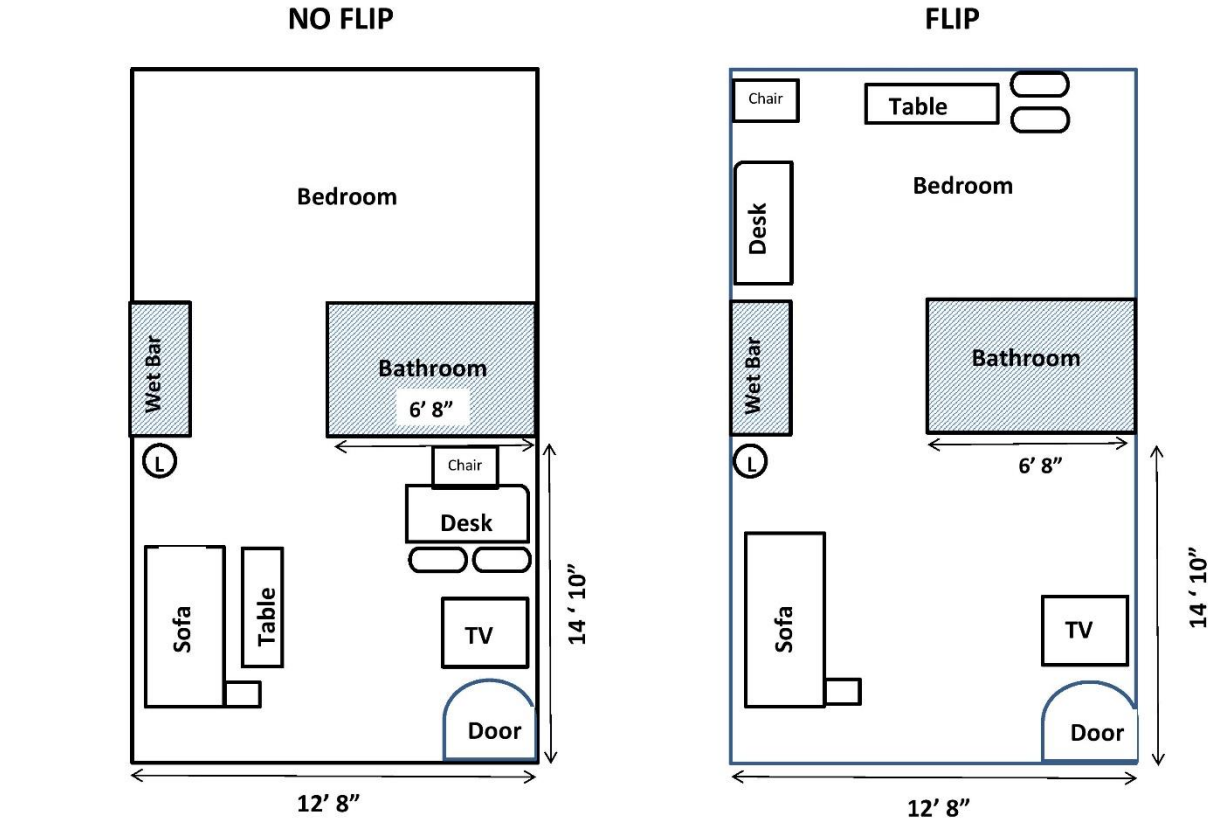
Exhibit Room Furniture Move Options