

# Bluegrass Buyers Market 2021

INVOICE  
ASSIGNED  
(For Office Use Only)

Embassy Suites Lexington | A Silver Lining Production | 248-348-7777 | Exhibit@SilverLiningShows.com

## EXHIBITOR APPLICATION

**January 17-18, 2021**  
Application & Ad Copy Due by December 15, 2020

**July 25-26, 2021**  
Application & Ad Copy Due by April 10, 2021

LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_  
 COMPANY or SHOWROOM \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_  
 OFFICE PHONE \_\_\_\_\_ MOBILE PHONE \_\_\_\_\_  
 E-MAIL \_\_\_\_\_

SHOW REGISTRATION FEE	RATE	AMOUNT
Show Registration Fee _____	\$ 250	\$ 250.00
Late Registration Fee   See Due Dates Above _____	\$ 50	\$ _____
Additional Sales Associate   No Charge	\$ 0	\$ _____

### SHOWROOM SUITE & BOOTH INFORMATION

Room Type Requested  King (Single) Qty \_\_\_\_\_  Two Queen Beds (Double) Qty \_\_\_\_\_  
 Location or Group Preference: \_\_\_\_\_

Requests for specific locations and room types are accommodated whenever possible but are not guaranteed.

BOOTHS ARE SOLD ON A FIRST COME, FIRST SERVED BASIS. Contact us for availability.	Booth	\$
<input type="checkbox"/> Mezzanine 10 x 10 Booth . . . . .		\$ 475
<input type="checkbox"/> Georgetown Room 520 SQ FT *includes customizable modular tables . . . . .		\$1,750
<input type="checkbox"/> Lexington Room   Paris Room   Versailles Room 520 SQ FT EACH . . . . .		\$1,050

### BLUEGRASS BUYER'S GUIDE | Print + Digital Publications + Social Media

"Snapshot Ad" Personalized email + social media campaign   Includes up to five (5) hi-res JPEG images	\$ 45	\$ _____
Full Page Full Color AD + Social Media Marketing	\$ 175	\$ _____

EXCELLENT VALUE! The Bluegrass Buyer's Guide is professionally designed and published to reflect the image of the market and high quality of brands represented. Ads are also showcased in email campaigns and on social media. Promote your brand and support the show!

### TABLE & LINEN RENTAL

<input type="checkbox"/> 6' x 30" TABLE QTY: _____ <input type="checkbox"/> 8' x 18" TABLE QTY: _____ (8' tables cannot be guaranteed/limited availability)	\$ 29	\$ _____
<input type="checkbox"/> LINEN RENTAL   BLACK QTY: _____	\$ 5	\$ _____

### EXHIBITOR & BRAND ROOM SIGNAGE

Custom printed cardstock signs are now provided at no charge	\$ 0	\$ _____
--	------	----------

### LUNCH TICKETS Lunch is \$17 for Sales Reps & Complimentary for Retail Buyers

Lunch tickets must be purchased in advance. QTY: _____	\$ 17	\$ _____
Add 5% Credit Card Processing Fee		\$ _____

<b>TOTAL</b>		\$ _____
--------------	--	----------



CONTACT US

Exhibit@SilverLiningShows.com | 248-348-7777

**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

Note: CC payments incur 5% processing fee. There is no fee for ACH payments

**Make checks payable and remit to:**

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

# Bluegrass Buyer's Market 2021

## CREDIT CARD AUTHORIZATION & RESERVATION FORM

### IMPORTANT - THIS FORM IS REQUIRED TO PROCESS YOUR APPLICATION

- We require a credit card on file to hold your reservation within our group block
- Your credit card is not charged until you check in.
- Exhibitors must complete this page and submit valid credit card information in order for applications to be processed.
- All reservations and room assignments for this event are made by Silver Lining. **DO NOT CONTACT THE EMBASSY DIRECTLY.**
- If your account is delinquent, your credit card may be used 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 (3) Night Stay at Embassy Suites Lexington KY is required {Saturday-Sunday-Monday Nights}**

**2021 Bluegrass Group Room Rate is \$119 + tax**

Rate includes full cooked-to-order breakfast each morning in the Paddock Grille  
Complimentary Evening Reception | Complimentary WiFi | Complimentary Parking

**January 17-18, 2021 Market**

Check In : Saturday, 1/16 @ 4:00 pm  
Check Out : Tuesday 1/19 @ 11:00 am

**July 25-26, 2021 Market**

Check In : Saturday, 1/24 @ 4:00 pm  
Check Out : Tuesday, 1/27 @ 11:00 am

**Indicate an early arrival or extended stay below**

Check In : Day \_\_\_\_\_ Date \_\_\_\_\_  
Check Out : Day \_\_\_\_\_ Date \_\_\_\_\_

**Indicate an early arrival or extended stay below**

Check In : Day \_\_\_\_\_ Date \_\_\_\_\_  
Check Out : Day \_\_\_\_\_ Date \_\_\_\_\_

**PRIVACY POLICY & WIAVER OF LIABILITY:** As a participant of the Bluegrass Buyer's Market and guest at the Embassy Suites Lexington Hotel, I understand that I am personally responsible, not Silver Lining Productions Inc. nor Andrea Mohr, to the Embassy Suites Lexington 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 Lexington, 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., and 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 show 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 Bluegrass Buyers Market Policies and Terms, written and expressed.

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

# Bluegrass Buyer's Market 2021

## DIRECTORY LINE 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 included in your listing. Attach separate page if necessary.

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

January 17-18, 2021

July 25-26, 2021

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

COMPANY NAME \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

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

**BRAND NAME** \_\_\_\_\_  Made in USA

Brand Website \_\_\_\_\_

**BRAND NAME** \_\_\_\_\_  Made in USA

Brand Website \_\_\_\_\_

**BRAND NAME** \_\_\_\_\_  Made in USA

Brand Website \_\_\_\_\_

**BRAND NAME** \_\_\_\_\_  Made in USA

Brand Website \_\_\_\_\_

**BRAND NAME** \_\_\_\_\_  Made in USA

Brand Website \_\_\_\_\_

**BRAND NAME** \_\_\_\_\_  Made in USA

Brand Website \_\_\_\_\_

### Show Specials

Product Description \_\_\_\_\_ Special Offer \_\_\_\_\_

Product Description \_\_\_\_\_ Special Offer \_\_\_\_\_

### Promote your brand and support the show!

#### SNAPSHOT AD

- Personalized email + social media campaign sent to retail buyers. Send up to five (5) hi-res JPEG images.

#### FULL PAGE AD

- Full page, full color ad size is 5 ½ " x 8 ½ "
- Send your advertisement in High Resolution **JPEG** format via email to: Exhibit@SilverLiningShows.com
- Include the market date, exhibitor's name and brand name with your submission
- If you have an image only, we will add your contact info and location at no extra charge 😊
- Your ad will be included in special feature email campaigns and posted to the Bluegrass Buyer's Market Facebook page.

# BLUEGRASS BUYER'S MARKET | GUIDELINES & POLICIES

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.

---

## Welcome Exhibitor!

We understand that selecting which trade shows to participate in is an important investment decision for your business. We are an association of industry professionals committed to producing an excellent and affordable market experience for you and your customers. Please contact us if you have questions, comments or need support of any kind.

## Bluegrass Buyer's Market Footwear | Apparel | Accessories | Jewelry | Gifts

### Venue

Embassy Suites Lexington  
1801 Newtown Pike  
Lexington, KY 40511

### Contact

Andrea Mohr, Event Director

Office Tel 248.348.7777 or [Exhibit@SilverLiningShows.com](mailto:Exhibit@SilverLiningShows.com)

The Bluegrass Buyer's Market is organized by Silver Lining Productions Inc.

## Our History & Our Future

This well-established regional show began as a footwear market known as the Kentucky Shoe Mart and enjoyed many years of strong sales from loyal buyers. To better serve an evolving industry, we are working to transition to a **multi-category market** which will showcase not only footwear but also apparel, uniforms, accessories, jewelry, and gifts. We enter this new era with appreciation of our history and great excitement for the future!

## The Bluegrass Buyer's Market is a Regional B2B Trade Show

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

## Order Writing Show

This is an order-writing show only, where 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.

## Your Customers are our #1 priority!

Here are some of the services and courtesies we are pleased to offer your customers:

- A warm welcome and efficient registration
- Complimentary Coffee and Tea served all day
- Complimentary Lunch Buffet for Retail Buyers served in the Atrium
- Retailer's Lounge in Atrium, a comfortable place for buyers to relax, work and talk privately
- Professionally designed and published Bluegrass Buyer's Market Guide available at the show and online.
- Save-The-Date Postcards are mailed first-class before each show

## Cost to Exhibit

- All options and fees are itemized on Page 1 of the Application to Exhibit.
- The 2020/2021 Show Registration Fee is \$250
- A three-night stay (Saturday-Sunday-Monday) at Embassy Suites Lexington is required of all exhibitors
- The room rate for 2021 is \$119 + tax per night. This group rate includes complimentary made-to-order breakfast each morning and the manager's reception each evening.

## Cancellation Policy

Show fees are non-refundable after **APPLICATION DUE DATE**. Showroom suites can be cancelled without penalty up to 72 hours prior to arrival as long as the Show Registration 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.

## 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 part of the cost to exhibit. The negotiated group rate for 2021 is **\$119** per day plus tax. Silver Lining handles all reservations for our group. The credit card authorization form on page 3 is required to process an application.

## Booths

The Bluegrass Market features Mezzanine and Boardroom booths. These high-visibility booths are located at the entrance of the show floor. Booth space is limited and reserved on a first come, first served basis. Please contact us at 248-348-7777 for availability.

## Market Days & Hours

The Bluegrass Market is a two-day show held on a Sunday & Monday. Show Hours are 9:00 – 5:00. Extended hours for appointments are at the discretion of the sales rep.

Exhibitors are required to be present and open for business during market hours. Exhibitors may not pack or remove items from showrooms 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 4:00. Earlier check in may be possible but please note that we cannot guarantee showrooms or display equipment delivery before 4:00 p.m.

Check-out is Tuesday by 11:00 a.m. Check out is automatic and exhibitors will receive a 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 & Extended Stay

Contact Silver Lining to make changes to your reservation. **DO NOT CONTACT THE EMBASSY DIRECTLY.**

## Exhibitor Badges

Exhibitors are required to wear name badges during market hours. We recycle so please return your badge to the Welcome & Registration Desk before departing.

## Retailer Registration & Badges

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

## Cash & Carry Sales Prohibited

The Bluegrass Buyer's Market is a wholesale, order taking market only. Selling and/or delivering merchandise at the market will be considered in direct violation of market policy and decorum.

## Shipping Merchandise to the Hotel

- The hotel may charge a nominal holding fee. Please schedule shipments to arrive no earlier than Thursday.
- Pick-ups need to be scheduled. UPS does not make daily pick-ups from the Embassy.
- Leave labeled boxes at the Front Desk.

### Shipping Label Instructions:

SHIP TO: Embassy Suites Lexington

1801 Newtown Pike, Lexington, KY 40511

Attention: <Exhibitor First Name> <Exhibitor Last Name> <Room Number>

## Signage & Displays

Professionally printed signage 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 grids and banners, will be allowed in the aisle outside your suite door. **No rolling racks or tables are allowed in the aisles.** Exhibitors must maintain a reasonable walkway into their rooms with NO OBSTRUCTIONS. All displays must be free standing or attached 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 during move-in.

## Electrical

Exhibitors are required to provide their own supplemental lighting, extension cords and surge protectors. Extension cords must be the grounded, 3 pronged type. Lighting must conform to the hotel's fire and safety standards. Extension cords are not provided by Silver Lining or Embassy Suites Hotel.

## Porter Service

Hotel staff has been increased for our show and bellman are eager to assist you at check-in. Please tip generously for excellent service! **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.

## Housekeeping Schedule

All rooms must be available for refresh service between 7:00 – 9:00 AM on Sunday and Monday.

Showrooms with *Do Not Disturb* signs hung on their door will be bypassed.

Rooms must be open, cleaned and ready for business with housekeeping carts off the floor by 9 AM on both days.

## Marketing & Promotional Items

The Welcome & Registration staff is happy to distribute promotional totes and give-a-ways for you. A complimentary marketing table will be set up near the Welcome & Registration Desk for exhibitors who would like to display promotional materials.

## Complimentary Breakfast

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

## Lunch Service

- The Bluegrass Market sponsors a complimentary lunch for our Retail Buyers (Two per store).
- Sales Reps may purchase \$17 lunch tickets in advance. (\$15++ includes tax and service charge)

## 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.
- KSTA and hotel staff must be allowed to pass through the premises at all times to inspect for compliance.

## Indemnification

Bluegrass Buyer's Market Exhibitors and their agents and contractors shall indemnify, hold harmless and defend Silver Lining Productions Inc., KSTA, Bluegrass Buyer's 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.

