

SHINE ON® | 2021 Sample Vendor Application

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

INVOICE
DATE
ASSIGNED

VENDOR APPLICATION (SAMPLE)

SPRING | SUMMER | FALL | HOLIDAY 2021

2021 Dates To Be Announced

Saturday & Sunday 10am – 6pm | Appointments Encouraged

The SHINE ON Show is a cash & carry event open to the public.

LAST NAME _____ FIRST NAME _____

BUSINESS NAME _____

EIN _____ STATE RESALE LICENSE # _____

WEBSITE _____

**If you are an online retailer, your website must have a functioning shopping cart and published customer service policies.*

ADDRESS _____

CITY _____ ST _____ ZIP _____

BUSINESS PHONE _____ CELL PHONE _____

E-MAIL _____

Social Media Handles

Facebook _____

Instagram _____

Other _____

YEAR ESTABLISHED _____ RETAILER TYPE: ONLINE ONLY BRICK & MORTAR ONLY BOTH

Price Range _____ Number of customer accounts _____ Is this your first pop up event? Yes No

Are your products Manufactured Handcrafted Made in USA Imported Other _____

Cost to exhibit is Registration Fee + 2 Night Stay at Embassy Suites + any optional display rental items.

Registration Fee and Display Rental Fees are paid to Silver Lining Productions Inc.

The hotel stay is paid directly to the Embassy, which allows vendors to receive Hilton Honors Points.

Your credit card is not charged by the Embassy until you check in.

All reservations and room assignments are made for this event by Silver Lining. Do not call the hotel directly.

REGISTRATION FEE

	RATE	AMOUNT
Show Registration Fee	\$ 250.00	\$ 250.00

TYPE OF SUITE REQUESTED

King (Single) Qty _____ Two Queen Beds (Double) Qty _____

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

OPTIONAL DISPLAY RENTAL

		33.00
Qty: _____	8' x 18" Table	\$ 15.00 \$ _____
Qty: _____	Chairs for Booths	\$ 0.00 NO CHARGE
Qty: _____	Linen Tablecloth – White, 6' Banquet Size	\$ 5.00 \$ _____
Qty: _____	MAIN FLOOR PREVIEW DISPLAY Grid or Boutique Costumer + Signage in Registration Area	\$ 45.00 \$ _____
Qty: _____	SNAPSHOT AD EMAIL CAMPAIGN See Page 3 for details	\$ 50.00 \$ _____

SUBTOTAL \$ _____

Credit Card Payments - Add 5% Processing Fee

CC Fee \$ _____

METHOD OF PAYMENT | Check one box below.

TOTAL \$ _____

Send me an Invoice with a secure link to pay online by CC or ACH

Note: Credit Card Payments Incur a 5% Processing Fee. There is no fee for ACH payments

Please charge the credit card one page 2 of this application

Payment made by Check # _____ Dated _____

Make checks payable and mail to:

SILVER LINING PRODUCTIONS INC.

24742 Taft Road | Novi MI 48375

Thank you!

Submit pages 1 – 3 to

Exhibit@SilverLiningShows.com

Review Pages 4 – 8

and keep for your reference

SHINE ON® 2021 Market Place Events

CREDIT CARD AUTHORIZATION & HOTEL RESERVATION FORM

IMPORTANT

THIS FORM IS REQUIRED TO PROCESS YOUR APPLICATION

- All reservations and room assignments for this event are made by Silver Lining. **Do not contact the Embassy directly.**
- 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.
- 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 # _____

Introductory Room Rate for SHINE ON Vendors!

A Two-Night Stay is required to exhibit.

2020 Group Hotel Room Rates:

\$90 + tax for Friday & Saturday

Rate includes made-to-order breakfast and complimentary Cocktail Reception

- Please extend my reservation to three nights. The special rate for Sunday night is **\$50**

EMBASSY'S FURNITURE MOVE OPTION – Move furniture to maximize display space in your suite.

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 **\$25** 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.

PRIVACY POLICY & WAIVER OF LIABILITY The following policy applies to all attendees of trade shows produced by Silver Lining Productions Inc., who include but are not limited to Exhibitors and Visitors. Silver Lining Productions Inc. reserves the right to modify its privacy policy at any time. Silver Lining Productions Inc. places the highest priority on earning and keeping our customers' trust and confidence. The health, safety, and well-being of all participants is our first priority. Information gathered is considered professional information and will be used for Silver Lining's statistical analysis of trade show attendance and furnished to trade show exhibitors. Attendees agree to hold Silver Lining Productions Inc./SHINE ON/Michigan Women's Wear Market/Embassy Suites Detroit-Livonia/REV Chicago Boutique Show/Market Xchange Showrooms/O'Hare Lake Office Park/Midwest Gift & Lifestyle Show/Association MIX Showrooms/Bluegrass Buyer's Market/Embassy Suites Lexington/The Indy Show/Embassy Plainfield Convention Center and Hotel and their owners, agents and contractors harmless from any and all claims, demands, lawsuits, liability, loss, cost, attorney fees and expenses of whatever kind of nature which arise out of a result from attending or participating in the Silver Lining Productions Inc. trade shows whether or not foreseeable, including without limitations, personal injuries to attendee or his/her invited guests. Attendees understand photographs may be taken for the purpose of event promotion. **Registration and/or participation in Silver Lining Productions Inc. events are an acknowledgement of personal responsibility and acceptance of the waiver of liability and hold harmless agreement, both written and expressed.**

Print Name _____

Signature _____ Date _____

PLEASE NOTE: APPLICATIONS WITHOUT A SIGNATURE WILL NOT BE PROCESSED

SHINE ON® BUYER'S GUIDE | 2021 SAMPLE VENDOR APPLICATION

TELL US ABOUT YOUR STORE

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

STORE NAME _____

LAST NAME _____ FIRST NAME _____

WEBSITE _____

BRICK & MORTAR STORE ADDRESS:

STREET _____ CITY _____ STATE _____ ZIP _____

STORE PHONE _____ CELL (Optional) _____

EMAIL _____

ASSOCIATE 1 _____ ASSOCIATE 2 _____

Please provide a list of brands or products you will be selling at SHINE ON

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

Description Categories: Hand Made in USA | Fair Trade | Accessories | Apparel or Wearables | Baby & Kids | Books, Cards, Stationery | Collegiate | Garden | Gourmet | Hardware | Home | Inspirational | Lifestyle | Pet | Seasonal | Toys | Active Lifestyle | Artisan | Bath & Body | Candles | Christmas | Gift | Handbags | Holiday | Impulse | Jewelry | Licensed | Plush | Ceramics | Decorative Glass

BRAND NAME _____

DESCRIPTION _____

BAND NAME _____

DESCRIPTION _____

BRAND NAME _____

DESCRIPTION _____

LINE NAME _____

DESCRIPTION _____

LINE NAME _____

DESCRIPTION _____

SNAPSHOT EMAIL CAMPAIGNS

Promote your brand with a personalized email campaign sent to our vast buyer database AND posted to social media platforms! We will create the campaign 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 SHINE ON® Vendors!

We understand that selecting which events to participate in is an important investment decision for your business. Silver Lining produces professional and affordable trade show events 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 by Hilton Detroit-Livonia-Nov

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 SHINE ON

SHINE ON is a pop-up inspired marketplace that offers cash & carry sales and is open to the public. There is no cost for shoppers to attend; however, all shoppers are required to register before entry. A post-show list of all shoppers is provided to participating vendors.

Tips for a Successful Event

- ✓ Let customers know you will be at SHINE ON! Reach out with email campaigns, postcards, and invitations. Often the best outreach is a personal phone call to introduce yourself and request an appointment or a stop-by.
- ✓ Create a mini-store within your booth; be organized and creative with your merchandising.
- ✓ Consider offering incentives such as gift-with-purchase, free gift wrapping, etc.
- ✓ Offer customers a signature treat or refreshment of some kind.
- ✓ Supplemental lighting always enhances a display. Use spotlights, twinkling lights, etc. Note: Only LED bulbs are allowed per the Livonia Fire Marshal.
- ✓ Smiles are contagious! A friendly greeting combined with a beautiful display is an irresistible invitation to browse your store.

Cost to Exhibit

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

- Registration fee of \$250 + a two-night stay (Friday + Saturday) at Embassy Suites Livonia is required of all exhibitors.
- The SHINE ON introductory group room rate for Friday & Saturday is \$90 + tax per night. Vendors may add a third night to their reservation for \$50 + tax.
- Made-To-Order Breakfast and Complimentary Manager's Reception are included; Service style is subject to change.
- Vendors provide their own display equipment, setup materials, grounded extension power cords, power strips and LED lighting.
- Display equipment such as tables, linens, and main floor previews are available to rent
- Free Parking and Upgraded Wi-Fi
- Policy and pricing changes are subject to change without notice.

We celebrate your customers! Here are some of the courtesies and amenities we are pleased to offer:

- A warm welcome & efficient registration
- Professionally designed & digitally published Buyer's Guide at www.SilverLiningShows.com
- Promotional Email Campaigns and Social Media Marketing
- Complimentary Coffee, Hot Chocolate & Cookie Bar
- Gander's Restaurant offers fresh and affordable Michigan-inspired lunch options

Cancellation Policy

Show registration fees are non-refundable; however, we will cancel your hotel reservation without penalty up to 72 hours prior to arrival as long as the 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. **Do not call the Embassy to cancel; all group reservations, cancellations and changes are handled by Silver Lining Productions Inc.**

About the 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". See the suite dimensions and layout on the last page of this application.

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.

Market Days & Hours

Saturday & Sunday

All vendors must be open for business during show hours: 10:00 am – 6:00 pm

Check In & Set Up

FRIDAY - Check-in and set up day is Friday time after 12:00 Noon. Please note that we cannot guarantee showroom availability or display equipment delivery before 12:00 pm.

Tear Down & Check Out

SUNDAY – The show ends at 6 pm on Sunday. If you are only staying overnight on Friday and Saturday, your display must be torn down and moved out by 8:00 pm.

MONDAY Move Out Option – If you would like more time to sell and/or move out, you may extend your reservation and check out on Monday 11:00 am for a special low rate of \$50.

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.

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 "SHINE ON 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.

Signage & Displays

Professionally printed signs with store or brand names are permitted on room windows & doors. Flat and free-standing displays such as banners, grid or mannequins 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 Silver Lining or Embassy Suites Hotel. Embassy's engineering staff will be on hand to assist you with proper and safe connections.

Housekeeping Service – Featuring Hilton's Clean Stay Program.

Due to the size of our group and the show hours, the hotel offers stayover service upon request only. Guests are asked to place their trash any laundry in the hall before 8 AM. Rooms will be stocked with extra towels, cups, and coffee. An additional supply of these items will also delivered upon request.

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 the Ganders Restaurant & Lounge or order from outside delivery services, such as Door Dash.

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.

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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 Suite Layout is on the next page.

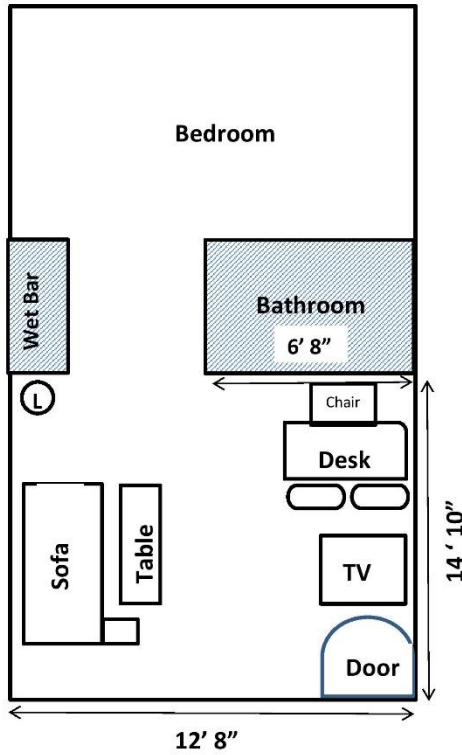
The Embassy requires that furniture be moved only by their engineering staff.

If you would like your furniture moved, check the box on page 2.

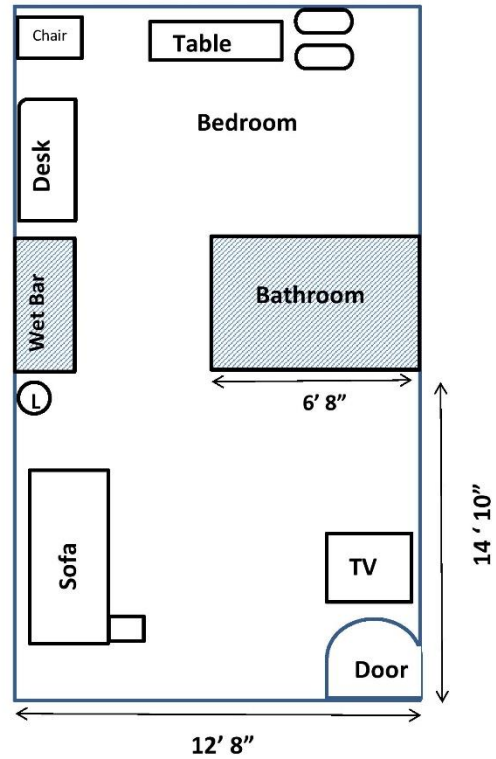
The Embassy charges \$25 for a furniture flip.

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

NO FLIP



FLIP



2021 SHINE ON by Silver Lining Productions Inc.

