

The Northern Michigan Show 2021

REC'D
INVOICE
ASSIGNED

Hosted at Treetops Resort Convention Center | 3962 Wilkinson Road | Gaylord MI 49735

EXHIBITOR APPLICATION

February 10 – 11, 2021 | Wednesday & Thursday

Application Deadline: December 30, 2020 | Hotel Reservation Cut Off Date: January 1, 2021

LAST NAME _____ FIRST NAME _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

QTY	DESCRIPTION	RATE	AMOUNT
	Show Registration & Marketing Fee	\$ 175.00	\$ 175.00
<input type="checkbox"/>	5 x 10 Premium Booth in Entrance Hall	\$ 350.00	_____
<input type="checkbox"/>	10 x 10 Booth	\$ 375.00	_____
<input type="checkbox"/>	10 x 15 Booth	\$ 425.00	_____
<input type="checkbox"/>	10 x 20 Booth	\$ 500.00	_____
<input type="checkbox"/>	10 x 25 Booth	\$ 575.00	_____
<input type="checkbox"/>	10 x 30 Booth	\$ 625.00	_____
	UPGRADES & OPTIONAL ITEMS		
<input type="checkbox"/>	Hard Wall	\$ 50.00	_____
<input type="checkbox"/>	Corner Booth with Two Walls	\$ 50.00	_____
<input type="checkbox"/>	End Cap Booth	\$ 50.00	_____
_____	8' x 18" or _____ 8' x 36" Banquet Table(s) includes cover and skirting	\$ 25.00	_____
_____	Personalized Snapshot Ad Email & Social Media Campaign	\$ 40.00	_____
	See details on Page 3	SUBTOTAL	_____
	Add 5% Processing Fee if paying by credit card	CC FEE	_____
		TOTAL	_____

Silver Lining Productions Inc.

CONTACT US

Exhibit@SilverLiningShows.com

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 & Northern Michigan Show Policies and Terms, written and expressed. (Page 6)

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.

The Northern Michigan Show

Hosted at Treetops Resort Convention Center | 3962 Wilkinson Road | Gaylord MI 49735

FEBRUARY 10-11, 2021 SHOW

A minimum two-night stay at Treetops Resort is required to exhibit.

Tuesday 2/09/2021 and Wednesday 2/10/2021

Exhibitors make their own hotel reservations.

**Reservations must be made by Group Block Cut-Off Date
JANUARY 1, 2021**

Call Toll Free 855-261-8764 or Treetops Direct 989-732-6711

Group Name: Silver Lining Shows February 2021

Reservations received after the cut-off date will be accepted on a space available basis and may be subject to resort rack rates.

Smoking is not allowed in any lodging room.

Treetops will charge a \$150 fee for each room where smoking is discovered to have taken place.

Room Types and Rates

- Inn Standard \$95 + tax
- Inn Deluxe \$95 + tax
- Lodge King \$127 + tax | One King Bed
- Lodge Queen \$127 + tax | Two Queen Beds
- All rooms include sitting area with couch, easy chairs, wet bar, microwave, refrigerator and sink
- All rooms are assessed a Resort Fee of \$15 + tax per night. The resort fee is a Treetops policy and non-negotiable.

Check-In Time

- Check-in for Guest Rooms is **5:00 pm**
- Early arrivals accommodated based on availability
- Check-out is 12:00 noon

Acknowledgement

I understand that a two-night minimum overnight stay at Treetops Resort is required to exhibit at The Northern Michigan Show. I agree to respect and abide by all policies of Silver Lining Productions and Treetops Resort & Convention Center.

Signature _____ Date _____

Complimentary Hospitality Station

Start your day with a smile! 😊 Enjoy complimentary fresh brewed coffee, tea, and ice water all day. The hospitality station is for both buyers and exhibitors.

Lunch Service

Lunch service will be available from the Treetops Restaurants and delivered to you at the Convention Center.

The Northern Michigan Show

February 10-11, 2021

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.

LAST NAME _____ FIRST NAME _____

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

PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

ASSOCIATE(S) _____

Social Media Handles

- Facebook _____
- Instagram _____
- Other _____

Select one category per line:

A - Women's Apparel **M** - Mens 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 _____

ADVERTISE & PROMOTE YOUR BRANDS WITH A SNAPSHOT EMAIL CAMPAIGN

Promote your brand with a personalized email campaign sent to our vast buyer database and posted to social media platforms! Submit ad copy or allow us to design the email campaign for you (at no extra charge) 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

The Northern Michigan Show | EXHIBITOR AGENDA

MARKET DATES	February 10 – 11, 2021
HOTEL STAY	Two-Night Stay at Treetops Resort Required Make your hotel reservation no later than JANUARY 1, 2021 See Page 2 for Treetops Reservation Information
MARKET HOURS	Wednesday & Thursday 9:00 – 5:00
VENUE	Treetops Resort Convention Center 3962 Wilkinson Road Gaylord MI 49735
MANAGEMENT	Silver Lining Productions Inc. Exhibit@SilverLiningShows.com 248-348-7777

SET UP DAY IS TUESDAY, FEBRUARY 9th

- Arrive to begin load-in and set up any time **after 4:00 pm**
- **If you arrive earlier than 4:00, please be prepared to wait. DO NOT LOAD IN BEFORE 4:00.**
- Use main front entrance double doors, side door or load-in area at back of convention center.
- Please be courteous and remove your vehicle immediately after unloading
- Chairs, wastebaskets, and rented tables will be placed in your booth
- Parking is free and there is 24-Hour Security
- Treetops Resort 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, lights, LED display fixtures, etc.
- Supplemental lighting is encouraged. Only LED lighting is allowed. Exhibitors bring their own extension cords (50' – 75') and surge protectors.
- Only 3M removable hooks and fixtures on the walls are permissible.
- Nothing can be tacked, nailed, screwed, or otherwise attached to the walls, floors, ceiling, furniture, or other property of the Convention Center.

TEAR DOWN & MOVE OUT

- Tear down is the exhibitor's responsibility and the booth must be left in the condition it was found. Treetops will inspect the convention center and all guest rooms following our event.
- Tear down begins after the show closes at 4:00 pm and must be completed by 9:00 pm
- 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.

SHOW HOURS

- Wednesday & Thursday 9:00 – 5:00 Registration Desk Opens at 8:30 AM
- Booths must be staffed and open for business during show hours.
- Early or after-hours appointments are permitted. Please contact us and we will arrange for access and/or lock up.

SHIPPING TO TREETOPS CONVENTION CENTER

Your packages will be held in the Convention Center's Corporate Office. There is no handling charge.

Shipping Label: Treetops Resort Convention Center
Attention: Maiyan Ferguson / Silver Lining Shows
<Your Name> <Booth Number>
3962 Wilkinson Road, Gaylord MI 49735

The Northern Michigan 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 Treetops Resort Convention Center is a non-union facility. Exhibitors are welcome to bring their own display equipment, tables, chairs, lighting, etc.

ELECTRICAL

Electrical service is included at no extra charge. There is no limit to the number of LED light fixtures you can use. Note that the outlet may not be in your booth. Exhibitors provide their own extension cords (50' -75'), surge protectors, and gaffers or duct tape to safely cover cords.

Booth Package Includes:

- Exhibitor Tabletop Identification Sign
- Chairs
- Wastebasket
- Carpet
- Complimentary Wireless High-Speed Internet Access | No Password Required
- Electrical Service
- Buyer Registration List from Previous Show upon request
- Buyer Registration List Post-Show
- See Exhibitor Agenda on page 4 for more details

WHOLESALE TRADE SHOW EVENT

The Northern Michigan Show is a wholesale trade show event that is a B2B event and not open to the public. Entry is allowed only to qualifying exhibitors and retailers.

ORDER WRITING SHOW

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.

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; as well as to honor and preserve the contractual agreement between Silver Lining Productions Inc. and the Treetops Resort.

FREE PARKING

There is plenty of parking and no parking charges.

BUYER REGISTRATION LISTS

Registered Exhibitors in good standing may request the Northern Michigan Show's Buyer List prior to the show. **Pre-show marketing and advertising efforts are well-rewarded as this is an appointment driven show.** The Buyer Registration List will be provided after each show at no charge.

SNAPSHOT ADS

Affordable advertising! We will create a personalized email campaign for you with up to five (5) JPEG images. E-blasts will be sent to our vast retailer database and posted to social media.

SHIPPING & RECEIVING

See Agenda on Page 4 for ship-to label. Outgoing shipments must be scheduled by exhibitor and left at Treetops Convention Center Corporate Office for pick up.

PRODUCTION GUIDELINES

Exhibitors must agree to abide by all the Event Production Guidelines & Regulations, both expressed and implied, of The Northern Michigan Show, Silver Lining Productions Inc. and the Treetops Convention Center.

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

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

SECURITY

The Treetops Resort Convention Center has 24-hour security for exterior perimeter and parking areas of the facility. Meeting spaces with locking doors will be secured.

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./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 Buyers 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.

TREETOPS BEHAVIOR POLICY

Guests of Treetops Resort and Convention Center agrees to not behave in any disruptive, unlawful, illegal, improper or immoral manner in or around Treetops properties. At the conclusion of event, Treetops will inspect all lodging and banquet rooms to determine if any damages incurred during the event. If it is determined that an exhibitor, associate, or guest associated with our event has caused damage or disruption to another guest, identified individual(s) will be liable for all costs associated with compensation or restoration.