

# The Indy Show | March 2021

INVOICE  
ASSIGNED  
(For Office Use Only)

Embassy Plainfield Event Center | 6089 Clarks Creek Rd., Plainfield IN 46167 | SilverLiningShows.com

## EXHIBITOR APPLICATION

**MARCH 23-24, 2021**  
Application & Ad Copy Due 1/10/2021

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

COMPANY or SHOWROOM \_\_\_\_\_

ASSOCIATE 1 \_\_\_\_\_ ASSOCIATE 2 \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

- ✓ Cost to exhibit is Registration Fee + 2 Night Stay at Embassy Suites + ads or any optional display items.
- ✓ Registration fee and items listed below are paid to Silver Lining Productions Inc.
- ✓ The hotel stay is paid directly to the Embassy, which allows you to receive Hilton Honors Points.
- ✓ Your credit card is not charged by the Embassy until you check in.
- ✓ All reservations and room assignments for this event are made by Silver Lining. Do not call the hotel directly.

### ASSOCIATE FEE

The Associate Fee applies if you employ another person to travel for or with you, who works on a salary and/or commission basis. List names of Associate name(s) on Page 3

QTY \_\_\_\_\_ \$ 25.00 \$ \_\_\_\_\_

### BOOTH FEE Includes an electrical hook-up, WiFi, signage, chairs, wastebasket, carpet

<input type="checkbox"/> 10 x 10 Booth	\$ 485.00	\$ _____
<input type="checkbox"/> 10 x 15 Booth	\$ 535.00	\$ _____
<input type="checkbox"/> 10 x 20 Booth	\$ 715.00	\$ _____
<input type="checkbox"/> 10 x 30 Booth	\$ 840.00	\$ _____
<input type="checkbox"/> 10 x 40 Booth	\$ 970.00	\$ _____

### BOOTH UPGRADES

End Cap  Hard Wall Please note: Upgrades are limited and assigned on a first come, first served basis \$ 50.00 \$ \_\_\_\_\_

### TABLE & DISPLAY RENTAL | Display Equipment price includes delivery, setup and tear down service

Qty: _____	8' x 24" Classroom Table	\$ 20.00	\$ _____
Qty: _____	8' x 30" Rectangle Table	\$ 20.00	\$ _____
Qty: _____	5' Round Table	\$ 20.00	\$ _____
Qty: _____	Tablecloth (Black)	\$ 5.00	\$ _____
Qty: _____	Main Floor Display   Grid or Boutique Costumer + Signage in Registration Area	\$ 45.00	\$ _____

### ADVERTISING OPTIONS

Banner AD   Online Buyer's Guide   Digital Media Includes Email + Social Media Marketing	\$ 250.00	\$ _____
Snapshot AD   Personalized Email Campaign	\$ 40.00	\$ _____

### LUNCH SERVICE \$15 for Reps | Complimentary for Buyers

Lunch Tickets Advance Orders Preferred - Cash Only at the Show (Based on availability) QTY \_\_\_\_\_ \$ 15.00 \$ \_\_\_\_\_

Boxed Lunch - Hearty salad + grilled chicken + several toppings | Snacks, Bottled Water & Soft Drinks \$2 each **SUBTOTAL** \$ \_\_\_\_\_

**Credit Card Payments - Add 5% Processing Fee** CC Fee \$ \_\_\_\_\_

**We are happy to help so please contact us if you have questions or need support of any kind. TOTAL \$ \_\_\_\_\_**



**Thank you for exhibiting at The Indy Show!**

**Submit pages 1 - 3 of this application to  
Exhibit@SilverLiningShows.com**

**CONTACT US**

Exhibit@SilverLiningShows.com | (248) 348-7777

www.SilverLiningShows.com

# CREDIT CARD AUTHORIZATION & RESERVATION INFORMATION

**IMPORTANT - THIS SIGNED FORM IS REQUIRED TO PROCESS YOUR APPLICATION**

## METHOD OF PAYMENT FOR BOOTH FEES

- I will mail a check.** Make check payable and remit to Silver Lining, 24742 Taft Road, Novi MI 48375
- I will pay online when my invoice is received.**

An invoice and exhibit confirmation will be emailed to you. This invoice will include a secure QuickBooks Intuit link to pay by credit card or checking account (ACH). There is no charge to pay by ACH. A 5% processing fee is incurred if paying by credit card.

- Please charge my credit card for total amount due + 5% fee**

Exhibitor Last Name \_\_\_\_\_ First Name \_\_\_\_\_

Name as it appears on credit card \_\_\_\_\_

Street Address \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Credit Card No: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

### March 23-24, 2021 Market (Wednesday-Thursday)

**The cutoff date for room reservations is 2/01/2021 at 11:59pm**

Two Night Minimum Stay at Embassy Suites Plainfield is required to exhibit.

All reservations are made individually by the exhibitor.

March 2021 Group Room Rate is \$119 + tax

**Make your reservation before the group cutoff date of February 1, 2021**

Call 1-800-EMBASSY (1-800-362-2779) or the hotel directly at 317-839-1106 to make reservations.

Group Code: WFT

Event Name: Wholesale Fashion Trade Show

- Two Night Stay: Minimum Required to Exhibit**

Check in: Tuesday 3/22 @ 4:00 pm

Check out: Thursday 3/24 @ 11:00 am

- Three Night Stay: Optional**

Check in: Tuesday 3/22 @ 4:00 pm

Check out: Friday 3/25 @ 11:00 am

**Vehicle Description** Make \_\_\_\_\_ Model \_\_\_\_\_ Year \_\_\_\_\_ License Plate No. \_\_\_\_\_

As a courtesy to others, please load and unload your vehicle as quickly as possible. Remove your vehicle from the loading dock as soon as possible.

**Liability** As an **Indy Show Exhibitor** and guest at the Embassy Suites Plainfield Hotel and Event Center, I understand that I am personally responsible, not Silver Lining Productions Inc. nor Andrea Mohr, to the Embassy Suites Plainfield Hotel or Event Center for any damages to its property caused by me, my associates, employees, or guests. I also understand and agree that neither the Embassy Suites Hilton, 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./The Indy Show/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 www.SilverLiningShows.com 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 Silver Lining Productions Inc. and The Indy Show Policies and Terms, both written and expressed.**

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

## DIRECTORY LINE LISTING

Provide information exactly as you would like it to appear in the Buyer's Guide.

PLEASE TYPE OR PRINT CLEARLY.

Contact us with questions or to request a copy of your line listing from the last show  
248.348.7777 or [Exhibit@SilverLiningShows.com](mailto:Exhibit@SilverLiningShows.com)

**MARCH 23-24, 2021**

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

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

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

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

ASSOCIATE 1 \_\_\_\_\_ ASSOCIATE 2 \_\_\_\_\_

### Categories

A = Accessories & Jewelry | B = Children's Wear & Maternity | C = Outerwear | D = Dresses & Dressy Separates | F = Footwear & Hosiery  
G = Gifts & Home Décor | K = Knits & Tees | L = Lingerie | M = Menswear | N = Novelty Jackets | O = Retailer Services & Supplies  
P = Formalwear & Special Occasion | R = Suiting & Career Wear | S = Sportswear & Resortwear | T = Sweaters | J = Jeans  
W = Swim & Beachwear | X = Special Sizes, Petite & Plus | Y = Young Contemporary | U = Made in USA | Z = Missy Contemporary  
Q = Made in Canada | V = Athletic/Outdoor Apparel & Gear

1) LINE NAME \_\_\_\_\_ CATEGORY \_\_\_\_\_

DESCRIPTION \_\_\_\_\_

2) LINE NAME \_\_\_\_\_ CATEGORY \_\_\_\_\_

DESCRIPTION \_\_\_\_\_

3) LINE NAME \_\_\_\_\_ CATEGORY \_\_\_\_\_

DESCRIPTION \_\_\_\_\_

4) LINE NAME \_\_\_\_\_ CATEGORY \_\_\_\_\_

DESCRIPTION \_\_\_\_\_

5) LINE NAME \_\_\_\_\_ CATEGORY \_\_\_\_\_

DESCRIPTION \_\_\_\_\_

5) LINE NAME \_\_\_\_\_ CATEGORY \_\_\_\_\_

DESCRIPTION \_\_\_\_\_

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

### ADVERTISE WITH BANNER ADS & SNAPSHOT EMAIL ADS

Promote yourself and your brands!

**Banner Ads** are featured online at [SilverLiningShows.com](http://SilverLiningShows.com) and linked to your website.

**Snapshot Ads** are personalized email campaign sent to our vast buyer database and posted to our social media platforms.

Submit ad copy or allow us to design the ad 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](mailto:Exhibit@SilverLiningShows.com)

# INDY SHOW INFORMATION

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## Welcome Exhibitor!

We understand that selecting which trade shows to participate in is an important investment decision for your business. THE INDY SHOW 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](mailto:Exhibit@SilverLiningShows.com) if you have questions or need support of any kind.

### Venue

Embassy Suites Plainfield Event Center  
The Embassy Suites Hotel & Event Center are connected.  
Event Center: 6089 Clarks Creek Rd., Plainfield IN 46167  
Hotel: 2353 Perry Road, Plainfield IN 46167  
Conveniently located right off I-70 at Exit 66  
[Directions to Embassy Plainfield](#)

### About the Market

The Indy Show is a long established two-day regional wholesale trade show. Market dates 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 later 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 | MARCH 2021

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

- The booth fee includes electrical hook-up, WiFi, signage, chairs, wastebasket, carpet
- A minimum of a two-night stay at Embassy Suites Plainfield Hotel is required of all exhibitors.
- The room rate for MARCH 2021 is \$119 (2020 is \$149 + tax per night.)
- Complimentary made-to-order breakfast and Manager's Cocktail Reception are included
- Booth size and location determines the cost. Exhibitors provide their own display equipment, setup materials, grounded extension power cords (75'), power strips and LED lighting.
- Displays and tables are available for rent.
- Free Parking and Wi-Fi
- Policy and pricing changes are unlikely but may 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
- ✓ Complimentary Coffee & Tea
- ✓ Complimentary Boxed Lunch | Hearty Salad + Grilled Chicken + Toppings
- ✓ Buyer's Guide is professionally designed & published in both print and digital media
- ✓ Exhibitor & Brand Directory is online at [www.SilverLiningShows.com](http://www.SilverLiningShows.com)
- ✓ Postcard Mailing, Email Campaigns, and Social Media Marketing for all shows
- ✓ Complimentary Parking
- ✓ Discounted Group Hotel Rate

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## The Indy Show | Embassy Plainfield Event Center

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# GUIDELINES & POLICIES

### Market Days & Hours

The Indy Show is a two-day event and market 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 booths until after the market close. An early move-out fine of \$200 is charged to exhibitors who vacate before show closes.

### Set Up Day

Exhibitors load in and set up on the day before the show. The set-up time depends on availability of the Event Center and exhibitors will be notified before each show. Please be prepared to wait if you arrive before the established set up time. DO NOT MOVE IN EARLY.

### 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 Indy Show 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 Indy Show is an order taking market only. Selling and/or delivering merchandise at the market will be considered as direct violation of Indy Show market policy and decorum.

### Cancellation Policy

Booth fees are non-refundable after **APPLICATION DUE DATE**. Hotel rooms can be cancelled without penalty up to 72 hours prior to arrival if the Booth 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.

### Respect of Property

Take extra care to protect the Embassy Suites Plainfield convention center property. Use only 3M removable tape and hooks on walls. Absolutely NO push pins, nails, hooks or permanent tape are to be used. All removable residue must be removed from the walls by Exhibitor. Violation of this policy will result in a \$150 fine imposed by the Embassy Plainfield Convention Center and/or Silver Lining Productions Inc.

### 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 and suggested length is 50'. Lighting must conform to the Event Center's fire and safety standards. Any misuse is subject to a \$150.00 penalty fee. Extension cords are not provided by Silver Lining or the Event Center.

### Marketing & Promotional Items

The Silver Lining staff is happy to distribute promotional items such as 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.

### Lunch Service

A boxed lunch of a hearty salad with grilled chicken and several toppings will be served daily in the pre-function area of the event center. Snacks and beverages are available for \$2 each. Lunch is complimentary for buyers and \$15 for Exhibitors.

## 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 unobstructed unless permission to keep door(s) is received from convention services management.
- Nothing may be suspended from the ceiling, ceiling sprinkler heads, lights or light tracks.
- **All supplemental lighting must use LED OR FLOURESCENT BULBS ONLY. No halogen bulbs are allowed.**
- 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.

**I N D E M N I F I C A T I O N** "The Indy Show" Exhibitors and their agents and contractors shall indemnify, hold harmless and defend Silver Lining Event Company, Silver Lining Productions Inc., The Indy Show, 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.

**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 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.

