REV Chicago Boutique Show 2021

Market Xchange Building | 2400 E. Devon Avenue | Des Plaines IL 60018

REC'D
INVOICE
ASSIGNED

EXHIBITOR APPLICATION

☐ APRIL 25-27, 2021

Application Due 2/01/2020 | Exhibitor Agenda on Page 3

LAST NAME _____ FIRST NAME _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

OFFICE PHONE _____ CELL PHONE _____

EMAIL _____

	DESCRIPTION		RATE		AMOUNT
☒	Show Registration & Marketing Fee	$	275.00	$	275.00
☐	10 x 10 Booth	$	850.00		_____
☐	10 x 20 Booth	$	1,350.00		_____
☐	10 x 30 Booth	$	1,650.00		_____
☐	10 x 40 Booth	$	1,995.00		_____
QTY	**OPTIONAL**				
_____	6' x 30" Banquet Table _____ 6' x 18" Conference Table Rental	$	30.00		_____
_____	Grid Rental 2' x 7' Black	$	30.00		_____
_____	Full Page Full Color AD in Show Book | Print + Digital Media	$	300.00		_____
_____	"Snapshot Ad" Personalized Email + Social Media Campaign	$	45.00		_____
_____	Vignette Display with Signage at Welcome & Registration Desk	$	45.00		_____
_____	Contact Us for Sponsorship Packages	$	_____		_____
	Credit Card Payments Incur 5% Processing Fee		Add 5% 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

Note: Credit card 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

By submitting this contract, I acknowledge and agree to abide by all Silver Lining Productions & REV Chicago Boutique Show Policies and Terms, written and expressed.

Signature _____ **Date** _____

Submit pages 1-3 to Exhibit@SilverLiningShows.com

Review pages 4-7 and keep for your reference.

Your signature is required to process this application.

REV CHICAGO BOUTIQUE SHOW

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

APRIL 25-27, 2021

LAST NAME _____ FIRST NAME _____

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

_____

PHONE _____ FAX _____

EMAIL _____

WEBSITE _____

ASSOCIATE _____ ASSOCIATE _____

Social Media Handles:

- ❑ Facebook _____
- ❑ Instagram _____
- ❑ Other _____

LINE NAME _____

Description _____

LINE NAME _____

Description _____

LINE NAME _____

Description _____

LINE NAME _____

Description _____

LINE NAME _____

Description _____

LINE NAME _____

Description _____

REV CHICAGO BOUTIQUE SHOW
Exhibitor Agenda | April 2021

MARKET DATES	April 25-27, 2021 | Sunday-Monday-Tuesday
VENUE	Market Xchange Building O'Hare Lake Office Park Campus 2400 E. Devon Avenue, Des Plaines IL 60018 FREE PARKING
MANAGEMENT	Silver Lining Productions Inc. Andrea Mohr, Event Director Exhibit@SilverLiningShows.com O 248-348-7777 C 248-882-7191

LOAD IN & SET UP DAY

- Standard set up is the day before the show.
- Load in at your convenience any time between 9:00 am and 5:00 pm
- **Special Accommodations Available** - Additional days and extended hours are available for larger booths with extensive set ups. Contact us at 248.348.7777 or Exhibit@SilverLiningShows.com.
- Market Xchange 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, chairs, and fixtures.
- Only 3M removable hooks and fixtures on the walls are permissible.
- Nothing can be tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other property of the Market Xchange Building or Silver Lining Productions Inc.
- Storage of empty packing containers is available free of charge in an unsecured area. All containers and boxes must be labeled with the vendor's name.
- Secured storage is available between shows for a nominal fee. Contact Silver Lining for more information.

TEAR DOWN & MOVE OUT

- Tear down is the exhibitor's responsibility and the booth must be left in the condition it was found.
- Tear down after the show closes at 5 pm or the next day 9 – 12:00 noon.
- 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.
- Reps who live locally are encouraged to move out the morning after the show.

SHOW HOURS

- Published show hours are 9:00 – 5:00 on the first two days | 9:00 – 3:00 on the third day
- Show floor will remain open until all appointments are finished
- Booths must be open for business during show hours.
- Notify Show Staff of any before or after-hours appointments.

Hotel Partner TO BE ANNOUNCED

REV CHICAGO BOUTIQUE 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 Market Xchange is a non-union facility. Exhibitors are welcome to bring their own display equipment, tables, chairs, lighting, etc.

ELECTRICAL

Electrical service is included in your booth at no extra charge. There is no limit to the number of LED light fixtures you can use. Exhibitors provide their own extension cords and surge protectors.

10 x 10 BOOTH INCLUDES

- 1 - Exhibitor Identification Sign
- 3 Chairs
- 1 - Wastebasket
- Complimentary Wireless High-Speed Internet Access
- Electrical Service
- Complimentary Refreshments
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show
- See Exhibitor Agenda for more details

10 x 20 BOOTH INCLUDES

- 1 - Exhibitor Identification Sign
- 4 - Chairs
- 1 – Wastebasket
- Complimentary Wireless High-Speed Internet Access
- Electrical Service
- Complimentary Refreshments
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show
- See Exhibitor Agenda for more details

10 x 30 BOOTH INCLUDES

- 1 - Exhibitor Identification Sign
- 5 - Chairs
- 1 - Wastebasket
- Complimentary Wireless High-Speed Internet Access
- Electrical Service
- Complimentary Refreshments
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show
- See Exhibitor Agenda for more details

10 x 40 BOOTH INCLUDES

- 1 - Exhibitor Identification Sign
- 6 – Chairs
- 1 - Wastebasket
- Complimentary Wireless High-Speed Internet Access
- Electrical Service
- Complimentary Refreshments
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show
- See Exhibitor Agenda for more details

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

REV CHICAGO BOUTIQUE SHOW

Guidelines | Policies

WHOLESALE TRADE SHOW EVENT
The REV Chicago Boutique Show is a wholesale trade show event that is not open to the public. Entry is allowed only to qualifying exhibitors and retailers.

ORDER WRITING SHOW
The REV Boutique Show 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.

COMPLIMENTARY COFFEE BAR
Start your morning with freshly brewed hot coffee and tea. Sponsor the Coffee Bar and get premium exposure to buyers!

BADGES
Exhibitor & Buyer name badges must always be worn. 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; also, to honor and preserve the contractual agreement between Silver Lining Productions Inc. and the Market Xchange Property Management.

FREE PARKING
Yes, FREE! There is plenty of parking and NO parking charges. Nice!

RETAILER LISTS
Registered Exhibitors in good standing may request the REV Active Retailer List prior to the show. **Pre-show marketing and advertising efforts are well-rewarded as this is an appointment driven show.** A comprehensive list of all registered retailer buyers will be provided after each show at no charge.

ADVERTISING & SPONSORSHIP OPPORTUNITIES
See last page for options and pricing.

BUYER'S GUIDE & SHOW BOOK
Silver Lining publishes Buyer's Guide in both print and digital media for all shows. These show books provide a valuable advertising opportunity to reach Retail Buyers with your brand information. Contact us at 248.348.7777 or Exhibit@SilverLiningShows.com for ad specs. Sponsorship Options are on Page 8.

SHIPPING & RECEIVING
Material handling services are available. Please contact Silver Lining for information and instructions.
See shipping label instructions on next page.

Shipping Label:

REV Boutique Show @ Market Xchange
O'Hare Office Park
2400 E. Devon Avenue, Suite 149
Attention: Kesha Dunn and/or Richard Webel
Des Plaines, IL 60018

PLEASE NOTE: The carrier's contact telephone number and tracking Information must be provided to:

Kesha Dunn
kdunn@amcraftco.com
AND
Richard Webel
amcraft-rwebel@sbcglobal.net

PRODUCTION GUIDELINES

Exhibitors must agree to abide by all the Event Production Guidelines & Regulations, both expressed and implied, of REV Boutique Show & Silver Lining Productions Inc. and the Market Xchange.

PHOTOGRAPY & VIDEO POLICY

Cameras and related equipment will not be permitted in the REV exhibit areas without prior written approval from Silver Lining Productions Inc.

MARKETING & PROMOTIONAL ITEMS

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

SECURITY

The Market Xchange Building has 24-hour security for exterior perimeter and parking areas of the facility. Meeting spaces with locking doors will be secured.

INDEMNIFICATION

REV Chicago Boutique Show Exhibitors and their agents and contractors shall indemnify, hold harmless and defend Silver Lining Event Company, Silver Lining Productions Inc., REV Chicago Boutique Show, Andrea Mohr, and Market Xchange Building/O'Hare Lake Office Park Inc. 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 agrees 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.