

Bluegrass Buyers Market 2022

INVOICE
ASSIGNED
(For Office Use Only)

A Silver Lining Production | Hosted at Embassy Suites by Hilton Lexington UK Coldstream | 1801 Newtown Pike, Lexington, KY

EXHIBITOR APPLICATION

January 30-31, 2022

Application & Ad Copy Due by December 15, 2021

July 30-31, 2022

Application & Ad Copy Due by April 10, 2022

LAST NAME _____ FIRST NAME _____

COMPANY or SHOWROOM _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

OFFICE PHONE _____ MOBILE PHONE _____

E-MAIL _____

SHOW REGISTRATION

	RATE	AMOUNT
Standard Registration Fee	\$ 300	\$ _____
NEW! Premium Registration - Includes Full Page Color Ad in Show Book + Personalized Email Campaign! . . .	\$ 350	\$ _____
Additional Sales Associate & Directory Line Listing	\$ 50	\$ _____
Late Registration Fee See Due Dates Above	\$ 50	\$ _____

SUITE EXHIBIT

Room Type Requested King (Single) Qty _____ Two Queen Beds (Double) Qty _____

Location or Group Preference: _____

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

BOOTH EXHIBIT

- Mezzanine 5 x 10 Booth with Back Wall \$ 225
- Mezzanine 10 x 10 Booth \$ 475
- Georgetown Room 520 SQ FT *includes customizable modular tables \$1,550
- Lexington Room | Paris Room | Versailles Room 520 SQ FT EACH. \$1,150

Booths are sold on a first come, first served basis. Contact us for availability.

Booth \$ _____

AD & MARKETING OPTIONS | Promote your brand and support the show!

SNAPSHOT AD Personalized email + social media campaign Includes up to five (5) hi-res JPEG images	\$ 50	\$ _____
FULL PAGE COLOR AD \$250 Value - Select Premium Registration. Show books published in print and online.		
AD DESIGN SERVICE No ad copy? No problem! We will create an ad for you using your image(s)	\$ 30	\$ _____

TABLE & LINEN RENTAL

QTY: _____ 6' x 30" TABLE	\$29	\$ _____
QTY: _____ 8' x 18" TABLE (8' tables cannot be guaranteed/limited availability)	\$29	\$ _____
QTY: _____ BLACK LINEN RENTAL	\$ 5	\$ _____
	SUBTOTAL	\$ _____
	Add 5% Credit Card Processing Fee	\$ _____
	TOTAL	\$ _____



CONTACT US

Exhibit@SilverLiningShows.com | 248-348-7777
www.SilverLiningShows.com

Thank you for exhibiting!

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

An exhibit confirmation and invoice will be emailed to you.

Please select your method of payment:

I will mail a check I will pay my invoice online

Process payment for me with credit card provided on page 2

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

Remit checks to: Silver Lining | 24742 Taft Road | Novi, MI 48375

Bluegrass Buyer's Market 2022

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}

2022 Bluegrass Group Room Rate is \$139 + tax

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

January 30-31, 2022 Market

Check In : Saturday, 1/29 @ 4:00 pm
Check Out : Tuesday 2/01 @ 11:00 am

July 30-31, 2022 Market

Check In : Saturday, 7/29 @ 4:00 pm
Check Out : Tuesday, 8/01 @ 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. SEE LAST PAGE.

By submitting this contract, I acknowledge and agree to abide by all Silver Lining Productions Inc./Bluegrass Buyers' Market Policies and Terms, both written and expressed.

SIGNATURE _____ **DATE** _____

A signature is required to process your application.

BLUEGRASS MARKET 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 30-31, 2022

July 30-31, 2022

LAST NAME _____ FIRST NAME _____

COMPANY NAME _____

TELEPHONE _____ FAX _____

EMAIL _____ WEBSITE _____

BRAND NAME _____ Made in USA

Select up to three categories:

Mens Womens Childrens Athletic Orthopedic Work Boots Apparel Hosiery Accessories

Other: _____ Brand Website _____

BRAND NAME _____ Made in USA

Select up to three categories:

Mens Womens Childrens Athletic Orthopedic Work Boots Apparel Hosiery Accessories

Other: _____ Brand Website _____

BRAND NAME _____ Made in USA

Select up to three categories:

Mens Womens Childrens Athletic Orthopedic Work Boots Apparel Hosiery Accessories

Other: _____ Brand Website _____

Show Specials

Product Description _____ Special Offer _____

Product Description _____ Special Offer _____

New! BLUEGRASS SAMPLE SHOWCASE & BUYER HOSPITALITY ROOM

Your customers will be invited to visit the **Bluegrass Hospitality & Sample Showcase Room** to see your top-sellers, enjoy complimentary gift bags and refreshments.

This room is exclusively for buyers – no sales reps are allowed.

The registration fee includes two featured displays in the Bluegrass Sample Showcase.

Displays include shoe stands and signage.

Your name and exhibit location will be on the display signage.

Sample 1 Brand Name _____ Style _____

Sample 2 Brand Name _____ Style _____

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 by Hilton Lexington UK Coldstream
1801 Newtown Pike
Lexington, KY 40511

Contact

Andrea Mohr, Show Manager
Office (248) 348-7777 or 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 Fresh Brewed Coffee served all day
- Gift Bags + Complimentary Refreshments in the Bluegrass Hospitality & Sample Showcase Room
- 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.
- Email & social media marketing campaigns
- Save-The-Date Postcards are mailed first-class before each show

Cost to Exhibit | 2022

- All options and fees are itemized on Page 1 of the Application to Exhibit.
- Registration Fee
 - Standard Show Registration Fee is \$300
 - Premium Registration Fee is \$350 and includes a full page, full color ad (\$250 Value) PLUS personalized email marketing campaign (\$50 Value)
- A three-night stay (Saturday-Sunday-Monday) at Embassy Suites Lexington is required of all exhibitors.
- The room rate for 2022 is **\$139** + tax per night. This group rate includes complimentary made-to-order breakfast, parking pass and the complimentary Manager's Reception.

Cancellation Policy

Registration & Booth Fees are non-refundable after the application due date. Hotel reservations for showroom suites may 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 by Hilton 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 2022 is **\$139** + tax. Silver Lining handles all reservations for our group. **DO NOT CONTACT THE EMBASSY DIRECTLY.** The credit card authorization form on page 3 is required to process an application.

Booths

The Bluegrass Market offers 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 OR CHANGE ON THE HH APP.**

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 the Thursday before the show.
- 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
Bluegrass Market/Silver Lining Shows
Attention: <Your Name>

Advertise! Promote your brand and support the show 😊

Premium Registration includes a FULL PAGE, FULL COLOR AD in the Bluegrass Buyer's Guide AND a personalized email + social media marketing campaign. The show book is professionally designed and published in both print and digital formats.

- [CLICK HERE FOR AD SPECS](#) or request specs to be emailed to you
- Send your ad copy in High Resolution **JPEG** format via email to: Exhibit@SilverLiningShows.com
- Include the market date, exhibitor's name and brand name with your submission
- No ad copy? No problem! We offer Graphic Design Services for a flat rate of \$30 per ad. Select on page 1 of the application.
- "Snapshot Ads" are personalized email + social media marketing campaign sent to Silver Lining's extensive retail buyer database. Campaigns may include up to five (5) hi-res JPEG images. See page 1 of application for pricing.

Booth & Suite Signage

Custom printed cardstock signs include rep & brands and are provided at no charge

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.

Displays

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 show staff is happy to distribute promotional totes and give-a-ways for you at the Welcome & Registration Desk or in the Bluegrass Sample Showcase Room.

Breakfast & Lunch Service

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

A list of restaurants offering delivery lunch service is available at the Bluegrass Welcome & Registration Desk. Complimentary gift bags with hearty snacks and refreshments are offered to buyers in the Hospitality & Sample Showcase Room.

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.

Thank you for exhibiting!
We respect your trade show investment and appreciate your business.

By submitting this contract, Exhibitors acknowledge and agree to abide by all Silver Lining Productions Inc. and Bluegrass Buyers' Market Policies and Terms, both written and expressed.

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.

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.



A Silver Lining Production
Exhibit@SilverLiningShows.com | 248-348-7777
www.SilverLiningShows.com