

**Great Lakes Fruit, Vegetable & Farm Market Expo  
And Michigan Greenhouse Growers Expo**

Sharri German - Trade Show Manager  
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Thank you for your interest in the Great Lakes Fruit, Vegetable & Farm Market Expo. We are busy working on this year's show set for December 8 - 10<sup>th</sup> 2009 in Grand Rapids, MI. The past shows have each been a huge success, with over 320 companies exhibiting in 670 booth spaces. We feel this will be "**The**" show to attend in North America! We will again be located in the DeVos Place, this beautiful structure has **one** gigantic room for the Trade Show, everything is state of the art!

The price for 2009 are as follows: One 10x10 booth which is self-contained with carpet, side & back drapes, electric, chairs, skirted table, & a waste basket, is priced at \$815.00 for the 1<sup>st</sup> booth, additional booths are priced as follows: 2<sup>nd</sup> booth is \$715.00 and 3<sup>rd</sup> and more at \$615.00ea. **Pricing for equipment booths** was: 1<sup>st</sup> booth at \$815.00, 2<sup>nd</sup> - 4<sup>th</sup> at \$485.00 each and 5<sup>th</sup> and more at \$300.00 each. Equipment booths are not provided carpet. We do provide the forklift service free of charge for both move-in and move-out to everyone needing it. There are many loading docks for speedy service.

Our combined membership for the convention was over 3,800. The membership is not only from MI, 35 other states and 5 providences of Canada attended last year. This convention brings together, Tree Fruit, Brambles, Grapes, Vegetables, as well as all types of Farm Marketers. There are specialty educational sessions on Organics and Labor Issues.

This year the Michigan Greenhouse Growers Expo has joined with us for a combined convention. We also have the North American Strawberry Growers holding their annual meeting in conjunction with our convention. These changes will make our show enlarge significantly this year. We are very excited to have these groups join us!

We plan to have over 340 companies located in the exhibit hall. Some of the companies that exhibit include; seed, nurseries & packaging companies, chemical & fertilizer companies, equipment large & small, processing equipment, lending and leasing, insurance, and investment companies. There are also many private brand companies as well as entertainment exhibits for the farm markets. We have many state and federal agencies that also exhibit, updating the attendees on topics relating to regulations, programs and changes that are occurring. You can view last year's 2008 Exhibitors on our website.

We have concurrent educational meetings that will take place, where members can attend and learn about the new products and better growing techniques.

Our convention begins on Tuesday Dec. 8<sup>th</sup> - 10<sup>th</sup> 2009. The move-in starts Sunday, Dec. 6<sup>th</sup> for equipment only and Monday Dec. 7<sup>th</sup> for all others. The Trade Show ends at 1 PM on Thursday, so people can easily pack up their exhibits and leave that day.

Thank you for considering our Trade Show, I hope that you will decide to join us at our December convention. If there are any questions, please give me a call or Email me a message. Check out the Web site listed at the top of the letter, it is full of information and is updated often.

Sincerely,  
Sharri German  
Trade Show Manager

# Exhibitor Information

## Move - In

**Sunday, December 6** ..... 8:00 AM - 5:00 PM

This is for equipment & those who make multiple trips bringing in equipment.

**Monday, December 7** ..... 8:00 AM - 5:00 PM

All Exhibitors come to set up

## Show Dates & Times

**Tuesday, December 8** ..... 8:00 AM - 5:00 PM

**Wednesday, December 9** ..... 8:00 AM - 5:00 PM

**Thursday, December 10** ..... 8:00 AM - 1:00 PM

## Move – Out

**Thursday, December 10** ..... 1:10 PM - 8:00 PM

**Friday, December 11** ..... 8:00 AM - 12 Noon

Everything must be out of the Hall by Friday 12 noon.

## Service Contractor – Ship Drayage To:

**DeVos Place**

**303 Monroe Avenue NW**

**Grand Rapids, MI 49503**

**Phone 800-292-2033 -- Fax (616) 791-8154**

Art Craft will receive advance shipments starting Nov. 10<sup>th</sup>. The delivery will be stored, then delivered to your exhibit space on Monday, December 7<sup>th</sup>. There is a fee. You must affix carton labels that have booth number and name of company exhibiting on outside of package. Exhibitors who have their own transportation are not required to contract with Art Craft Display and may deliver directly to their own booth on Monday.

## Exhibitor Kits – \*\* Email Only \*\*

Art Craft Display will provide an Exhibitor Kit in Email format instead of mailing them. Please include your email address on the Application. The kit will include order forms for signage, labor, freight handling and any **additional** rental items needed that we are not already supplying.

## Hotel Headquarters

**Amway Grand Plaza Hotel**

**187 Monroe NW**

**Grand Rapids, MI 49503-2666**

**In-State 800-632-6120**

**Out-State 800-253-3590**

Make reservations early, as we expect the hotel to fill fast. Mention the convention & receive a discounted rate. Our website has a list of other Hotels if the Amway is full.

## Directory Listing

You must be a registered exhibitor by November 1, 2009 to be listed in the Show Program. ( Limit 1 listing per registered exhibiting firm.) ***This is something that you will want to be included in for extra publicity.***

## Message Board & Phone Number

There will be a message board near registration for messages that need to be posted. We **do not** have paging service in the hall or meeting rooms. The telephone number at registration will be (616) 742-7901

## Exhibit Fees

### Standard 10'x10' Product Booth Space Includes:

- 1- 10'x10' draped booth
  - 1- Standard Electric outlet ( If Needed)
  - 1- Choice of 4', 6', or 8' skirted table
  - 2- Chairs
  - 1 Waste basket
  - 1- Numbered booth sign
- Carpet for booth in Hall color is automatic

Because of the sliding price scale, the third and more booths rented will come with draping and carpet only. Each additional booth over the first, must be purchased and occupied by the same company as the first booth.

<b>1<sup>st</sup> Booth Space</b> .....	<b>\$ 815.</b>
<b>2<sup>nd</sup> Booth Space</b> .....	<b>\$ 715.</b>
<b>3<sup>rd</sup> &amp; more Booth Spaces</b> .....	<b>\$ 615. ea</b>

### Standard Equipment 10'x10' Booth Space Includes:

- 1- 10'x10' draped booth (where applicable)
- 1- Standard Electric outlet (If Needed)
- 1- Choice of 4', 6', or 8' skirted table
- 2- Chairs
- 1- Waste Basket
- 1- Numbered booth sign

Because of the sliding price scale, only the 1st booth will come complete with the above items.

Each additional booth over the first, must be purchased and occupied by the same company as the first booth.

<b>1<sup>st</sup> Booth Space</b> .....	<b>\$ 815.</b>
<b>2<sup>nd</sup> – 4<sup>th</sup> Booth Space</b> .....	<b>\$ 485. ea</b>
<b>5<sup>th</sup> &amp; more Booth Spaces</b> .....	<b>\$ 300. ea</b>

( A reduction of \$30.00 for 5<sup>th</sup> & more booths from 2008 prices !)

### Non-Profit Educational Org. 10'x10' Space Includes:

All of the same items as stated in the Product booth listing.

**1 Booth Only** .....**\$ 330.**

The Fork lift service for move-in & move-out will be provided to you by the Great Lakes Expo at no charge.

All exhibitors must be registered and wear the official convention badge to be admitted to the exhibit hall. The standard complimentary Exhibitor Registrations per booth will be three. This will be for booths 1 – 3. Any additional registrations will be at \$25.00 each. This may be paid prior to, or at the show. We are unable to allow companies to charge this item and request a bill after the show. Please do not use any extra registrations as a perk to the growers. **This is for your employees only.**

For Exhibit Space inquires or communications, please call (616) 794-0492 or fax 1-616-794-9670 or E-mail to: [GLE expo@iserv.net](mailto:GLE expo@iserv.net) to Sharri German



**Application and Contract for Exhibit Space**  
**Great Lakes Fruit, Vegetable & Farm Market Expo**  
**and Michigan Greenhouse Growers Expo**

DeVos Place, Grand Rapids, MI • December 8<sup>th</sup> - 10<sup>th</sup> 2009  
 Trade Show Manager - Sharri German

Phone (616) 794-0492 Fax: (616) 794-9670 • E-mail : [GLExpo@iserv.net](mailto:GLExpo@iserv.net)



**Exhibiting Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State/Zip:** \_\_\_\_\_

**Phone:** (     ) \_\_\_\_\_

**Fax:** (     ) \_\_\_\_\_

**Email: (Clearly)** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Product/Service to be exhibited:** \_\_\_\_\_

**Competitors you wish to be separated from:** \_\_\_\_\_

**Booth Sign:** You will be provided with a booth number sign **ONLY**. Any other signage will need to be ordered through Art Craft Display or brought in from an outside source.

**Booth Requests:** Booths are issued on a first come, first serve basis at the approval of management. Choices are not guaranteed, however, we will try our best to accommodate your choices. **Exhibitors *must* respond to the Priority Mailing in a timely manner to be given first choice of their location.** Please refer to the map in this packet to choose your location.

**1<sup>st</sup> Choices    2<sup>nd</sup> Choices    3<sup>rd</sup> Choices**

Space #				
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**We are now taking VISA, MasterCard or Checks**

C.C. # \_\_\_\_\_ Exp. \_\_\_\_\_ V.Code \_\_\_\_\_

**Return completed contract along with a check payable to: Great Lakes Expo, 11767 Fisk Road, Belding, MI 48809**  
**A deposit of 50%** of the total due is required to secure the space you have requested & must accompany your signed contract.  
**Balance is due before October 15, 2009.** Contracts received after that date must be accompanied by payment in full.

Special arrangements will have to be made for any payments after November 15<sup>th</sup>. No exhibitor will be permitted to exhibit unless their account is current and paid in full (US funds). **No refunds will be made for cancellations after October 1, 2009.** All space not occupied by show opening may be subject to resale with no refund.

**The exhibitor agrees to abide by all exhibit terms, conditions, and regulations set forth in the exhibit brochure.**

\_\_\_\_\_  
**Exhibitor signature (Required)**

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Date

**FOR EXPO OFFICE USE ONLY**

Date	Check #	Amount	Balance	Quantity

**Exhibit Space**

*Reserve the following number of space(s) for our company:*

**Product or Tabletop Booths**

Qty			
_____	1 <sup>st</sup> Booth (Complete)*	\$815.	= \$
_____	2 <sup>nd</sup> Booth (Complete)*	\$715.	= \$
_____	3 <sup>rd</sup> Booths & More	\$615/each	= \$

*(If you rent more than 2 booths, those extra booths rented will contain carpet only at N / C )*

**TOTAL:**                    = \$ \_\_\_\_\_

**Larger Equipment Booth**

*(No carpet provided)*

_____	1 <sup>st</sup> Booth (complete)	\$815.	= \$
_____	2 <sup>nd</sup> -4 <sup>th</sup> Booths(draping only)	\$485./ea.	= \$
_____	5 <sup>th</sup> & more Booths(draping only)	\$300./ea.**	= \$

\* ( Reduced price on 5 or more booths)

**TOTAL:**                    = \$ \_\_\_\_\_

**Educational / Non-Profits**

_____	1 Booth only (complete)*	\$330.	= \$
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**\*A Complete Booth consists of : Carpet, Draping, 1 Table, 2 Chairs, Wastebasket, & 1 Electric Outlet.**

# General Information , Rules and Regulations

## **Contract Rules and Regulations:**

The 2009 Great Lakes Fruit, Vegetable and Farm Market Expo is sponsored by the Michigan State Horticultural Society and Great Lakes Vegetable Council hereinafter referred to as "GL Expo".

1. All charges for exhibit space must be paid in full by the dates set on the application. **Exhibitors who are not "Paid in Full" by the convention date will not be allowed to move-in.**
2. No refunds given for space not occupied. Requests for cancellation must be in writing & received by date stated on the contract.
3. Should the Trade Show be canceled, postponed or abandoned, the limit of claim for damages and / or compensation to the exhibitor shall be the return of the amount already paid for the space only. Should the Trade Show be curtailed or abandoned in part, the limit of claim for damages and / or compensation to the exhibitor shall be the return of the prorated amount the exhibitor already paid for space for the cancelled portion of this specific event.
4. If an exhibitor does not follow the rules and regulations set by GL Expo, then this contract will be terminated. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit the amount paid for space rental, regardless of whether or not GL Expo enters into a further lease of the space involved.
5. GL Expo reserves the right to refuse rental of display space to any company whose display of goods or services is not likely to be, in the opinion of GL Expo, compatible with the general character and objectives of the exhibition.
6. Whenever possible, space assignments will be made by GL Expo in keeping with the preferences as to location requested by the exhibitor. GL Expo, however, reserves the right to make the final determination of all space assignments.
7. Move-In will start for Equipment booths on Sunday from 8 AM - 5 PM and resume on Monday from 8 AM - 5 PM for everyone.
8. No exhibitor shall assign, sublet or share the space allotted with another business unless approval has been obtained in writing from GL Expo.
9. The general rule of the exhibit floor is: **Be a Good Neighbor.** No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel are required to confine their activities within the exhibitor's booth space. Apart from the specific display space for which an exhibiting company has contracted with GL Expo, no part of the Grand Center and its grounds may be used by any organization other than GL Expo, for display purposes of any kind or nature. Sound presentations, slides or movies will be permitted if turned to conversational level and if not objectionable to neighboring exhibitors.
10. All exhibitors must conform to the size of their space and not be arranged as to obstruct the view or interfere with exhibits of others or shall any portion of an exhibitors display extend into the aisle. All non-equipment booths will be confined to a maximum height of 8'. All displays over 4' in height must be confined to the area of the space that is no more than 4' out from the back drape line. Displays requiring greater depth or height may arrange with management for space on the perimeter.
11. GL Expo reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by the GL Expo. GL Expo reserves the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any such changes.
12. The exhibitor is solely responsible to receive verbal or written authorization to hand out samples of their products or to sell or distribute food products and provide refreshments and snacks in their booth.
13. Exhibitors must agree to conform to the rules & regulations of the DeVos Place. These rules are on file in the general office of the Building and in your Exhibitor packet.  
No exhibit or signs may be pasted, nailed, or otherwise attached to the doors, walls, etc. Cost for repairing any damages to the convention center will be billed to the responsible exhibitor.
14. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.
15. GL Expo will not be responsible for any injury, loss or damage that may occur to the exhibitor's, employees or property from any cause whatsoever unless such injury, loss or damage is caused by the active negligence or willful act of GL Expo. The GL Expo will not be liable for any injury, loss or damage which may be sustained by any person who may be on the premises leased to the exhibitor, or watching, observing or participating in any demonstration or exhibit or exhibitor, unless such injury, loss or damage is caused by the active negligence or willful act of GL Expo. If the GL Expo is held liable for any event resulting from exhibitor's action or failure to act in any matter whatsoever, exhibitor shall reimburse GL Expo and hold it harmless from any resulting liability.
16. Exhibitor should, at its sole cost and expense, procure and maintain during the term of this contract, the following insurance:
  - A. Public liability insurance against claims occurring in or upon or resulting from the premises leased. Such insurance should include contractual liability and product liability coverage, with combined single limits of liability for bodily injury and property damage of not less than \$1,000,000 per claim. Such insurance should also include the GL Expo as additional insured. Be prepared to furnish a certificate of insurance if requested.
17. We will make reasonable efforts to provide adequate protection for exhibitors' merchandise and displays. Be aware that the building cannot be made totally secure when the facility is being used for an exposition. Each exhibitor must take responsibility for the security of all items in his/her display. We can provide safe over-night storage for small items delivered to us at the time of daily closing of the Trade Show. Make arrangements in advance. If you have difficulty, please let us know at the time of the difficulty, not afterwards.
- 18.\* The official closing time of the Trade Show is 1:00 p.m., Thursday, December 10, 2009. **No displays may be removed prior to the official closing. Every exhibit must be operational during the entire Trade Show.** Tear down can begin at 1:00 pm through 8 pm. on Thursday. Deadline for removal of all display materials is Friday, December 11, 2009 at 12:00 noon.  
Any fees charged for non-removal by DeVos Place are the sole responsibility of the exhibitor.
19. Art Craft Display is the official exposition (decorator) company for the GL Expo. Any additional furnishings, accessories, tables, draperies, signs or lighting needs are to be ordered through them. These are, in addition to what is already provided with your booth. I will email you a packet of information regarding additional orders. Internet, phones & electrical needs are ordered through SMG/DeVos Place. Your standard (1) outlet is included for you through the booth rental, but must show as needed or not, on the "Booth Items" form that will be sent to you in October.
20. The Exhibiting Company and / or its representatives are responsible for any and all debts incurred for all exhibit costs, fees, charges and any violations of these Rules and Regulations.
21. All points not covered herein are subject to settlement by the Show Management.