

Great Lakes Fruit, Vegetable & Farm Market EXPO

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### Executive Secretary MI Vegetable Council

Dave Smith  
P.O. Box 277  
Erie, MI 48133  
(734) 848-8899  
Mivegcouncil@charter.net

### Executive Secretary MI State Hort. Society

Allyn Anthony  
63806 90<sup>th</sup> Avenue  
Hartford, MI 49057  
(269) 424-3990  
Mihortsociety@aol.com

### Trade Show Manager

Sharri German  
11767 Fisk Rd.  
Belding, MI 48809  
(616) 794-0492  
GLEexpo@iserv.net

### Registration Management

Association Mgmt. Resources  
Ann Arbor, MI  
(734) 677-0503  
[jmcclure@managedbyamr.com](mailto:jmcclure@managedbyamr.com)

### Webmaster/

### Speaker Coordinator

Roger Brook  
(517) 281-9370  
[Brookr@glexpo.com](mailto:Brookr@glexpo.com)

Grand Rapids, Michigan

December 6 - 8, 2016 -- December 5 - 7, 2017

Dear Exhibitor:

December 6 - 8<sup>th</sup>, 2016 is the date set for the annual combined trade show of the Michigan State Horticultural Society and the Michigan Vegetable Council in Grand Rapids, MI. We will again be located in the DeVos Place Convention Center.

We are pleased to have the Western Michigan Greenhouse Association and the Metropolitan Detroit Flower Growers Association, also known as the Michigan Greenhouse Growers Expo join us again this year. They hold their event in conjunction with ours each year. This year we will also have the North American Raspberry & Blackberry Association (NARBA) and the North American Strawberry Growers Association (NASGA) joining us for their annual meetings.

Enclosed in your packet is an application to exhibit, along with maps of the halls, so that you may make your choices on desired location. Those with a long history with our convention and those who exhibited in 2015 will have first chances on the space before it is opened up to new exhibitors. **If you are a returning exhibitor, you must respond back to me within 2 weeks of receiving this mailing to be assured of booking your previous space. Space in the Main Hall is at a premium and I expect it to fill this year with the addition of the new groups attending.**

On the Main Hall map I have designating the area for the large equipment displays. The new Farm Market Hall is just that, for all farm market related vendors and some non-profit associations.

1. Move-in for Equipment Only will begin on Sunday Dec. 4<sup>th</sup>, 8am - 5pm. Monday's move-in hours of 8am - 6pm will be for everyone else moving in. The Exhibit Hall opens Tuesday 8am - 5pm, Wednesday 8am - 5pm and Thursday from 8am to 1pm.
2. Please remember, you **must** exhibit on Thursday even though it is a half day. Leaving early **can't** be allowed. Attendees who come in on Thursday expect to be able to meet with the companies that are exhibiting. **Please abide by of the Trade Show hours.**
3. The Board is willing to make the membership list available for a fee, through a 3<sup>rd</sup> party mailing service. You would pay for the list as a one-time mailing. Please contract Dave Smith at 734-848-8899 for more information regarding the list and the charges.
4. We also offer **i-Leads**, which uses an app for your phone or device to gather customer information at the show that pertains to who you had direct contact with. (See enclosed)

Please read over and refer back to the Exhibitor Information sheet as well as the back of the contract, which has the "Rules & Regulations", it will prove very helpful in answering many of your questions.

Make hotel arrangements early, there is a list on our website with phone numbers and pricing. **We do not partner with any outside companies for hotel reservations.**

I am looking forward to working with each of you to make this trade show very special for all of us! I will keep you informed of changes and new developments as the year progresses. Please feel free to get in touch with me with any of your questions. My phone number is (616) 794-0492 and fax number is (616) 794-9670 and my e-mail is [GLEexpo@iserv.net](mailto:GLEexpo@iserv.net) Our website starts updating information in August as it becomes available and is very informative, you will want to check it out at [www.GLEexpo.com](http://www.GLEexpo.com) from time to time.

Sincerely,  
Sharri German  
Great Lakes Expo Trade Show Manager