

# Great Lakes Fruit, Vegetable & Farm Market Expo

Sharri German – Trade Show Manager

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Fall 2018

Dear New Company,

Our 2017 convention was another outstanding show with terrific exhibits and educational sessions. Our event continues to grow each year due to the great reviews of both our Exhibitors and our Attendees throughout the year.

We are happy to have the Michigan Greenhouse Growers Expo along with the Western Michigan Greenhouse Association and the Metropolitan Detroit Flower Growers Association join us again this year, adding more attendees and exhibitors.

The Great Lakes Expo board and I would like to offer your company a booth to exhibit with us at the December 4<sup>th</sup> - 6<sup>th</sup> Great Lakes Fruit, Vegetable & Farm Market Expo. If you are an Equipment Exhibitor there are areas designated for you on the attached map. **The darkened spaces have already been taken** by the previous mailings to our longer time exhibitors. Some are still in that process and the map changes by the hour at this point. This will give you an idea of what is still available. I will be happy to help you select a space that will be best for your company. I expect the floor space to sell out this year in the Main Hall.

**Please respond as soon as possible with your contract to reserve your space.**

You may call, email, or mail your requests to me. I will need your signed contract and the booth items form along with your payment when you sign up.

We are again offering product coding. The coding list will be by your company name on the website and in the program handed out at the show. This will give attendees a better idea what products you will display at the show. You may choose up to 3 codes found on the Product Code list that best describe your products and add those codes to the contract you submit.

We are using i-Leads for lead retrieval again this year. Their program offers their app on phones & devices. Their signup information is on the website. We are not allowed to share our attendee contact information, at the attendees request, but this retrieval service is one way to get the information on who you spoke with at your booth during the show.

We will again offer additional parking with free shuttle service and more hotels, some with free shuttle to and from the convention center for this year's show.

**\*\* We Do Not partner with any companies for transportation or hotel arrangements. Please make your own arrangements, many companies are trying to scam our Exhibitors with offers.\*\***

I am looking forward to working with you for another great Convention for 2018.

Sincerely,

*Sharri German* – Trade Show Manager