



# Great Lakes Fruit, Vegetable & Farm Market EXPO

Grand Rapids, Michigan

December 8-10, 2020 • December 7-9, 2021

## Board of Directors

### President

Adam VanDyk  
Imlay City, MI

### Vice President

Scott Hassle  
Hartford, MI

### Secretary

Katie Hensley  
Ravenna, MI

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Will Bristol  
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Monica Teichman  
Eau Claire, MI

Justin Oomen  
Hart, MI

Great Lakes Expo Exhibitors,

Over the past six weeks, the Expo board and staff have been hard at work evaluating the possibility of holding the Great Lakes Expo in person while in this time of COVID-19. We have had many conversations with DeVos Place, Amway Grand Hotel, potential attendees and a few exhibitors. Due to the size and complexity of the Expo, a decision needed to be made before details started falling into place. The Expo board has determined that the 2020 Great Lakes Expo will need to be a virtual show.

Please know that we are as disappointed as you are that the 2020 Expo will not be able to be 'normal.' However, the board felt this was the only economically viable solution for the Expo to survive for future years. The expenses of an in-person show are vast and during COVID-19, we know we cannot maintain the economies of scale of our traditional 4,000 person show

This has been a tumultuous and unprecedented year for many companies. If you are in position to do so this year, we hope that you will consider a virtual booth and other sponsorship opportunities to help the Expo continue for many years to come. The virtual booth we are offering this year will also guarantee your spot for next year. As you know, the Expo is a non-profit organization which supports education, research and scholarships for agriculture.

You probably have a lot of questions. We have tried our best to answer as many common questions in advance as we can. Please read through all the details below. If you find that you still have a question, please contact our trade show manager, JES Professional Services, at the number at the bottom of this letter.

*Question: What is a virtual show?*

A virtual Great Lakes Expo will be an event 100% online. This ensures that no matter what the conditions are in December, the Expo will happen. Instead of purchasing a physical booth space, you will be purchasing a digital space in our online trade show.

*Question: What can I do with my digital space?*

You will be able to share your equipment, idea or service with all of the Expo attendees. You will be able to post links, share documents and videos and interact with attendees who visit your virtual booth. The design of your booth will need to follow the guardrails set up by the virtual platform, but the more effort you put into adding your specific information to your booth, the more

## Staff

### Conference Manager

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### Trade Show Manager

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## Sponsoring Organizations

### MI State Horticultural Society

Ben Smith  
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(269) 252-5461  
ben@mihortsociety.com

### MI Vegetable Council

Greg Bird  
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(517) 663-6725  
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attendees will be able to interact and learn about your products. We will be sending out more information about the virtual platform in the next 4-6 weeks.

*Question: How much will this cost?*

Each company will only need one virtual booth space. This is different from a normal, in-person Expo with the options of purchasing multiple booth spaces. For the 2020 Expo, the virtual booth rate will be \$950. We did not arrive at this booth price easily. The board spent a lot of time analyzing the potential expenses and projecting the potential income for this year. We believe that this booth price will allow us to break even - making no profit - with the income covering all the Expo expenses only.

*Question: I already paid for all or part of my 2020 booth. What happens to that money?*

First of all, thank you for your partnership with the Great Lakes Expo through the years! The Expo would not be the Premier show it is without your support. You have several options. The first would be to choose the virtual booth option and donate the amount above \$950 of your 2020 deposit to the Expo. If you end up choosing this option, THANK YOU! The Expo is designed to support two agricultural non-profits, the Michigan State Horticultural Society and the Michigan Vegetable Council. Virtually all of the income the Hort Society and Veg Council use to operate each year comes from the Expo. Without a financially strong Expo, the two organizations will have a very difficult financial year ahead of them. Selecting this option would allow you to keep your seniority among the exhibitors and physical booth location for the 2021 Expo. As a tangible thank you for your donation, you will be given 15% off the 2021 booth rate. This discount will apply to as many booths as you wish to purchase in 2021.

The second option would be to select the virtual booth option and request a refund of the remaining money (if any) you sent to the Expo for the 2020 show. This would allow you to keep your seniority among the exhibitors and physical location for the 2021 Expo, but you would not receive the 15% discount on the 2021 booth rate.

The third option would be to request a full refund. We sincerely hope that you will not choose this option. We recognize that this year will be very different, but we are doing our best to make the 2020 show a success for both of us. If you must choose a full refund and do not participate in our online Expo, it will be the same as not participating in a normal Expo. You will lose your seniority among all the trade show exhibitors, which means that other companies will have the opportunity to have your physical booth space when the Expo resumes

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in-person meeting in 2021. As a reminder, there is a \$150 processing fee for any full refunds that are requested.

*Question: What if I haven't paid for my 2020 booth yet?*

You will still have the option to purchase a virtual booth this year, but would not qualify for the 15% discount for 2021. Similar to the above options, if you choose to exhibit with us this year, you will keep your place in the seniority line and will be able to have your same physical booth location for the 2021 show. If you choose not to exhibit this year, you will not keep your seniority and booth location when the Expo resumes in-person meeting in 2021.

Finally, we want to say thank you again for your partnership. Our organizations would not be where they are today without your support over the years. We value that and want each of you to know that we want you to be successful as well. Working together, we will be able to continue to improve Michigan and the Great Lakes region agriculture for years to come.

If you have other questions, please contact Trisha at JES at (616)794-0492.

The Great Lakes Expo Board

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**Exhibitors that have already paid for their booth in full or put down a deposit larger than \$950**

Please choose one of the following options:

Option 1: Pay \$950 for a virtual booth and donate the remainder of the deposit to the Expo. This option will keep your place in the seniority line. As a thank you for your generosity, you will receive 15% off your 2021 booth fees.

Option 2: Pay \$950 for a virtual booth and request a refund of the remainder of the money deposited for 2020. This option will keep your place in the seniority line.

Option 3: Use my full deposit (\$950) to pay for a 2020 virtual booth. This option will keep your place in the seniority line.

Option 4: Do not sign up for a 2020 virtual booth and request a refund of 100% (minus the \$150 processing fee) of deposited money. This option will vacate your place in the seniority line and you will lose the rights to your physical booth location in 2021.

Thank you for your support of the Great Lakes Expo!

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**Exhibitors that have not paid for their booth in full or put down a deposit larger than \$950**

Option 1: Pay \$950 for a virtual booth. This option will keep your place in the seniority line.

Option 2: Do not sign up for a 2020 virtual booth. This option will vacate any seniority with the Expo and you will lose the rights to your physical booth location in 2021.

**Non-profit exhibitors**

Option 1: Pay \$430 for a virtual booth.

Option 2: Do not sign up for a 2020 virtual booth.

Thank you for your support of the Great Lakes Expo!

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Please include your company name and contact information and email the form to [glexpo@jesprofessional.com](mailto:glexpo@jesprofessional.com) or mail to 4213 W. Carson City Rd, Greenville, MI 48838

Name: \_\_\_\_\_

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

\_\_\_\_\_

Email: \_\_\_\_\_