



May 30, 2023

Dear Exhibitor,

We are excited to share with you that we are making some changes for this year's Great Lakes Expo. We have listened to your concerns and have implemented changes to create an exciting show for not only you, but the attendees.

Our first change is the layout of our halls. The changes will affect all aisles, but we will do the best we can to place you as close to where you have been in previous years. There also will be ample opportunity for more exposure with special, premium booths. Two main aisles will be expanded for better flow and the highlighting of products. It will be very important to send in your contracts, along with payment, in a timely manner to secure your space.

The main hall will contain a partial aisle devoted to Ag Tech and Innovation companies. If this is your market space, contact us to see if this would be a convenient location for your booth. If your company has a new product to highlight, we also will be offering a place to showcase the product in the expanded main aisle. Please keep an eye out for details on how to get a new product to this high traffic area.

Secondly, we have changed the walkways to carpet. Not only will this be appealing to our attendees, as it will create a comfortable walking space for them and also a nice place to chat with you. Due to this change, we no longer will be including carpet in the booths, but you will be able to bring your own flooring or rent flooring of your choice from Art Craft, if desired. We will have seating throughout the hall to give attendees a break so they do not have to leave the hall. We are also including a networking area in the main hall which will draw traffic, and the farm market hall will be expanded to give some much needed breathing room to last year's networking area.

Next week we will begin contracting our senior exhibitors, then biweekly thereafter. In the meantime, please visit our website, www.glexpo.com, to reserve your hotel room and to view booth information as well as sponsorship opportunities.

If you have any questions or concerns, please contact us at 616-794-0492. We look forward to working with you again this year.

Sincerely,

Judy Snyder

Trade Show Manager