

VISION 2008



***Visionary Concepts
For A Bright Future***



MichiganFloral
ASSOCIATION

The Great Lakes Floral Expo Vision 2008 – Visionary Concepts For A Bright Future

The Michigan Floral Association will be hosting a “**Vision**” Trade Show at the Great Lakes Floral Expo our 2008 Annual Conference. The event will take place the weekend of February 29th - March 3rd, 2008 at the DeVos Place/Amway Grand Plaza Hotel, Grand Rapids, MI.

This year all exhibitors will be provided with six (6) **Trade Show Only** passes per 10'x10' booth space rented. You are encouraged to distribute these to your customers who would like to attend just the Trade Show only.

Quick Facts:

Booth Cost:	\$475 member, \$575 non-member (10' x 10')
Includes:	Padded carpet, pipe & drape, 2 Steelcase chairs, sign.
Trade Show Only Passes	You will be the only source for Trade Show Only passes.
Booth Set-Up:	Friday, February 29 th / 8:00am - 6:00 pm
Trade Show Hours:	9:00 am – 5:00 pm Saturday - March 1 9:00 am – 3:30 pm Sunday - March 2
Product Reviews	Sat / Sun Designers featuring your products on stage.
Hotel Reservations:	\$115/night - Reserve room ASAP (800) 253-3590.
Registration:	Two complimentary weekend passes per booth.
Advertising:	<i>Michigan Florist</i> magazine call Rod at (517) 575-0110.
Advertising:	Program ads please call Rod at (517) 575-0110.
Projected Attendance:	1000 - 1500
2007 Attendance:	923 (192 retail flower shops / buyers)
Grand Rapids CVB	www.visitgrandrapids.org
Airport Code:	GRR

Vendors will be provided with:

- Six (6) Trade Show Only Passes per 10'x10' booth rented.
- Two Steelcase chairs.
- Pipe and Drape.
- One Company Sign.
- Padded carpeting.
- Two complimentary “Weekend Pass” registrations for staff.
- First time vendors purchase one booths; every booth after 1/2 price / 50% off.

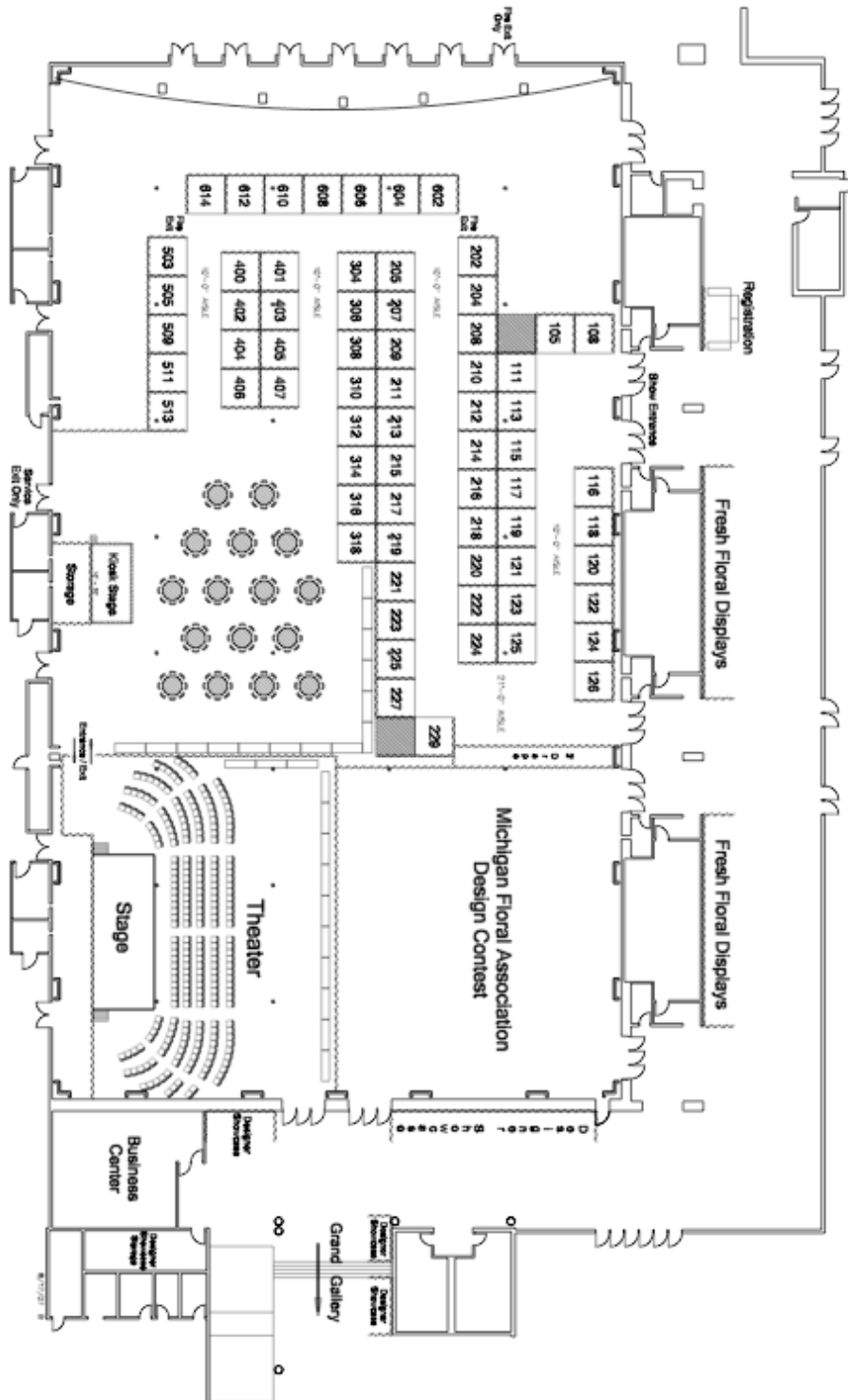
**The spaces are going fast!
Sign up early to guarantee the best location!**

Download Exhibitor info at www.michiganfloral.org click on Spring Conference or call
MFA at (517) 575-0110

2008 Great Lakes Floral Expo Floor Plan

2007 Exhibitors will have same space reserved until Sunday, September 30th, 2007. All space will be released for open sale on Monday, October 1st.

Great Lakes Floral Expo February 29th - March 2nd, 2008 Devos Place - Ballrooms A-D



Great Lakes Floral Expo
Vision 2008...Visionary Concepts For A Bright Future
February 29 - March 2, 2008
DeVos Place / Steelcase Ballroom, Grand Rapids, MI
EXHIBITOR CONTRACT

The Michigan Floral Association (MFA) hereby leases to:

Firm Name _____
Address _____
City _____ State _____ Zip _____
Phone #: _____ FAX #: _____ Email _____
Booth Number(s): 1st choice _____ 2nd choice _____ 3rd choice _____

For the purpose of exhibiting and otherwise advertising the product lines listed on this contract. When choice is not available, you will be assigned to a booth location. For and in consideration of the lease, (firm name) _____ hereby agrees to pay to the order of MICHIGAN FLORAL ASSOCIATION, the sum of \$ _____ which covers the booth space rental for the entire period of the convention. This includes Full Convention weekend pass registration for two representatives for each booth. The above firm also agrees to have booth fully set up by 6:00p on Friday, February 29, 2008. Furthermore, the firm will NOT remove, package, prepack or do any other form of dismantling in its booth(s) until after 3:30p on Sunday, March 2, 2008. If booth is dismantled prior to this time, the firm will be fined and lose booth selection privileges for the next year.

TO RESERVE SPACE:

Purchase of one booth: full payment due with contract. Two or more booths: 50% deposit required to hold spaces. Balance due no later than Wednesday, January 9, 2008.

SPACE RESERVATION & CANCELLATION POLICY:

If cancellation of MFA Trade Show space(s) is received by: January 9, 2008 - Advance payments will be refunded less a 15% administration fee based on the total reserved space. After January 9, 2008 - NO REFUND unless MFA can resell the space(s). If resold, a 50% refund will be paid on the resold portion.

SIGNS: Exhibitors will receive a one-line sign with company name (as stated above) and booth number.

PRODUCT/SERVICE: to be shown in booth. List the product or service that you will feature in your booth(s).

NAME BADGES: List the names of the individuals who will be working in the exhibit area. Two weekend passes included per booth. Additional Full Convention weekend passes are available at published prices. Please call the MFA office at (517) 575-0110 in order to determine the cost for extra convention passes. Please print first and last name's as they are to appear on the badge. PLEASE PRINT - Separate names using a comma (,)

NAMES FOR BADGES: _____

READ ENTIRE CONTRACT BEFORE SIGNING:

Authorized Firm Representative Signature

Print Name Title Date

COMPLETE AND RETURN WITH PAYMENT TO:

MICHIGAN FLORAL ASSOCIATION
P. O. Box 67, 1152 Haslett Rd.
Haslett, MI 48840
Phone (517) 575-0110 / Fax (517) 575-0115
_____ Check Number

PAYMENT INFO: (circle one) Check# _____ Visa MC Amex Discover

Credit Card number Expiration Date

LIABILITY: The Michigan Floral Association shall not be responsible for any loss, damage or injury that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior to, during, or subsequent to the period covered by the Exhibit Contract; and the Exhibitor, in signing the Contract, expressly releases the Michigan Floral Association from, and agrees to indemnify same against any and all claims for such loss, damage, or injury. Any damages to the building due to carelessness of the Exhibitor must be paid for by the Exhibitor causing it. Also, the Michigan Floral Association shall not be responsible for any damage to the Exhibitor's business for failure to hold meetings as scheduled. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to exhibitor's displays, equipment, or other property brought upon the premises of the DeVos Place, Grand Rapids, MI and agrees to indemnify, defend and hold harmless the Group, the DeVos Place and its owners, servants, agents, and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the DeVos Place premises excluding any liability caused by the negligence of the Group or the DeVos Place or its owners, servants, agents, and employees. The Exhibitor understands that neither the Group nor the DeVos Place maintains insurance covering the Exhibitor's property or lost revenue and it is the sole responsibility of the Exhibitor to obtain such insurance. It is the Group's responsibility to adhere to local fire codes and have the proposed floor plan approved by the local fire Marshal. The DeVos Place requires receipt of the approved floor plan 60 days prior to the Show. The Exhibitor agrees to abide by the following rules and regulations for the Trade Show. Any deviation, without the express permission of MFA, may result in removal from the show and loss of any monies paid.

RULES AND REGULATIONS:

1. Booths will be fully set up and ready for business by 6:00pm Friday, February 29, 2008.
2. No part of the booth will be packaged, prepacked, removed nor will any other form of booth dismantling be allowed prior to Sunday, March 2, 2008 at 3:30 p. If this rule is broken the Exhibitor will be fined and will lose booth selection privileges for the next year.
3. No merchandise sold may be removed from the booth prior to 3:30p Sunday, March 2, 2008.
4. Behavior in a disorderly, abusive or other manner not generally acceptable to the general public won't be permitted.
5. The firm or individual's whose name appears on this contract takes responsibility for any and all individuals representing the company or himself while at the Trade Show.
6. Booth displays with sides over 3' in height may not extend more than 4' from the back drape. Special arrangements can be made for displays not meeting this criteria.
7. **Sales representatives not involved with the Trade Show may not solicit business at the Show.**
8. Upon directive of the Fire Marshal, all freestanding display units must be kept exactly within space allowed. NO EXCEPTIONS. They must be made of sturdy materials that will not tip over easily. Exhibit booths posing any potential accident hazards to our show guests will be removed from the show upon request of show management.
9. Booth floor space is measured from the stanchion pole out. Please take into consideration the width of your shelving units as these cut down on your selling floor space. All merchandise and display items must be kept within your rented space. Items extending into the aisle space will be moved or removed by the show management.
10. Do not ship materials to the DeVos Place or MFA. **All pre-show shipments must go through the official decorator.**

SHOW DECORATOR PRE-SHOW SHIPMENTS

Art Craft Display, Inc
3140 Three Mile Rd.
Grand Rapids, MI 49544
Call Art Craft Display for a Pre Show Shipment form.
PH: (800) 292-2033 FX: (616) 791-8154
Kary Dankenbring (Director of Operations)

BOOTH PRICES:

\$475 MFAMEMBER (10' x 10') Premium End Cap Space: Additional \$50 per booth
\$575 NON-MEMBER (10' x 10') Premium End Cap Space: Additional \$50 per booth

EXHIBIT SET-UP:

One-day set-up, Friday February 29, 2008. Exhibit move-in will be staged at the loading dock A- D located on Lyon St. from 8:00am to 4:00pm. All booths must be set by 6:00p February 29, 2008 for cleaning of the Exhibit Hall.

EXHIBIT TEARDOWN:

Sunday, March 2, 2008 from 3:30p to 12:00a

Every exhibitor must be out of the DeVos Place by Midnight Sunday March 2, 2008. There will be no Monday move out, NO EXCEPTIONS

TRADE SHOW HOURS:

Saturday, March 1, from 9:00a to 5:00p
Sunday, March 2, from 9:00a to 3:30p

BOOTH FURNISHINGS:

Each 10' x 10' booth will be provided with an 8' tall draped back wall and 3' high side rails and drape, **all booths will be carpeted with two chairs provided**, and one-line standard identification sign. **All draping will be black.** Additional furnishings e.g.) carpeting, tables, chairs, risers and other furniture, carpenter labor, electric and pre-show shipments may be ordered through Art Craft Display, Inc. A complete service kit will be available at www.michiganfloral.org and mailed to all exhibitors prior to the show. The exhibitor must arrange for orders for additional furnishings, services, utilities, etc. and orders should be placed by the stated deadlines on the order forms.

Please contact Art Craft Display, Inc directly with any questions at 800-292-2033.

ADDITIONAL LABOR:

Special booth set-ups requiring carpenter labor will be paid by the Exhibitor. All labor questions should be directed to Art Craft Display, Inc.

EXHIBIT REGULATIONS:

The height of each exhibit is not to exceed 8' at the peak. Side walls over 3' in height may not extend further than 4' from the back wall of the exhibit space.

Special arrangements can be made for exhibits exceeding these dimensions. All merchandise and display items must be kept within your rented 10' x 10' space. Items extending into the aisle space will be moved or removed by the show management. Each exhibitor must agree to set up a display in keeping with the standards of quality with other exhibitors. All exhibits must comply with regulations of the DeVos Place, Grand Rapids; MI. Fire exits must be kept open. The individual exhibitor, not MFA, will be liable for violations of any fire regulations.

DIRECT SELLING:

The Michigan Floral Association will not be responsible for any merchandise lost or stolen from any booth or exhibit. Exhibitors are responsible for securing their merchandise and staffing their booth at all times.

HOTEL RESERVATIONS:

Please call the Amway Grand Plaza Hotel direct at 616-774-2000, (800) 253-3590. We have a special guaranteed rate of \$115.00 per night, single/double. Mention that you are with the MFA (code MFA228). Reservations must be made prior to 2/07/08 to be insured this rate.

If you need further assistance please call the MFA office at (517) 575-0110M-F 9:00a - 5:00p est. or check our website at www.michiganfloral.org - 24/7/365.