



June 19, 2024

Dear Exhibitor,

We are excited to announce registration is officially open for the 2024 Great Lakes Expo. This year's event will take place December 10-12th at Devos Place, Grand Rapids, Michigan. The floor plan for 2024 can be viewed at <https://glexpo.com/exhibitor-information/>, click on Trade Show Map in the middle of the page. Be sure to secure your desired booths early as we expect a sold out event this year. It will be very important to send in your contracts, along with payment, in a timely manner to secure your space. If you wish to retain your current booth space, contracts should be turned in by July 31st, after July 31st, we will open the floor plan to exhibitors to move booths if desired and to new exhibitors.

Our main hall will contain an 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 contact us if you are interested in showcasing a new, innovative product in one of our high traffic areas. The Great Lakes Expo is also offering some shipping grants for companies looking to bring Ag Tech and Labor Saving products and machinery for display. Please contact us for details.

The 2024 Great Lakes Expo hotel block is currently open and can be found at <https://glexpo.com/gl-expo-lodging-information/>. Be sure to book your rooms early to take advantage of these great room block prices!

In order to secure your 2024 booth, we will need the following:

1. Exhibitor Contract
2. Booth Items Request Form
3. Payment – 50% down and remaining balance due on or before 10/1/2024

We have some exciting new sponsorship opportunities this year to increase your exposure and boost awareness and exposure. Be sure to check out the sponsorship page to learn more and secure your sponsorships for this year as many of these are exclusive opportunities.

We will also be offering an exhibitor marketing kit, free of charge, to our exhibitors this year to increase booth traffic.

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

Sincerely,
Judy Snyder
Trade Show Manager



APPLICATION & CONTRACT FOR EXHIBIT SPACE
 DEVOS PLACE, GRAND RAPIDS, MI ▪ DECEMBER 10-12, 2024
 TRADE SHOW MANAGER – JUDY SNYDER
 Phone: 616-794-0492 ▪ Fax: 855-933-1209 ▪ glexpo@jesprofessional.com

Exhibiting Organization Information

COMPANY: _____ MAIN CONTACT: _____

ADDRESS: _____ CITY/STATE/ZIP: _____

PHONE: _____ EMAIL: _____

PRODUCT CODES (UP TO 3): _____ / _____ / _____ *USE ALPHA CODE FROM ATTACHED PAGE*

COMPETITORS TO BE SEPARATED FROM: _____

FIRST THREE BOOTH CHOICES: _____ / _____ / _____

* BOOTHS ARE FIRST COME, FIRST SERVE BASIS & APPROVED BY MANAGEMENT – **PRIORITY MAILINGS MUST BE RESPONDED TO AND 50% PAYMENT RECEIVED BY THE DEADLINE TO BE GIVEN FIRST CHOICE OF LOCATION** *BALANCE IS DUE **10/01/2024**.

* BOOTH CHOICES ARE NOT GUARANTEED, WE WILL DO OUR BEST TO PUT YOU IN OR NEAR YOUR REQUESTS.

PRODUCT OR TABLE TOP (10'X10')

1 ST BOOTH (COMPLETE)	\$1150.00	\$ _____
2 ND BOOTH (COMPLETE)	+\$1050.00	\$ _____
3 RD BOOTH & MORE	+\$950.00 EACH	\$ _____
TOTAL		\$ _____

LARGE EQUIPMENT (10'X10')

1 ST BOOTH (COMPLETE)	\$1150.00	\$ _____
2 ND – 4 TH BOOTH	+\$760.00 EACH	\$ _____
5 TH BOOTH & MORE	+\$545.00 EACH	\$ _____
TOTAL		\$ _____

ADDITIONAL- MAIN HALL PREMIUM SPACES

MAIN STREET BOOTH	+\$350.00 EACH	\$ _____
CENTER STREET BOOTH	+\$150.00 EACH	\$ _____
TOTAL		\$ _____

EDUCATIONAL/NON-PROFIT

1 BOOTH ONLY (COMPLETE)	\$550.00	\$ _____
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TOTAL AMT DUE \$ _____

*WE ACCEPT VISA, MASTERCARD, AMEX, DISCOVER & CHECKS

*PLEASE MAIL ALL CHECKS TO: **GREAT LAKES EXPO, 4213 W CARSON CITY RD, GREENVILLE, MI 48838**

*NO REFUNDS OR CANCELLATIONS AFTER SEPTEMBER 1, 2024

BY SIGNING, EXHIBITOR AGREES TO ABIDE BY ALL EXHIBIT TERMS, CONDITIONS, & REGULATIONS

 Exhibitor Signature (**REQUIRED**) Title Date

Product Categories

This provides a more defined exposure of your products to the attendees. The listing will be included on the website where your company name is listed with your booth number as well as the program handed out at the convention. This will give you an A – Z listing next to your company's name, with an index at the top of the page. You will be allowed up to **3** categories that best define your products. The codes need to be entered on the contract you submit to exhibit. ***If you do not provide codes on your contract, there will not be a code by your company's name.*** Participation is entirely up to you.

We feel this will be an added advertisement and allow the attendees to locate all companies exhibiting that might have what they are looking for.

Here is the Index of categories and the codes to choose from. **Z = Other** is a miscellaneous category to be used when a product does not fit well in the others listed.

- A = Agritourism
- B = C.A. & Refrigeration Equipment
- C = Crop & Post Harvest Chemical Protection
- D = Fertilizers & Plant Foods
- E = Farm Equipment & Crop Protection Equipment
- F = Farm Market Products & Equipment
- G = Packing House Equipment
- H = Product Packaging
- I = Greenhouse & Supplies
- J = Growing Mediums
- K = Harvesting/Picking
- L = Hand Tools
- M = Irrigation
- N = Nursery Stock & Rootstocks
- O = Orchard Management & Software
- P = Organic Related
- Q = Blueberry Related
- R = Grape Related
- S = Plants
- T = Seeds
- U = Pollination
- V = Pruning & Vineyard Equipment
- W = Financial Services and Insurances
- X = Government, College Depts. & Non-Profits
- Y = Produce Safety
- Z = Other



SPONSORSHIPS

(See Sponsorship Opportunities Flyer for Details)

	QTY		Total
GOLD	_____	\$5,000.00	\$ _____
SILVER	_____	\$2,000.00	\$ _____
BRONZE	_____	\$1,000.00	\$ _____
ADD ONS:			
Additional Floor Sicker	_____	\$500.00	\$ _____
Aisle Numbers	_____	\$6,000.00	\$ _____
Bag Sponsor	_____	\$5,000.00	\$ _____
Expo Evening	_____	\$10,000.00	\$ _____
Premier Booths (901 & 900)	_____	\$7,500.00	\$ _____
Premier Booths (701 & 800)	_____	\$7,500.00	\$ _____
Education Session	_____	\$500.00	\$ _____
Grand Gallery Meter Board	_____	\$1,500.00	\$ _____
Hotel Keys	_____	\$5,000.00	\$ _____
Lanyards	_____	\$7,500.00	\$ _____
Mobile App	_____	\$2,500.00	\$ _____
Prayer Breakfast	_____	\$2,000.00	\$ _____
Reserve Board Room	_____	\$1,000.00	\$ _____
Skywalk Ad	_____	\$1,000.00	\$ _____
STUDENT SCHOLARSHIPS	_____	\$2,000.00	\$ _____
STAGE SESSIONS (45 minutes)	_____	\$750.00	\$ _____
TOTAL DUE			\$ _____

Company Name: _____

*Please email to glexpo@jesprofessional.com and include your logo.

Great Lakes Fruit, Vegetable & Farm Market Expo

Judy Snyder – Trade Show Manager

4213 W Carson City Rd

Phone (616) 794-0492 - Fax (855) 933-1209

Email: glexpo@jesprofessional.com

2024 BOOTH ITEMS ORDER FORM

The first booth rented for equipment and the first two booths rented for product booths are eligible for the items listed below at no additional charge. If you have **two Product booths**, you may double the number of items listed, **but please indicate the amount needed**. We will make the arrangements to have them set up at your booth. ***If you don't return a form, we will order for you and it can't be changed at the show unless you are willing to pay the extra charges.*** If there are any additional items needed, you can bring them or rent them from Art Craft Display. Order from Art Craft only additional items you are not already ordering from us.

PLEASE REMEMBER: When we submit the order to Art Craft Display in the fall, it can't be changed at the show and billed to the Great Lakes Expo. If there are changes of table sizes or other needs when you get to the show, Art Craft will charge you directly. Think your order through carefully; we don't want you to pay for something that could have been paid through the Great Lakes Expo account.

FILL OUT AND RETURN THIS FORM WITH YOUR CONTRACT

COMPANY NAME: _____

Please place a checkmark for the items needed, or a number of items if you are eligible for more (see above for details of eligibility).

(Quantities shown are an example for (1) Booth)

- A. **2** – Chairs* _____
(*if 2 chairs are needed, please put a checkmark here or a 2, if you enter 1 you will only receive 1 chair)
- B. **1** - Skirted Table Std. Height (**Choose Size**) 4ft. _____ 6ft. _____ 8ft. _____
- C. **1** - Wastebasket _____
- D . **1** – 110 Electrical Outlet _____

*** Please return this form with your Exhibitor Contract**

Thank you,
Judy Snyder
Trade Show Manager for the Great Lakes Expo

Great Lakes Fruit, Vegetable & Farm Market Expo

Judy Snyder – Trade Show Manager

4213 W Carson City Rd

Phone (616) 794-0492 - Fax (855) 933-1209

Credit Card Charge Form

Today's Date _____

Company Name: _____

Credit Card #: _____

Expiration Date: _____ V. Code: _____ Zip Code: _____

Amount to Charge: \$ _____

Authorized By:

Printed Name Signature

Email for Receipt: _____

General Information, Rules and Regulations

Contract Rules & Regulations:

The 2024 Great Lakes Fruit, Vegetable and Farm Market Expo is sponsored by the Michigan State Horticultural Society and Great Lakes Vegetable Council hereinafter referred to as "GL Expo".

1. All charges for exhibit space must be paid for in full by the dates set on the application. **Exhibitors who are not "Paid in Full" by the convention date will not be allowed to move in.**
2. No refunds given for space not occupied. Requests for cancellation must be in writing and received by date stated on the contract, subject to a \$150 processing fee. **There will be no refunds issued after September 1, 2024.**
3. Should the Trade Show be cancelled, postponed or abandoned, the limit of claim for damages and/or compensation to the exhibitor shall be the return of the amount already paid for the space only, less \$150 processing fee. Should the Trade Show be curtailed or abandoned in part, the limit of claim for damages and/or compensation to the exhibitor shall be the return of the prorated amount the exhibitor already paid for space for the cancelled portion of the specific event, less \$150 processing fee.
4. If an exhibitor does not follow the rules and regulations set by GL Expo, then this contract will be terminated. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit the amount paid for space rental, regardless of whether or not GL Expo enters into a further lease of the space involved.
5. GL Expo reserves the right to refuse rental of display space to any company whose display of goods or services is not likely to be, in the opinion of GL Expo, compatible with the general character and objectives of the exhibition.
6. Whenever possible, space assignments will be made by GL Expo in keeping with the preferences as to location request by the exhibitor. GL Expo, however, reserves the right to make the final determination of all space assignments.
7. Move-In will start for Equipment booths on Sunday from 8 AM – 5 PM and resume on Monday from 8 AM – 6 PM for everyone.
8. No exhibitor shall assign, sublet or share the space allotted with another business unless approval has been obtained in writing from GL Expo.
9. The general rule of the exhibit floor is: **Be a Good Neighbor.** No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel are required to confine their activities within the exhibitor's booth space. Apart from the specific display space for which an exhibiting company has contracted with GL Expo, no part of DeVos Place and its grounds may be used by any organization other than GL Expo, for display purposes of any kind or nature. Sound presentations, slides or movies will be permitted if turned to conversational level and if not objectionable to neighboring exhibitors.
10. All exhibitors must conform to the size of their space and not be arranged as to obstruct the view or interfere with exhibits of others or shall any portion of an exhibitors display extend into the aisle. **Displays can't block the view of the other booths in that aisle.**
11. GL Expo reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by the GL Expo. GL Expo reserves the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any such changes.
12. The exhibitor is solely responsible to receive verbal or written authorization to hand out samples of their products or to sell or distribute food products and provide refreshments and snacks in their booth.
13. Exhibitors must agree to conform to the rules and regulations of the DeVos Place. These rules are on file in the general office of the building and in your Exhibitor packet. No exhibit or signs may be pasted, nailed, or otherwise attached to the doors, walls, etc. Cost for repairing any damages to the convention center will be billed to the responsible exhibitor.
14. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.
15. GL Expo will not be responsible for any injury, loss or damage that may occur to the exhibitor's employees or property from any cause whatsoever unless such injury, loss or damage is caused by the active negligence or willful act of GL Expo. The GL Expo will not be liable for any injury, loss or damage which may be sustained by any person who may be on the premises leased to the exhibitor, or watching, observing or participating in any demonstration or exhibit or exhibitor, unless such injury, loss or damage is caused by the active negligence or willful act of GL Expo. If the GL Expo is held liable for any event resulting from exhibitor's actions or failure to act in any matter whatsoever, exhibitor shall reimburse GL Expo and hold it harmless from any resulting liability.
16. Exhibitor should, at its sole cost and expense, procure and maintain during the term of this contract, the following insurance:
 - a. Public Liability Insurance against claims occurring in or upon or resulting from the premises leased. Such insurance should include contractual liability and product liability coverage, with combined single limits of liability for bodily injury and property damage of not less than \$1,000,000 per claim. Such insurance should also include GL Expo as additional insured. **Be prepared to furnish a certificate of insurance if requested.**
17. We will make reasonable efforts to provide adequate protection for exhibitors' merchandise and displays. Be aware that the building cannot be made totally secure when the facility is being used for an exposition. Each exhibitor must take responsibility for the security of all items in his/her display. We can provide safe overnight storage for small items delivered to us at the time of daily closing of the Trade Show. Make arrangements in advance. If you have a loss, please let us know at the time the loss is discovered, not afterwards.
18. *The official closing time of the Trade Show is **1:00 PM, Thursday, December 12, 2024.** **No displays may be removed prior to the official closing. Every exhibit must be operational during the entire Trade Show.** Teardown can begin at 1:10 PM through 8 PM on Thursday.
***Deadline for removal of all display materials in Main Hall is Friday, December 13, 2024 by 12:00 noon.**
***Deadline for removal of all display materials in Farm Market & More Hall is Thursday, December 12, 2024 by 5 PM.**
Any fees charged for non-removal by DeVos Place are the sole responsibility of the exhibitor.
19. Art Craft Display is the official exposition (decorator) company for the GL Expo. Any additional furnishings, accessories, tables, draperies, signs or lighting needs are to be ordered through them. These are, in **addition** to what is already provided with your booth. Their form will be emailed to you to place additional orders. Internet, phones and special electrical needs are ordered through SMG/DeVos Place. Your standard (1) outlet is included for you through the booth rental, but must show as needed or not, on the "Booth Items" form that will be included in the exhibitor packet.
20. The Exhibiting Company and/or its representatives are responsible for any and all debts incurred for all exhibit costs, fees, charges and any violations of these Rules and Regulations.
21. All points not covered herein are subject to settlement by the Show Management.