



2026 Great Lakes Floral & Event Expo

"Bloom Beyond Boundaries" February 27 - March 1, 2026
Amway Grand Plaza Hotel & DeVos Place Convention Center in Grand Rapids, Michigan.

2025 EXHIBITOR SPONSOR PACKAGE PRICING HELD FOR 2026!

Once again, to support our vendors we are pleased to announce
no increases in sponsorship package cost for 2026!

If you sell to Florists or Event Specialists the Great Lakes Floral & Event Expo (GLFEE) is the best place to meet new customers, reinforce existing relationships and increase sales, commissions and profits.

Great Lakes Floral Association members are loyal. They know that the education provided at the GLFEE is key to their success, and they are loyal customers of the companies that help make it possible.

2026 Exhibitor Quick Facts:

Projected Attendance:	400 + (2025 total GLFEE registration was 347. This included 44 exhibitors representing 31 companies, 37/7 students/teachers, and 258 florists, designers, and event specialists.)
Booth Cost:	\$550-member, \$750 non-member (10' x 10')
Tabletop Cost:	\$199-member, \$399 non-member (30" x 8')
Includes:	2 weekend passes (a \$790 value), carpet, 2 chairs, & sign.
Move in/Set-Up:	Friday, February 27 th move in 8:00am - 5:00pm. All booths must be set up by 10:00pm
Trade Show Hours:	Saturday, February 28 th , 10:00am - 4:30pm; 5:30pm - 6:30pm Sunday, March 1 st , 10:00am - 2:30pm
Show Extras:	See page 2
Best Booth Award:	Winner will receive a plaque, booth photo, and acknowledgement in <i>The Professional Florist</i>
Lodging:	Amway Grand Plaza Hotel \$167 plus taxes/night (Book online at: www.GLFEE.com)
Airport Code:	GRR
Pre Show Advertising:	<i>The Professional Florist</i> Magazine Issue I, 2026 email rod@greatlakesfloralassociation.org
GLFEE Program:	Program ads \$500 full page, \$300 ½ page, \$200 ¼ page

2026 GLFEE EXHIBITOR SPONSORSHIP PACKAGES!

No increase in sponsorship package cost for 2026!

Gold Sponsor Package

\$1999

(\$6680.00 Value SAVE \$4681.00)

- Logo featured on the main stage HD screen between main stage shows throughout the event (**Value \$1000**)
- Links on GLFEE & Professional Partners web pages (**Value \$1200**)
- Convention Booth or Tabletop – Up to 10'x20' or 2 tables (**Value \$1500**)
- Full Page Convention Program Ad (**Value \$500**)
- Up to 4 Weekend Passes (**Value \$1580**)
- Business Card in 6 issues Professional Florist (**Value \$150**)
- 4 Ads on GLFA social media pages (Instagram, Facebook, TikTok, YouTube, LinkedIn) (**Value \$500**)
- Excel file with all attendees listed prior and after. (**Value \$250**)

Silver Sponsor Package

\$1299

(\$3690.00 Value SAVE \$2391.00)

- Links on GLFEE & Professional Partners web pages (**Value \$1200**)
- Convention Booth or Tabletop – Up to 10'x10' or 1 table (**Value \$750**)
- 1/2 Page Convention Program Ad (**Value \$300**)
- Up to 2 Weekend Passes (**Value \$790**)
- Business Card in 6 issues Professional Florist (**Value \$150**)
- 2 Ads on GLFA social media pages (Instagram, Facebook, TikTok, YouTube, LinkedIn) (**Value \$250**)
- Excel file with all attendees listed prior and after. (**Value \$250**)

Bronze Sponsor Package

\$899

(\$2390.00 Value SAVE \$1491.00)

- Link on Professional Partners website page (**Value \$600**)
- Convention Booth or Tabletop – Up to 10'x10' or 1 table (**Value \$750**)
- Up to 2 Weekend Passes (**Value \$790**)
- Excel file with all attendees listed prior and after. (**Value \$250**)

Back by Popular Demand!

Passport with Power Ups

Exhibitors who want as many attendees as possible to see and interact with their products are encouraged to join this new and improved passport contest designed to drive traffic and increase sales. Attendees will visit your booth and can increase their chances to win by making purchases.

How it works: Attendees will be provided a passport card at registration. The passport card will list participating exhibitors. Attendees will get their passport stamped by each participating exhibitor. Fully stamped passports will be turned in at the registration desk. The attendee will receive one ticket to enter the Grand Prize drawing. Attendees can earn one additional drawing ticket for every \$100 dollars spent with participating exhibitors. Participating exhibitors will be required to provide a prize for the Grand Prize drawing. Prizes must have minimum value of \$50. This must be a tangible prize, no discounts, credits, vouchers, etc. All prizes will be featured on the Grand Prize table located on the show floor.

Product “Fishing Hole” Table

Attract attendees into your booth by first luring them closer with your most exciting new products where they can't be missed, right in the middle of the high traffic area in front of your booth. As soon as you see an interested attendee, set the hook, and reel them in. You can also swap out the products throughout the event so if you don't lure them in with one set of products on their way to a session get them on the way out with something else.

How it works: A 30" round by 42" tall, skirted cocktail table will be placed in the aisle in front of your booth. The cost to participate in the “Fishing Hole” is \$50, please add this to your total booth charges on the exhibitor contract.

Don't Have a Booth Setup? Don't Worry! Tabletops Now Available!

We understand that not every potential exhibitor has a booth setup and that is ok – there is a 30" x 8' Tabletop option that will still allow you to connect with buyers at the 2026 GLFEE. \$199 for Members - \$399 for Non-Members

Marketing Support – All Exhibitors Receive:

- First time advertisers receive a 10% discount on 2026 advertising in *The Professional Florist Magazine*. Call Rod at (517) 575-0110 or download media kit with rates and specs at www.greatlakesflorassociation.org
- A spreadsheet of all registered attendees weekly and a final list on the Tuesday before the show.
- A final list of all attendees will be sent one week following the show.

We hope you are as excited by these new opportunities as I am. I look forward to seeing you at the 2026 GLFEE!

If you have any questions, please feel free to contact me at (416) 481-4100 or email to: mark@floristware.com

Best Exhibitor Award

This year's best booth competition will take a new twist. A rising tide lifts all boats, and we want to recognize the exhibitor that does the best job of generating excitement and getting people onto the show floor.

Now here's the best part. The winner will be chosen by you! Each exhibitor will have one vote for who they think deserves to receive the “Best Booth Award”. Who better to evaluate and reward you for your hard work than your fellow peers?

You will be asked to factor in both their advance promotion efforts (are they promoting the trade show on social media) and their actual booth (does it make the trade show a place where people want to spend time?)

The exhibitor receiving the most votes will be acknowledged on the Main Stage during the Sunday luncheon with a plaque and photo for immediate posting on yours and the Associations social media channels. You will also receive a full page vendor Spotlight article featuring your company's products and services in *The Professional Florist* magazine. So, make sure your displays are extra special to insure you take home this GLFEE honor.

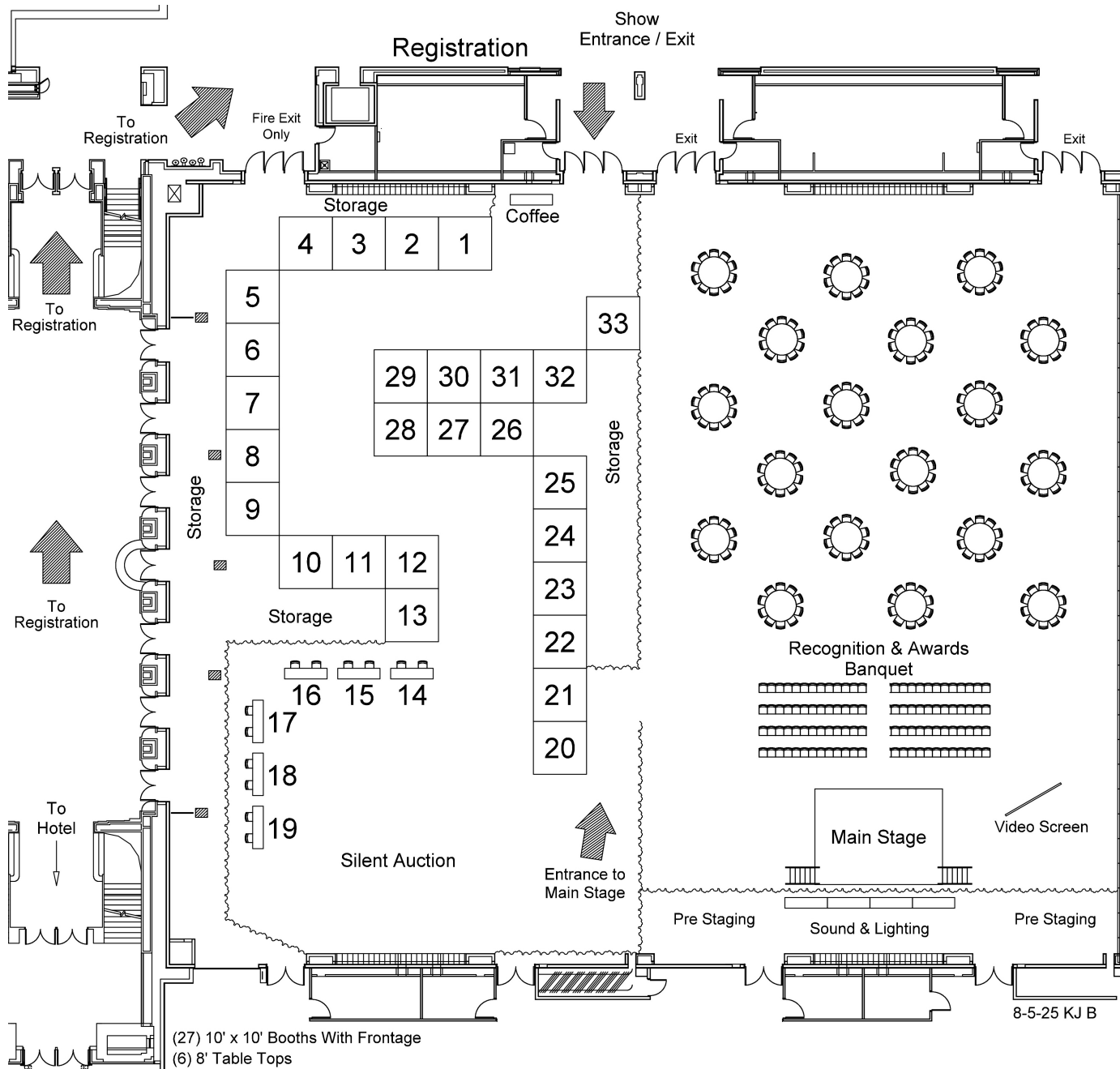
Sincerely,



Mark Anderson
2026 GLFEE
Trade Show Chairman

Register online at: <https://glfee.com/exhibitors>
 Or fill out the contract on the following pages and return to the
 GLFA office via email, mail or fax to (517) 575-0115

Questions? Contact Rod at (517) 575-0110 or email: rod@greatlakesflorallassociation.org



2026 Great Lakes Floral & Event Expo
"Bloom Beyond Boundaries"
February 27 - March 1, 2026
DeVos Place / Steelcase Ballroom B, Grand Rapids, MI
EXHIBITOR CONTRACT

The Great Lakes Floral Association (GLFA) hereby leases to:

Firm Name _____ Contact Name _____

Address _____

City _____ State _____ Zip _____ Phone #: _____

Email _____ Website: _____

Select Booth / Tabletop Number(s): 1st choice# _____ 2nd choice# _____ 3rd choice# _____

For and in consideration of the lease and or sponsorship, (firm name) _____ hereby agrees to pay to the order of GREAT LAKES FLORAL ASSOCIATION, the sum of \$ _____ which covers booth space rental, sponsorships, for the entire period of the GLFEE. See sponsorship package descriptions listed on page 1. The above firm agrees to have booth fully set up by 10:00pm on Friday, February 27, 2026. Furthermore, the firm will NOT remove, package, prepack or do any other form of dismantling in its booth(s) until after 2:30pm on Sunday, March 1, 2026.

BOOTH PRICE (10' x 10'): \$550 GLFA MEMBER / \$750 NON-MEMBER Premium End Cap Space: Additional \$50 per booth
TABLETOP PRICE (30" x 8'): \$199 GLFA MEMBER / \$399 NON-MEMBER

SPACE RESERVATION & CANCELLATION POLICY:

If cancellation of GLFEE Trade Show space(s) is received by: January 5, 2026 - Advance payments will be refunded less a 20% administration fee based on the total reserved space. After January 5, 2026 - NO REFUND unless GLFA 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 10' x 10' booth. Additional passes are available at published prices.** Call the GLFA office at (517) 575-0110 to register for extra passes. Please print first and last names 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:

GREAT LAKES FLORAL ASSOCIATION
P. O. Box 67, 1152 Haslett Rd.
Haslett, MI 48840
Phone (517) 575-0110 / Fax (517) 575-0115

PAY ONLINE: <https://app.glueup.com/event/141667/register/>

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

Credit Card number _____ Expiration Date _____ Security Code _____

Street Address and Zip Code (where the bill is mailed to for this card) _____

LIABILITY:

The Great Lakes Floral Association (GLFA) 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 Great Lakes 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 Great Lakes 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 Grand Rapids, MI 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 GLFA, may result in removal from the show and loss of any monies paid.

RULES AND REGULATIONS:

1. Booth/Tabletops will be fully set up and ready for business by 10:00pm Friday, February 27, 2026.
2. Booth/Tabletops will not be packaged, pre-packed, removed nor will any other form of booth dismantling be allowed prior to Sunday, March 1, 2026, at 2:30 pm.
3. Booth/Tabletops display may be sold but not removed from the booth prior to 2:30p Sunday, March 1, 2026.
4. Behavior in a disorderly, abusive or other manner not generally acceptable to the public won't be permitted.
5. The firm or individual's whose name appears on this contract takes responsibility for all individuals representing the company or himself while at the GLFEE.
6. Booth/Tabletops displays with sides over 3' in height may not extend more than 4' from the back drape/wall. Special arrangements can be made for displays not meeting these criteria.

7. Sales representatives not participating in the Trade Show or who's company is not a GLFEE sponsor may not solicit on the convention property or attend the GLFEE.

8. Direct Shippers of Cut Flowers are not allowed to attend the GLFEE.

9. 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.

10. Booth/Tabletops floor space is premeasured and marked. 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 or off tabletop will be moved or removed by the show management.

11. Do not ship materials to GLFA office. **All pre-show shipments must go through Art Craft Display.**

INTERNET / ELECTRIC: <https://www.devosplace.org/p/visit/exhibitor-forms>

TABLES / PRE-SHOW SHIPMENTS: Contact Bill Vanderbos: bvanderbos@artcraftdisplay.com for information on ordering tables and pre-show shipments. Online ordering and PDF can be found at www.glfee.com under the Exhibitor Info tab.

EXHIBIT SET-UP:

Friday February 27, 2026, 8:00am to 5:00pm All booths must be set by 10:00pm for cleaning of the Exhibit Hall.

EXHIBIT TEARDOWN:

Sunday, March 1, 2026, from 2:30pm to 6:00pm. Teardown is prohibited prior to 2:30pm.

TRADE SHOW HOURS:

Saturday, February 28th: 10:00am - 4:30pm; 5:30pm - 6:30pm (President's Reception on the Trade Show floor)

Sunday, March 1st: 10:00am - 2:30pm

BOOTH FURNISHINGS:

10' x 10' booths will be carpeted with two chairs and one-line standard identification sign.

30" x 8' tabletops will be carpeted with cloth and skirt, two chairs, and one-line standard identification sign.

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 GLFA, will be liable for violations of any fire regulations.

DIRECT SELLING:

Exhibitors are allowed to sell merchandise from their booths. Inventory must be stored in storage areas. The Great Lakes 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:

Online reservation link visit: www.GLFEE.com Click on Hotel link for special guaranteed rate of \$167 ++per night. **Reserve prior to 1/25/26 to be insured this rate.**

If you need further assistance, please call the GLFA office at (517) 575-0110 or visit <https://glfee.com/exhibitors/>