



# 2022 Great Lakes Floral & Event Expo

March 4-6, 2022

DeVos Place Convention Center in Grand Rapids, MI.

**"Inspire"** happens the weekend of March 4-6, 2022 at the Amway Grand Plaza Hotel & DeVos Place Convention Center in Grand Rapids, Michigan. **Plan now to attend!** The weekend includes Friday night opening reception, Saturday evening President's Banquet, plus **2 hours** Saturday and **1 hour** Sunday of **non-conflicting trade show shopping time!**

The Great Lakes Floral Association depends on your support to help bring education to the industry. Education is key for operating a successful business. Successful businesses in turn become important customers. By exhibiting at the **2022 Great Lakes Floral & Event Expo (GLFEE)** you not only reach potential customers, you advance our industry by providing top-notch educational opportunities.

## 2022 Exhibitor Quick Facts:

**Projected Attendance:** 400 + (In 2020 total GLFEE registration was 464. This included 80 exhibitors representing 29 companies, 34 students representing 8 schools, and 318 florists, designers and event specialists.)

**Booth Cost:** \$495 member, \$695 non-member (10' x 10')

**Booth Includes:** 2 weekend passes (a \$670 value), carpet, 2 chairs, & sign.

**Booth Move in/Set-Up:** Friday, March 4<sup>th</sup> move in 8:00am - 5:00pm. All booths must be set up by 10:00pm

**Trade Show Hours:** **Saturday, March 5, 10:00am - 4:30pm; 5:30pm - 6:30pm**  
**Sunday, March 6, 11:00am - 2:30pm**

**Fun & Games:** See pages 2 – 4.

**Best Booth Award:** Winner will receive a plaque, booth photo, and acknowledgement in *The Professional Florist*

**Amway Grand Plaza Hotel:** \$157 plus taxes/night  
Book your room now online here: [www.GLFEE.com](http://www.GLFEE.com)

**Advertising:** *The Professional Florist* magazine call Rod at (517) 575-0110  
**Advertising:** Program ads \$500 full page, \$300 ½ page, \$200 ¼ page

**Airport Code:** GRR

## 2022 GLFA EXHIBITOR SPONSORSHIP PACKAGE OPPORTUNITIES!

### Gold Sponsor Package \$1999

(\$7090.00 Value SAVE \$5091.00)

- **NEW! 60sec. promo video or slideshow on main stage HD screens and HD monitor on show floor looping throughout the event. (Value \$2500)**
- Links on GLFEE & Professional Partners web pages **(Value \$1200)**
- Convention Booth – Up to 10'x20' **(Value \$1400)**
- Full Page Convention Program Ad **(Value \$500)**
- 2 Extra Weekend Passes **(4 total Value \$1340)**
- Business Card in 6 issues Professional Florist **(Value \$150)**
- 4 Spotlight/Ad on GLFA social media pages (Instagram & Facebook)
- Excel file prior to and after event with all attendees listed.

### Silver Sponsor Package \$1299

(\$3890.00 Value SAVE \$2591.00)

- Links on GLFEE & Professional Partners web pages **(Value \$1200)**
- Convention Booth – Up to 10'x10' **(Value \$700)**
- Full Page Convention Program Ad **(Value \$500)**
- 2 Extra Weekend Passes **(4 total Value \$1340)**
- Business Card in 6 issues Professional Florist **(Value \$150)**
- 2 Spotlight/Ad on GLFA social media pages (Instagram & Facebook)
- Excel file prior to and after event with all attendees listed.

### Bronze Sponsor Package \$899

(\$2605.00 Value SAVE \$1706.00)

- Link on Professional Partners website page **(Value \$600)**
- Convention Booth – Up to 10'x10' **(Value \$700)**
- 1/2 Page Convention Program Ad **(Value \$300)**
- 1 Extra Weekend Passes **(3 total Value \$1005)**
- Excel file prior to and after event with all attendees listed.

Dear 2022 Great Lakes Floral & Event Exhibitors,

We are excited to announce a few new programs designed to increase attendance and qualified leads in your booth and make your 2022 GLFEE exhibit experience a positive one. The first program is aimed at those exhibitors looking to write orders and show new products on the show floor. This program is called the “Short Sale”. The second program is designed for those vendors who offer services and products that might require a longer decision making processes. This program is called the “Long Sale”.

**Here is our description of a Short Sale exhibitor and the components of the Short Sale program and how they work. A Short Sale exhibitor typically has a shorter sales cycle, they want as many people as possible to come by their booth and see their products up close.**

## **1) Passport with Power Ups**

Exhibitors who want as many attendees as possible, not just chief decision makers but designers etc., 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. Participation will be limited to the first twelve exhibitors to commit. Participation will be encouraged with our new text-messaging program.

### **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 into 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. This program will be limited to the first 12 participants, with the concept being by limiting the number it will be easier for all attendees to participate by only having to visit 12 booths verse all 30+.

## **2) New 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 to your booth. 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. This will be your “Fishing Hole” where you will place your “New” items used to “lure” customers into your booth. The cost to participate in the “Fishing Hole” is \$50. Please add this to your total booth charges on the exhibitor contract.

**Here is our description of a Long Sale exhibitor and the components of the Long Sale program and how it will work. A Long Sale exhibitor typically has a longer sales cycle, they are looking for a few more in-depth conversations with owners, managers & decision makers. Long Sale exhibitors may choose one option or the other.**

## **1) In Booth Demos**

These sessions will help drive traffic to you by leveraging the investment you have in your star designer/speaker by having them do a product-specific demonstration in your booth. Demos will be scheduled during trade fair shopping only time. We are limiting to ten, ten-minute spots, the most that can be accommodated during trade fair shopping only time.

## **2) Trade Show Theater**

Establish your credibility as a subject matter expert and drive traffic to your booth with a live ten-minute session on the trade show floor. This could be a video or a live presentation, either way it must offer meaningful educational content. Titles and topics should be really engaging, things like:

*The Five Things You Need To Know About Workplace Insurance*  
*How To Reduce Your Merchant Service Fees*  
*Three Tricks To Get Larger Phone Orders*

Whatever format you choose (live or pre-recorded) you will know exactly when it will play so you can make sure you are in the theater to gauge interest, invite people back to your booth, or hand out materials.

## **NEW FOR 2022! Text Message Marketing Program**

This new program will make sure all attendees are aware of what is going on at all times. Encourage participation in the new trade show promotional campaigns.

### **How It Works:**

We will be using a messaging platform (complete with opt-out/unsubscribe options) to stay in touch with attendees throughout the day. For example at 10:55am on Saturday, as the Main Stage show is finishing up a message goes out like:

*Up Next:*

*Demo of "Exhibitors Name" at 11:05 in booth#.*

*Five ways to sell more at 11:05 in the trade fair theater.*

*Plus – coffee on the trade fair floor, and there are still very few entries in the passport contest so make sure you get your stamps now!*

## **All 2022 Exhibitors receive the following to help with advance and follow-up marketing:**

Advance notification of interested attendees that includes email address.

\*An email as each interested attendee registers to attend.

A spreadsheet of all interested attendees Tuesday before the show and a final list of all attendees one week following the show.

\* Because of the volume of last minute registration these real time updates will make sure you have the information you need on everyone.

We hope you are as excited by these new opportunities as I am. I look forward to seeing you at the 2022 GLFEE!

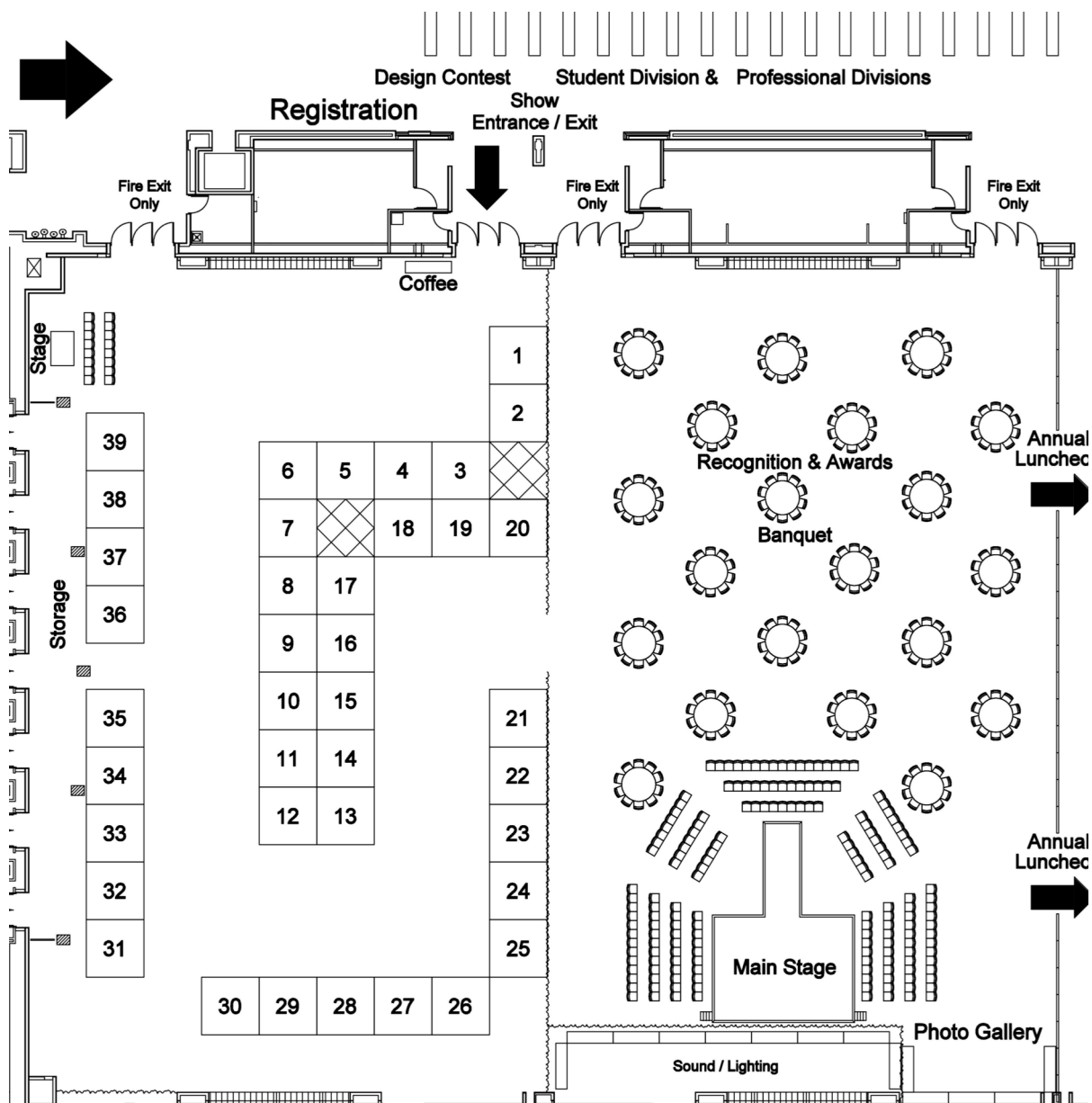
If you have any questions please feel free to contact me at (416) 481-4100 or email to:  
mark@floristware.com

Sincerely,



Mark Anderson  
2022 GLFEE  
Trade Show Chairman

To register for a booth simply fill out the contract on the following pages and return to the GLFA office via email, mail or fax to (517) 575-0115.  
 If you have questions contact Rod at (517) 575-0110 or  
 email: [rod@greatlakesfloralassociation.org](mailto:rod@greatlakesfloralassociation.org)



**2022 Great Lakes Floral & Event Expo**  
**"Inspire"**  
**March 4-6, 2022**  
**DeVos Place / Steelcase Ballroom, 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: \_\_\_\_\_

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 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, and \$50 "fishing hole" fee if applicable 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, March 4, 2022. 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 6, 2022. If booth is dismantled prior to this time, the firm will lose booth selection privileges for the next year.

**BOOTH PRICES:**

**\$495 GLFA MEMBER (10' x 10') Premium End Cap Space: Additional \$50 per booth**

**\$695 NON-MEMBER (10' x 10') Premium End Cap Space: Additional \$50 per booth**

Purchase of one booth: full payment due with contract. Two or more booths: 50% deposit required to hold spaces.

Balance due no later than Friday, January 7, 2022.

**SPACE RESERVATION & CANCELLATION POLICY:**

If cancellation of GLFA Trade Show space(s) is received by: January 7, 2022 - Advance payments will be refunded less a 15% administration fee based on the total reserved space. After January 7, 2022 - 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.

**ARE YOU A SHORT SALE \_\_\_\_\_ or LONG SALE \_\_\_\_\_ EXHIBITOR (check one, descriptions of each listed above)**

**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

**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. Booths will be fully set up and ready for business by 10:00pm Friday, March 4, 2022.
2. No part of the booth will be packaged, pre-packed, removed nor will any other form of booth dismantling be allowed prior to Sunday, March 6, 2022 at 2:30 pm. If this rule is broken the Exhibitor will lose booth selection privileges for the next year.
3. Booth display may be sold but not removed from the booth prior to 2:30p Sunday, March 6, 2022.
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/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. 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 premeasured and marked with tape. 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 GLFA office. All pre-show shipments must go through Art Craft Display.

#### **INTERNET / ELECTRIC / PRE-SHOW SHIPMENTS:**

Internet and Electric order forms here: <https://www.devosplace.org/p/visit/exhibitor-forms>

Pre-show Shipments: Bill Vanderbos: [bvanderbos@artcraftdisplay.com](mailto:bvanderbos@artcraftdisplay.com) will email each exhibitor prior to the GLFEE with information on ordering tables, etc.

#### **EXHIBIT SET-UP:**

Friday March 4, 8:00am to 5:00pm All booths must be set by 10:00pm for cleaning of the Exhibit Hall.

#### **EXHIBIT TEARDOWN:**

Sunday, March 6, 2020 from 2:30pm to 6:00pm. Teardown is prohibited prior to 2:30pm.

**TRADE SHOW HOURS:** Saturday, March 5; 10:00am - 4:30pm; 5:30pm - 6:30pm  
Sunday, March 6; 11:00am - 2:30pm

#### **BOOTH FURNISHINGS:**

Each 10' x 10' booth will be carpeted with 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. 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](http://www.GLFEE.com) Click on Hotel link for special guaranteed rate of \$157 ++per night. Reserve prior to 2/2/22 to be insured this rate.

If you need further assistance please call the GLFA office at (517) 575-0110 or check the GLFEE website at [www.GLFEE.com](http://www.GLFEE.com)