



2024 Great Lakes Floral & Event Expo

"A World of Flowers" March 1-3, 2024, at the Amway Grand Plaza Hotel & DeVos Place Convention Center in Grand Rapids, Michigan.

2023 PRICING HELD FOR 2024!

Once again, to support our vendors we are pleased to announce no increases in booth or sponsorship cost for 2023!

FIRST-TIME ATTENDEE INCENTIVE PROGRAM! Help increase attendance at GLFEE and earn credits towards your booth fees. Receive a \$100 credit for every First-Time attendee who marks your company as a referral partner on their GLFEE registration. Referral credits will be issued to your company after GLFEE prior to 4/30/24.

New for 2024 5 hours of uninterrupted trade show only shopping time! 2:45 hours Saturday and 2:15 hours Sunday!

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 GLFEE you not only reach potential customers, but you also advance our industry by providing top-notch educational opportunities.

2024 Exhibitor Quick Facts:

Projected Attendance:	450 + (2023 total GLFEE registration was 407. This included 86 exhibitors representing 32 companies, 27 students representing 6 schools, and 294 florists, designers, and event specialists.
Booth Cost: NO INCREASE	\$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 1 st move in 8:00am - 5:00pm. All booths must be set up by 10:00pm
Trade Show Hours:	Saturday, March 2nd, 10:00am - 4:30pm; 5:30pm - 6:30pm Sunday, March 3rd, 10:00am - 2:30pm
Fun & Games:	See page 2
Best Booth Award:	Winner will receive a plaque, booth photo, and acknowledgement in <i>The Professional Florist</i>
Amway Grand Plaza Hotel:	\$162 plus taxes/night Book your room now online here: www.GLFEE.com
Advertising:	<i>The Professional Florist</i> magazine call Rod at (517) 575-0110
Advertising:	Program ads \$500 full page, \$300 ½ page, \$200 ¼ page
Airport Code:	GRR

2024 GLFA EXHIBITOR SPONSORSHIP PACKAGE OPPORTUNITIES!

Gold Sponsor Package

\$1999

(\$7090.00 Value SAVE \$5091.00)

- Logo featured the main stage HD screen sponsors shuffle between main stage shows 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.
- **100 extra draw tickets to give away.**

Silver Sponsor Package

\$1299

(\$3690.00 Value SAVE \$2391.00)

- Links on GLFEE & Professional Partners web pages **(Value \$1200)**
- Convention Booth – Up to 10'x10' **(Value \$700)**
- 1/2 Page Convention Program Ad **(Value \$300)**
- 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.
- **75 extra draw tickets to give away.**

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 Extra Weekend Passes **(3 total Value \$1005)**
- Excel file prior to and after event with all attendees listed.
- **50 extra draw tickets to give away.**

Three Options for you to Participate at GLFEE!

- 1) Traditional 10'x10' booth where you can show and sell samples and write orders from your booth!
- 2) 8' x 30" table with a sign and/or your own tabletop cloth where you can write orders from your iPad, laptop, or catalogs. (Tabletop only, no merchandise or samples on floor.)
- 3) Bring customers to our "Business Center" located on the show floor where you can write orders from your iPad, laptop, or catalogs.

Indicate which option you'd like in the "Booth Number" section on page one of the exhibitor contract.

Trade Show Enhancements: Based On Exhibitor Feedback

Exhibitors like you shared their thoughts on how we could help them improve sales. These improvements are the result:

Better Badges: Manage Your Time More Effectively

Each attendee badge will now indicate whether the wearer is an owner, manager, designer etc. so you can focus on your ideal buyer persona and make informed decisions about how much time to spend with them.

Enhanced Passport Program Brings More Potential Customers into Your Booth

All exhibitors are encouraged to join an improved passport program that rewards only the types of attendees you want to see for visiting your booth. For example – not interested in meeting designers? Your booth won't be listed in their passports.

How it works: Attendees are given a passport listing exhibitors that want to see them, and get this passport stamped by each of those exhibitors. Fully stamped passports can then be exchanged for one ticket in the Grand Prize drawing. *

Enhanced Power Up Program to Increase Sales & Engagement

No more one-size-fits-all – improve your ROI by rewarding attendees for the specific kind of engagement you came for.

How it works: Exhibitors are given 20 tickets to the Grand Prize drawing that they can give away to attendees that meet whatever criteria they set. For example, a hard goods supplier might award one extra ticket for every \$x spent. A service provider might award two tickets to anyone that books a demo or follow-up call. Extra tickets are available with Exhibitor Sponsorship packages. See Sponsorship packages on page one.

* Exhibitors participating in the Passport and/or Power-Up programs are required to provide a prize for the Grand Prize drawing. Prizes must have minimum value of \$100 (the program only works if the prizes are good) and not require purchase. All prizes will be displayed on the Grand Prize table on the show floor and represent an additional branding opportunity.

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. 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

We understand that not every potential exhibitor has a booth setup and that is ok – there are other options that will still allow you to connect with buyers at the 2024 GLFEE. Just ask – we are here to come up with the right fit for you.

Marketing Support – All Exhibitors Receive:

- 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.

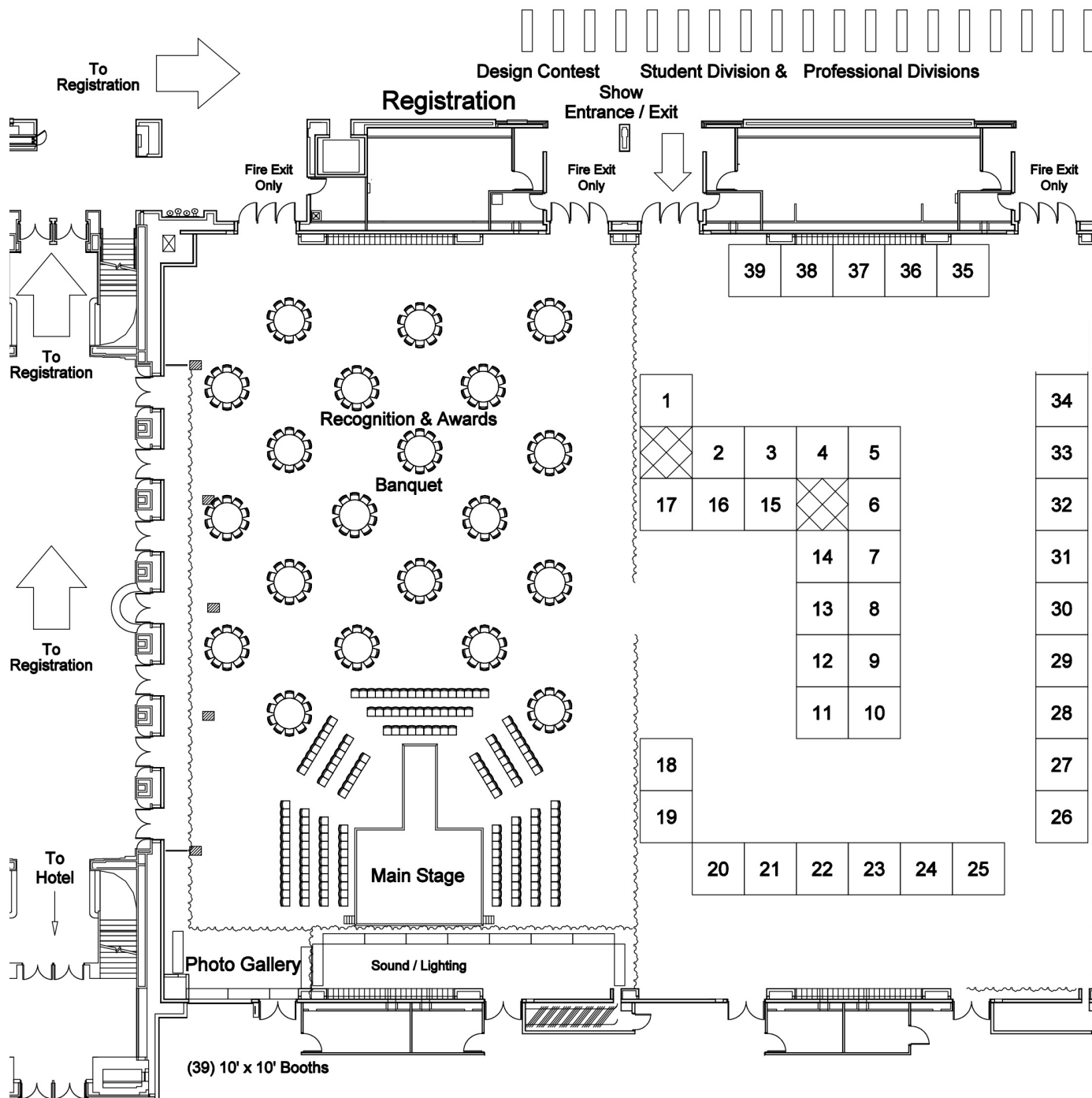
We hope you are as excited by these new opportunities as I am. I look forward to seeing you at the 2024 GLFEE! If you have any questions, please feel free to contact me at (416) 481-4100 or email to: mark@floristware.com

Sincerely,



Mark Anderson
2024 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



2024 Great Lakes Floral & Event Expo
"A World of Flowers"
March 1-3, 2024
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: _____

Exhibitor Option: see page 2 (circle option) 1 2 3 **Option 1 Select Booth Number(s):** 1st choice _____ 2nd choice _____ 3rd choice _____

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, 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 1, 2024. 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 3, 2024.

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 5, 2024.

SPACE RESERVATION & CANCELLATION POLICY:

If cancellation of GLFA Trade Show space(s) is received by: January 5, 2024 - Advance payments will be refunded less a 20% administration fee based on the total reserved space. After January 5, 2024 - 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

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 1, 2024.
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 3, 2024, at 2:30 pm.
3. Booth display may be sold but not removed from the booth prior to 2:30p Sunday, March 3, 2024.
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 pipe and drape. 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 here: <https://www.devosplace.org/p/visit/exhibitor-forms>

Pre-show Shipments: Bill Vanderbos: bvanderbos@artcraftdisplay.com will email each exhibitor prior to the GLFEE with information on ordering tables, etc. This can also be found at www.glfee.com under the Exhibitor Info tab.

EXHIBIT SET-UP:

Friday March 1, 8:00am to 5:00pm All booths must be set by 10:00pm for cleaning of the Exhibit Hall.

EXHIBIT TEARDOWN:

Sunday, March 3, 2024, from 2:30pm to 6:00pm. Teardown is prohibited prior to 2:30pm.

TRADE SHOW HOURS: **Saturday, March 2;** 10:00am - 4:30pm; 5:30pm - 6:30pm (President's Reception on the Trade Show floor)
Sunday, March 3; 10:00am - 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 Click on Hotel link for special guaranteed rate of \$162 ++per night. Reserve prior to 1/29/24 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