

ROOTED & Thriving

firm foundation • flourishing future

GREAT LAKES FLORAL & EVENT EXPO 2027

March 5 - 7

DeVos Place - Grand Rapids, MI

EXHIBITOR PROSPECTUS

March 5–7, 2027 • DeVos Place, Steelcase Ballroom B • Grand Rapids, MI

NEW FOR 2027 — 4 HOURS OF UNINTERRUPTED SHOPPING TIME

Saturday 2:00–5:00 PM • Sunday 11:00 AM–Noon

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 the education provided at the GLFEE is key to their success — and they are loyal customers of the companies that help make it possible.



Flower Shop Network



Society of American Florists



Norman Smith Enterprises/FlowerBuddy Software

The energy of the GLFEE show floor — exhibitors connecting with attendees!

2027 SPONSORSHIP PACKAGES

Maximize your presence at the GLFEE with a sponsorship package built to fit your goals. Each tier bundles booth space with marketing exposure worth thousands more than the package price — see the descriptions below.

GOLD SPONSOR \$1,999

\$6,680 value — SAVE \$4,681

- ◆ Logo featured on the main stage HD screen between shows throughout the event *(Value \$1,000)*
- ◆ Links on GLFEE & Professional Partners web pages *(Value \$1,200)*
- ◆ Convention booth up to 10'x20' *(Value \$1,500)*
- ◆ Full-page Convention Program ad *(Value \$500)*
- ◆ Up to 4 weekend passes *(Value \$1,580)*
- ◆ Business card ad in 6 issues of The Professional Florist *(Value \$150)*
- ◆ 4 ads on GLFA social media — Instagram, Facebook, TikTok, YouTube, LinkedIn *(Value \$500)*
- ◆ Excel file of all attendees, before and after the show *(Value \$250)*

SILVER SPONSOR \$1,299

\$3,690 value — SAVE \$2,391

- ◆ Links on GLFEE & Professional Partners web pages *(Value \$1,200)*
- ◆ Convention booth 10'x10' *(Value \$750)*
- ◆ Half-page Convention Program ad *(Value \$300)*
- ◆ Up to 2 weekend passes *(Value \$790)*
- ◆ Business card ad in 6 issues of The Professional Florist *(Value \$150)*
- ◆ 2 ads on GLFA social media — Instagram, Facebook, TikTok, YouTube, LinkedIn *(Value \$250)*
- ◆ Excel file of all attendees, before and after the show *(Value \$250)*

BRONZE SPONSOR \$899

\$2,390 value — SAVE \$1,491

- ◆ Link on the Professional Partners website page *(Value \$600)*
- ◆ Convention booth 10'x10' *(Value \$750)*
- ◆ Up to 2 weekend passes *(Value \$790)*
- ◆ Excel file of all attendees, before and after the show *(Value \$250)*

Individual Booth Pricing (Without Sponsorship)

Prefer just a booth? Reserve exhibit space on its own at these rates.

BOOTH PRICE (10' × 10')

\$550 GLFA Member **\$750** Non-Member

Premium End Cap Space: additional \$50 per booth

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 receive a passport card at registration listing participating exhibitors, and get it stamped at each booth. Fully stamped passports are turned in at the registration desk for one ticket into the Grand Prize drawing — plus one additional ticket for every \$100 spent with participating exhibitors. Participating exhibitors provide a tangible Grand Prize (minimum \$50 value; no discounts, credits, or vouchers), featured on the Grand Prize table on the show floor.

Product "Fishing Hole" Table

Attract attendees into your booth by luring them closer with your most exciting new products, displayed right in the middle of the high-traffic aisle in front of your booth. As soon as you spot an interested attendee, set the hook and reel them in. Swap products throughout the event — lure them in on the way to a session or catch them again on the way out.

HOW IT WORKS

A 30" round by 42" tall, skirted cocktail table is placed in the aisle in front of your booth. Participation cost: **\$50** — please add this to your total booth charges on the exhibitor contract.

MARKETING SUPPORT — ALL EXHIBITORS RECEIVE

- ◆ First-time advertisers receive a 10% discount on 2027 advertising in The Professional Florist Magazine. Call or email Rod at (517) 575-0110 / rod@greatlakesfloralassociation.org for a media kit.
- ◆ A spreadsheet of all registered attendees, updated weekly, with a final list on the Tuesday before the show.
- ◆ A final list of all attendees sent one week following the show.

BEST EXHIBITOR AWARD

This year's best booth competition takes 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.

Here's the best part: **the winner will be chosen by you.** Each exhibitor gets one vote for who they think deserves the "Best Booth Award." Who better to evaluate and reward your hard work than your fellow peers? You'll be asked to weigh both advance promotion (are they promoting the trade show on social media?) and the booth itself (does it make the trade show a place 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 your and the Association's 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 display is extra special — and take home this GLFEE honor!



Last year's Best Booth Award winners Ryan & Janis Freeman owners of Strider celebrate on the Main Stage

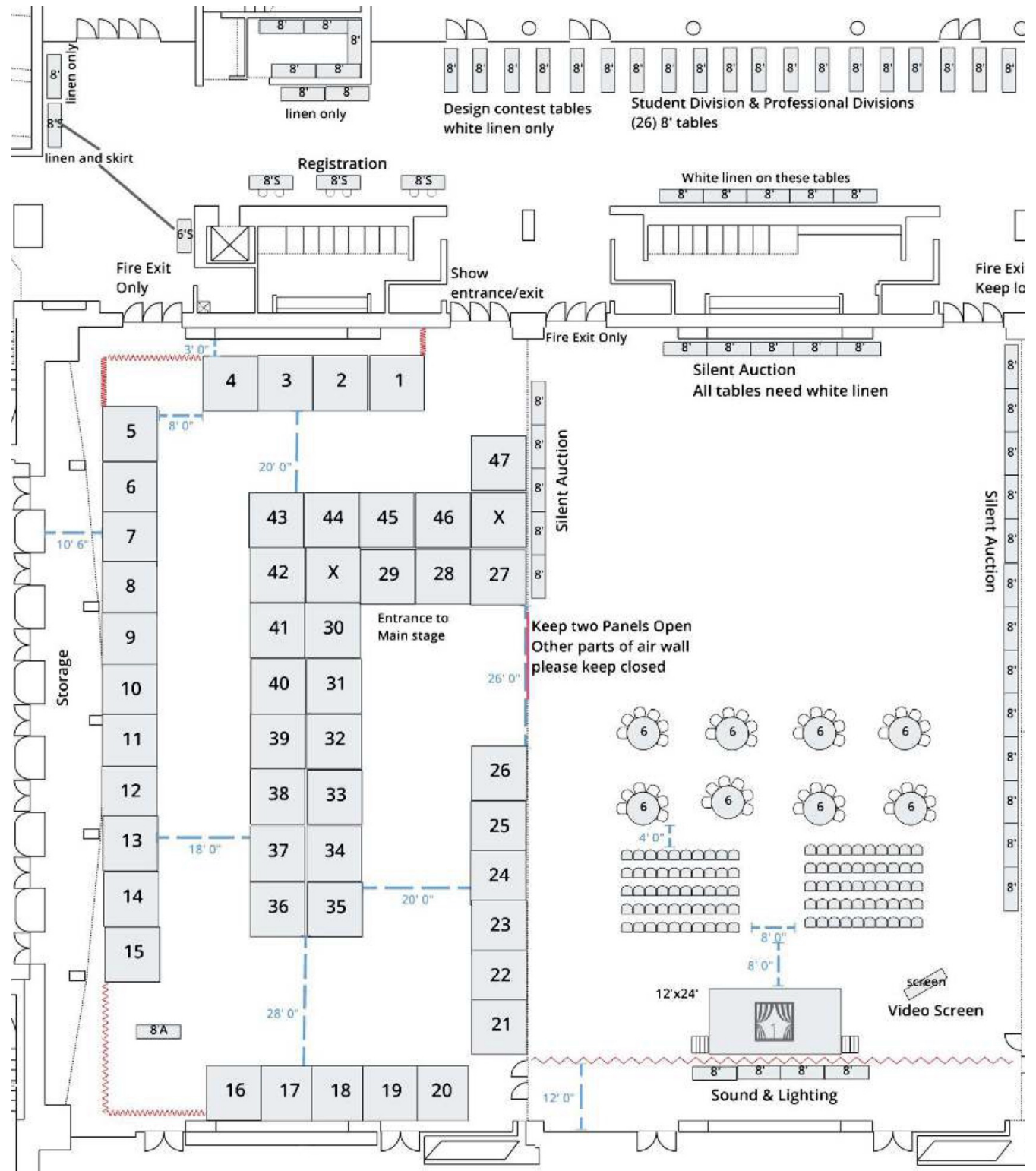
We hope you are as excited by these new opportunities as I am. I look forward to seeing you at the 2027 GLFEE! If you have any questions, please feel free to contact me at (416) 481-4100 or email mark@floristware.com.

Mark Anderson

2027 GLFEE Trade Show Chairman

2027 EXHIBIT FLOOR PLAN

DeVos Place — Steelcase Ballroom B, Grand Rapids, MI



2027 GREAT LAKES FLORAL & EVENT EXPO
March 5–7, 2027 • 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

\$ _____ (booth space rental & sponsorships — see pricing on page 2)

This sum covers booth space rental and sponsorships for the entire period of the GLFEE. The above firm agrees to have its booth fully set up by 10:00 PM on Friday, March 5, 2027, and will not remove, package, prepack, or begin any other form of dismantling until after 2:00 PM on Sunday, March 7, 2027.

SPACE RESERVATION & CANCELLATION POLICY

- ◆ Cancellations received by January 8, 2027: advance payments refunded, less a 20% administration fee based on the total reserved space.
- ◆ Cancellations received after January 8, 2027: no refund, unless GLFA can resell the space — 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

List the product or service that you will feature in your booth(s).

Product / Service:

NAME BADGES

List the names of the individuals who will be working in the exhibit area. **Two weekend passes included per 10'×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, separated by commas.

Names for Badges:

READ ENTIRE CONTRACT BEFORE SIGNING

Authorized Firm Representative Signature

Print Name

Title

Date

COMPLETE & 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

REGISTER & PAY ONLINE

glfee.com

PAYMENT INFORMATION

☐ Check # _____ ☐ Visa ☐ MC ☐ Amex ☐ Discover

Credit Card Number

Expiration Date

Security Code

Street Address & Zip Code (billing address 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 GLFA from, and agrees to indemnify same against, any and all claims for such loss, damage, or injury. Any damage to the building due to carelessness of the Exhibitor must be paid for by the Exhibitor causing it.

GLFA shall not be responsible for any damage to the Exhibitor's business for failure to hold meetings as scheduled. The Exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to the Exhibitor's displays, equipment, or other property brought upon the premises of DeVos Place, Grand Rapids, MI, and agrees to indemnify, defend, and hold harmless the Group, 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 use of the DeVos Place premises, excluding any liability caused by the negligence of the Group or DeVos Place or its owners, servants, agents, and employees.

The Exhibitor understands that neither the Group nor 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; 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. Any deviation, without the express permission of GLFA, may result in removal from the show and loss of any monies paid.

RULES & REGULATIONS

1. Booth will be fully set up and ready for business by 10:00 PM, Friday, March 5, 2027.
2. Booth will not be packaged, pre-packed, removed, nor will any other form of booth dismantling be allowed prior to 2:00 PM, Sunday, March 7, 2027.
3. Booth display may be sold, but not removed from the booth, prior to 2:00 PM, Sunday, March 7, 2027.
4. Disorderly, abusive, or otherwise unacceptable behavior toward the public will not be permitted.
5. The firm or individual whose name appears on this contract takes responsibility for all individuals representing the company, or themselves, while at the GLFEE.
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 whose 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.

7. Upon directive of the Fire Marshal, all freestanding display units must be kept exactly within the space allowed — NO EXCEPTIONS. They must be made of sturdy materials that will not tip over easily. Exhibit booths posing any potential accident hazard to show guests will be removed from the show upon request of show management.
8. Booth floor space is pre-measured and marked. Please account for the width of your shelving units, as these reduce your selling floor space. All merchandise and display items must be kept within your rented space; items extending into the aisle or off a tabletop will be moved or removed by show management.
9. Do not ship materials to the GLFA office. **All pre-show shipments must go through Art Craft Display.**

SHOW LOGISTICS

Internet / Electric

devosplace.org/p/visit/exhibitor-forms

Tables / Pre-Show Shipments

Contact Bill Vanderbos (bvanderbos@artcraftdisplay.com) for ordering tables and pre-show shipments. Online ordering and PDF forms are available at glfee.com under the Exhibitor Info tab.

Exhibit Set-Up

Friday, March 5, 8:00 AM – 5:00 PM. All booths must be set by 10:00 PM for cleaning of the Exhibit Hall.

Exhibit Teardown

Sunday, March 7, 2:00 PM – 6:00 PM. Teardown is prohibited prior to 2:00 PM.

Trade Show Hours

- ◆ Saturday, March 6: 10:00 AM – 5:00 PM (2:00–5:00 PM Trade Show Shopping Only)
- ◆ Sunday, March 7: 10:00 AM – 2:00 PM (11:00 AM–Noon Trade Show Shopping Only)

Booth Furnishings

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

Exhibit Regulations

The height of each exhibit may not 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' × 10' space — items extending into the aisle will be moved or removed by show management. Each exhibitor must set up a display in keeping with the standards of quality of other exhibitors and comply with all DeVos Place regulations. Fire exits must be kept open; the individual exhibitor, not GLFA, is 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. GLFA is not responsible for any merchandise lost or stolen from any booth or exhibit; exhibitors are responsible for securing their merchandise and always staffing their booth.

Hotel Reservations

Reserve online at glfee.com — click the Hotel link for a special guaranteed rate of **\$174++ per night**. Reserve prior to Monday, February 1, 2027, to ensure this rate.

Questions? Call the GLFA office at (517) 575-0110 or visit glfee.com/exhibitors