

# Bluegrass Buyers Market 2025

A Silver Lining Production | Hosted at Embassy Suites by Hilton Lexington UK Coldstream | 1801 Newtown Pike, Lexington, KY

## EXHIBITOR KIT

**February 2-3, 2025**

Application & Ad Copy Due by December 30, 2024

**July 27-28, 2025**

Application & Ad Copy Due by April 1, 2025

All applications are now received from online submissions only.

Please contact us to have an application emailed to you.

We are happy to help so let us know if you need assistance or do not have access to the internet.

[Exhibit@SilverLiningShows.com](mailto:Exhibit@SilverLiningShows.com) | 248-348-7777

SHOW REGISTRATION OPTIONS & PRICING	RATE
Standard Registration Fee	\$ 325
Premium Registration Fee - Includes Full Page Color Ad in Show Book + Personalized Email Campaign	\$ 375
Additional Sales Associate & Directory Line Listing	\$ 75
Late Registration Fee   See Due Dates Above	\$ 50

**SUITE EXHIBIT OPTIONS**

Room Type Requested  King (Single) Qty \_\_\_\_\_  Two Queen Beds (Double) Qty \_\_\_\_\_

Location or Group Preference: \_\_\_\_\_

*Note: Requests for specific locations and room types are accommodated whenever possible but are not guaranteed.*

**SPONSORSHIP OPPORTUNITIES**

Coffee Bar  
Buyer Hospitality  
Buyer's Lunch  
Contact us for details!

**BOOTH EXHIBIT OPTIONS & PRICING**

<input type="checkbox"/> Mezzanine 5 x 10 Booth with Back Wall	\$ 270
<input type="checkbox"/> Mezzanine 10 x 10 Booth	\$ 475
<input type="checkbox"/> Georgetown Boardroom: 520 SF Includes 5 customizable modular tables	\$1,200
<input type="checkbox"/> Mezzanine Boardrooms: Lexington   Paris   Versailles 520 SF + boardroom table	\$ 950

**Booths are sold on a first come, first served basis. Contact us for availability.**

**ADVERTISING & MARKETING | Promote your brand and support the show!**

<b>SNAPSHOT AD</b>   Personalized email + social media campaign   Includes up to five (5) hi-res JPEG images	\$ 40	Great Value!
<b>FULL PAGE COLOR AD</b>   Included in Premium Registration. Show books published in print and online.		
<b>AD DESIGN SERVICE</b>   No ad copy? No problem! We will create an ad for you using your image(s).	\$ 30	

**TABLE & LINEN RENTAL**

6' x 30" TABLE	\$45	Table rental is not mandatory. You are welcome to bring your own tables and linens.
8' x 18" TABLE (8' tables cannot be guaranteed due to limited availability)	\$50	
BLACK LINEN RENTAL	\$10	

**Join the National Shoe Travelers – it's good for the sole!**  
Learn more about the affordable and valuable benefits offered by NST at [MyNSTA.org](http://MyNSTA.org)



**CONTACT US**

[Exhibit@SilverLiningShows.com](mailto:Exhibit@SilverLiningShows.com) | 248-348-7777

Andrea Mohr, Show Manager  
www.SilverLiningShows.com

**Contact us to receive the Application to Exhibit**

We love what we do and welcome you to join us!

**Payment Method Options**

- ✓ Invoices include a secure link to pay by credit card or ACH
  - ✓ No Fee for ACH payments
- ✓ Credit Card Payments Add 5% Processing Fee
  - ✓ Payment by company or personal check.

**Remit checks to:**

Silver Lining | 24742 Taft Road | Novi, MI 48375

# THE BLUEGRASS BUYER'S MARKET

## SHOW INFORMATION | GUIDELINES & POLICIES

The following policies and procedures are intended to maintain and protect the integrity of the market. Please read carefully. Acceptance of all policies is required to exhibit. Policies are subject to change.

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### Welcome Exhibitor!

We understand that selecting which trade shows to participate in is an important investment decision for your business. We are an association of industry professionals committed to producing an excellent and affordable market experience for you and your customers. Please contact us if you have questions, comments or need support of any kind.

### Bluegrass Buyer's Market

Footwear of Every Category | Apparel | Accessories | Jewelry | Gifts

#### Venue

Embassy Suites by Hilton Lexington UK Coldstream  
1801 Newtown Pike | Lexington, KY 40511

#### Show Hours

Sunday & Monday 9:00 – 5:00  
Saturday & Extended Hours by Appointment

#### Contact

Andrea Mohr, Show Manager  
Office (248) 348-7777 or [Exhibit@SilverLiningShows.com](mailto:Exhibit@SilverLiningShows.com)

### Cost to Exhibit | 2025

- Cost to Exhibit is Registration Fee + Three Night Stay at Embassy Suites + any optional items.
- Registration fee, booth fees, ad, sponsorships, and table rental fees are paid to Silver Lining Productions Inc.
- A 3-night hotel stay is required and paid directly to the Embassy at time of check in. This allows you to receive Hilton Honors Points. Remember to give your HH# at check-in!
- All reservations and room assignments for this event are made by Silver Lining Shows. Do NOT call the hotel directly or change your room type on the HH app.
- Applications are received by online submission only. This allows us to track all registration details more accurately and efficiently. Contact us if you need assistance or do not have access to the internet.
- Please note that payment must be received before an exhibit location is assigned.

### Our History & Our Future

This well-established regional show began as a footwear market known as the Kentucky Shoe Mart and enjoyed many years of strong sales from loyal buyers. To better serve an evolving industry, we are working to transition to a **multi-category market** which will showcase not only footwear but also apparel, uniforms, accessories, jewelry, and gifts. We enter this new era with appreciation of our history and great excitement for the future!

### The Bluegrass Buyer's Market is a Regional B2B Trade Show

This is a private wholesale trade show event that is not open to the general public. Entry is allowed only to qualifying exhibitors and retailers. Exhibitors receive the Buyer Registration List after each show. Appointments are encouraged.

## Order Writing Show

This is an order-writing show only, where items are shipped at a later date directly from the manufacturer. There is no “cash and carry” business where items are purchased and taken from the exhibitor at the show. Pre-show marketing and advertising efforts are well-rewarded as this is an appointment driven show.

## Buyer's Guide & Marketing

Silver Lining publishes a Buyer's Guide show book in both print and digital format. The show books include a listing of all brands represented, contact information for sales reps, and full-page color ads. Books are distributed at the Welcome & Registration Desk and emailed to retail buyers multiple times.

Our website is inviting and informative! [www.SilverLiningShows.com/BluegrassMarket](http://www.SilverLiningShows.com/BluegrassMarket)

Marketing and show promotion includes mass and personalized email campaigns, social media posts, and first-class postcard mailings. Brand Categories represented:

Mens  Womens  Childrens  Athletic  Orthopedic  Work  Boots  Apparel  Accessories  Made in USA

## Your Customers are our #1 priority!

We are pleased to offer your customers:

- A warm welcome and efficient registration.
- All-Day complimentary fresh brewed coffee service
- Sponsored Bluegrass Hospitality include complimentary items such as totes, gift bags, and specialty refreshments.
- A Retailer's Lounge is provided as a comfortable place for buyers to relax, work and talk privately.
- The Bluegrass Buyer's Market Guide, a professionally designed show book published in both print and digital media.
- Email & social media marketing campaigns.
- Save-The-Date Postcards are mailed first-class before each show.
- The Silver Lining office staff are always available to answer retailers' questions and make hotel reservations for them within our group block.

## Buyer Registration Lists

Buyer Registration Lists are a valuable resource for reps and always provided to participating exhibitors in good standing after each show. Reps may also request a Buyer Registration List BEFORE the show for pre-show marketing and email campaigns.

The integrity of the Buyer Registration List is of utmost importance. Our custom designed registration software tracks retailer information and show attendance.

SCAM ALERT – Do not purchase a list from an online imposter. Silver Lining provides buyer information exclusively to exhibitors and lists are never sold.

## Cancellation Policy

Registration & Booth Fees are non-refundable after the application due date. Hotel reservations for showroom suites may be cancelled without a penalty up to 72 hours prior to arrival as long as the Show Registration Fee is paid in full. Cancellations within the 72-hour window are subject to a one-night room rental with tax charged by the Embassy Suites by Hilton Hotel.

## Suites

All two-room suites are identical in layout and have a pull-out sofa. Most sleeping rooms have a king bed. Sleeping rooms with two beds are limited. If you need double beds or more than one suite, indicate this on page 1 of this contract under "Exhibit Location Preference". A three (3) night minimum hotel stay is part of the cost to exhibit.

Silver Lining handles all reservations for our group. DO NOT CONTACT THE EMBASSY DIRECTLY.

## Booths

The Bluegrass Market offers Mezzanine and Boardroom booths for reps who need more space than a suite offers. These high-visibility booths are located at the entrance of the show floor. Booth space is limited and reserved on a first-come, first-served basis. Please contact us at for availability. [Exhibit@SilverLiningShows.com](mailto:Exhibit@SilverLiningShows.com) or 248-348-7777

## Market Days & Hours

The Bluegrass Market is a two-day show held on a Sunday & Monday. Show Hours are 9:00 – 5:00. Extended hours for appointments are at the discretion of the sales rep. Exhibitors are required to be present and open for business during market hours. Exhibitors may not pack or remove items from showrooms until after the market closes at 5:00 pm on MONDAY. Early load out is disruptive to those reps and customers who are still working. An early move-out fine of \$200 is charged to exhibitors who vacate before the show closes.

## Check-in | Check-out

Check-in and set up day is Saturday at 4:00. Earlier check-in may be possible but please note that we cannot guarantee showrooms or display equipment delivery before 4:00 p.m.

Check-out is Tuesday by 11:00 a.m. Check out is automatic and exhibitors will receive a receipt under their door on the morning of check-out. Unless you want to change your form of payment, you do not need to check out with the front desk.

## Early Arrival & Extended Stay

Contact Silver Lining to make changes to your reservation. **DO NOT CONTACT THE EMBASSY DIRECTLY OR CHANGE ON THE HH APP.**

## Exhibitor Badges

Exhibitors are required to wear name badges during market hours. We recycle so please return your badge to the Welcome & Registration Desk before departing.

## Retailer Registration & Badges

Retail Buyers are qualified according to the Bluegrass Admission Policy and required to register their attendance at each market. Name badges must be worn at all times.

## Cash & Carry Sales Prohibited

The Bluegrass Buyer's Market is a wholesale, order taking market only. Selling and/or delivering merchandise at the market will be considered in direct violation of market policy and decorum.

## Advertise & Sponsor! Promote your brand and support the show 😊

- **SPONSORSHIP** - Opportunities include Buyer Lunch, Coffee Bar, & Buyer Hospitality. Contact us for pricing and info!
- **ADS** - Premium Registration includes a FULL PAGE, FULL COLOR AD in the Bluegrass Buyer's Guide AND a personalized email + social media marketing campaign. The show book is professionally designed and published in both print and digital formats.
  - [CLICK HERE FOR AD SPECS](#) Specs will also be included in your exhibit confirmation email.
  - Send your ad copy in High Resolution **JPEG** format via email to: [Exhibit@SilverLiningShows.com](mailto:Exhibit@SilverLiningShows.com)
  - No ad copy? No problem! We offer Graphic Design Services for a flat rate of \$30 per ad.
- **SNAPSHOT ADS** - Personalized email + social media marketing campaign sent to Silver Lining's extensive retail buyer database.

## Booth & Suite Signage

Custom printed ID signs include rep & brands and are provided at no charge

Your brand's professionally printed signage and banners are permitted on room windows, doors, and aisle railing. Please note that handwritten signs, price tags, discount signs, and handouts in the hallway are prohibited.

## Displays

Flat and free-standing displays, such as grids and banners, will be allowed in the aisle outside your suite door. **No rolling racks or tables are allowed in the aisles.** Exhibitors must maintain a reasonable walkway into their rooms with NO OBSTRUCTIONS. All displays must be free standing or attached with magnets, suction cups, or 3M removable tape. Hotel and Show Staff reserve the right to remove displays that are considered hazardous, offensive, or unprofessional. Please be courteous and keep the hallways clear during move-in.

## Electrical

Exhibitors are required to provide their own supplemental lighting, extension cords and surge protectors. Extension cords must be the grounded, 3-pronged type. Lighting must conform to the hotel's fire and safety standards. Extension cords are not provided by Silver Lining or Embassy Suites Hotel.

## Porter Service

Hotel staff has been increased for our show and bellman are eager to assist you at check-in. Please tip generously for excellent service! **LOAD AND UNLOAD QUICKLY.** Please move your vehicle immediately after unloading and park behind the building or furthest side of lot to keep closest parking spaces open for Buyers.

## Housekeeping Schedule

All rooms must be available for refresh service between 7:00 – 9:00 AM on Sunday and Monday. Showrooms with *Do Not Disturb* signs hung on their door will be bypassed. Rooms must be open, cleaned and ready for business with housekeeping carts off the floor by 9 AM on both days.

## Marketing & Promotional Items

The show staff is happy to distribute promotional totes and give-a-ways for you at the Welcome & Registration Desk or in the Bluegrass Sample Showcase Room.

## Breakfast & Lunch Service

Complimentary breakfast is included in your room rate. Consult your guest directory for lunch menus and service times.

## Shipping Merchandise to the Hotel

- The hotel may charge a nominal holding fee. Please schedule shipments to arrive no earlier than the Thursday before the show.
- Pick-ups must be scheduled by the exhibitor. UPS does not make daily pick-ups from the Embassy.
- Leave labeled boxes at the Front Desk.

### Shipping Label Instructions:

SHIP TO: Embassy Suites Lexington  
1801 Newtown Pike, Lexington, KY 40511  
Bluegrass Market/Silver Lining Shows  
Attention: <Your Name>

## Fire Marshal's Protection & General Safety Guidelines for Exhibitors

- Exhibitors may not block any entrances, exits or fire escapes.
- Regardless of the type of exhibit, an unobstructed straight path of floor space to the nearest exit must be always maintained through the space.
- All doorways must remain completely unobstructed at all times.
- Nothing may be suspended from the ceiling, ceiling sprinkler heads, lights or light tracks.
- All supplemental lighting must use LED OR FLOURESCENT BULBS ONLY
- All lighting, especially lights which are mounted on stands or clamped to grid, must be positioned carefully to avoid contact with walls, fabric, and product. Light stands and extension cords must be taped down to floor and placed out of pedestrian traffic.
- KSTA and hotel staff must be allowed to pass through the premises at all times to inspect for compliance.

## Thank you for exhibiting!

We respect your trade show investment and appreciate your business.

## Contact Us

[Exhibit@SilverLiningShows.com](mailto:Exhibit@SilverLiningShows.com)

248-348-7777

**PRIVACY POLICY & WAIVER OF LIABILITY:** As a participant of the Bluegrass Buyer's Market and guest at the Embassy Suites Lexington Hotel, I understand that I am personally responsible, not Silver Lining Productions Inc. nor any Silver Lining staff, to the Embassy Suites Lexington Hotel for any damages to its property caused by me, my associates, employees, or guests. I also understand and agree that neither the Embassy Suites Lexington, Silver Lining Productions Inc., nor Silver Lining staff shall have any liability or responsibility for injury, theft or damage to my goods, or any other loss or damage that might be incurred by me in connection with my attendance at the market, inclusive of the time period of my arrival and departure from the market. Exhibitor releases Silver Lining Productions Inc., and any Silver Lining staff from any and all liability in connection with the use of, capture of, display of and changes to all pictures, images or video which is posted on any and all social media websites and/or on the show website. I have read and understand all terms of this agreement, expressed and implied. I understand my credit card may be charged to bring a delinquent account current. I have read and understand the Indemnification Clause & Agreement to Pay Damages included in this exhibitor kit - SEE LAST PAGE.

**Terms & Conditions must be accepted by applicant.**

**By submitting a contract, the Exhibitor acknowledges and agrees to abide by all Silver Lining Productions Inc./Bluegrass Buyers' Market Policies and Terms, both written and expressed.**

## **INDEMNIFICATION**

Bluegrass Buyer's Market Exhibitors and their agents and contractors shall indemnify, hold harmless and defend Silver Lining Productions Inc., KSTA, Bluegrass Buyer's Market, Andrea Mohr, and Embassy Suites/Hilton from and against any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failures to act, or negligence of the Exhibitor, or any of its officers, agents, employees, invitees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of Show Terms, Conditions or Rules, or damage of any kind or nature arising out of or in connection with the Exhibitor's use and /or occupancy of Exhibit Space, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a registered trademark. The INDEMNIFIED PARTIES shall not be held liable for, and are released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees, or other representatives, resulting from theft, fire, water, accident, or any other cause. The Exhibitor is responsible and accountable for the actions of its staff and any appointed contractor or vendor.

**PRIVACY POLICY & WAIVER OF LIABILITY** The following policy applies to all attendees of trade shows produced by Silver Lining Productions Inc., who include but are not limited to Exhibitors and Visitors. Silver Lining Productions Inc. reserves the right to modify its privacy policy at any time. Silver Lining Productions Inc. places the highest priority on earning and keeping our customers' trust and confidence. The health, safety, and well-being of all participants is our highest priority. Information gathered is considered professional information and will be used for Silver Lining's statistical analysis of trade show attendance and furnished to trade show exhibitors. Attendees agree to hold Silver Lining Productions Inc./Michigan Women's Wear Market/Embassy Suites Detroit-Livonia/REV Chicago Boutique Show/Market Xchange Showrooms/O'Hare Lake Office Park/Midwest Gift & Lifestyle Show/Association MIX Showrooms/Bluegrass Buyer's Market/Embassy Suites Lexington/The Indy Show/Embassy Plainfield Convention Center and Hotel and their owners, agents and contractors harmless from any and all claims, demands, lawsuits, liability, loss, cost, attorney fees and expenses of whatever kind of nature which arise out of a result from attending or participating in the Silver Lining Productions Inc. trade shows whether or not foreseeable, including without limitations, personal injuries to attendee or his/her invited guests. Attendees understand photographs may be used for the purpose of event promotion. Registration and/or participation in Silver Lining Productions Inc. events are an acknowledgement of personal responsibility and acceptance of the waiver of liability and hold harmless agreement, both written and expressed.



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