

Michigan Women's Wear Market 2025

A Silver Lining Production | Hosted at Embassy Suites Detroit-Livonia | www.SilverLiningShows.com

2025 EXHIBITOR ESSENTIALS KIT

February 2-3
Due 12/15/24
 Checks may be postdated to 1/01/2025

April 6-7
Due 1/15/2025
 Checks may be postdated to 2/01/2025

June 8-9
 Sample Sales Allowed
Due 4/15/2025

Sept 7-8-9
Due 6/01/2025
 Checks may be postdated to 6/15/2025

Nov 9-10
 Sample Sales Allowed
Due 9/01/2025

Welcome to the Michigan Womens Wear Market!

This Exhibitor Essentials Kit is for your information only.

Included are exhibit options, pricing, the show agenda, policies, guidelines and other helpful information.

All applications are now received from online submissions only.

Contact us to have an application link emailed to you.

Exhibit@SilverLiningShows.com | 248-348-7777

We are happy to help so please let us know if you have any questions or do not have access to the internet.

Cost to Exhibit is Registration Fee + 3 Night Stay at Embassy Suites + any optional items.
 Registration, Booth, Advertising and Rental Fees are paid to Silver Lining Productions Inc.
 The 3-night hotel stay is required and paid directly to the Embassy, which allows you to receive Hilton Honors Points.
 All reservations and room assignments for this event are made by Silver Lining Shows. Do not call the hotel directly.

REGISTRATION FEE OPTIONS	RATE
Standard Show Registration Fee	\$ 295.00
Premium Show Registration Fee Includes Full Page Color AD - \$250 Value!	\$ 350.00
Late Registration Fee \$50 See Due Dates Above	\$ 75.00
Associate Registration Fee See Policy on page 5	

SUITE EXHIBIT OPTIONS Details on page 3 | Suite Layout on page 5

Room Types : Two Room Suites with King Bed (Single) or Two Queen Beds (Double). All suites include a pull-out sleeper sofa.
 Requests for room types and specific locations are carefully considered and accommodated whenever possible but cannot be guaranteed.

BOOTH EXHIBIT OPTIONS	
ATRIUM	BALLROOM
<input type="checkbox"/> 5 x 10 Atrium Booth \$315	<input type="checkbox"/> 15 x 10 Ballroom Booth \$515
<input type="checkbox"/> 10 x 10 Atrium Booth \$365	<input type="checkbox"/> 15 x 15 Ballroom Booth \$765
<input type="checkbox"/> 10 x 15 Atrium Booth \$515	<input type="checkbox"/> 15 x 20 Ballroom Booth \$965
<input type="checkbox"/> 10 x 20 Atrium Booth \$600	<input type="checkbox"/> 15 x 30 Ballroom Booth \$1145
<input type="checkbox"/> 10 x 30 Atrium Booth \$810	<input type="checkbox"/> 15 x 40 Ballroom Booth \$1420

Contact us for availability.
 Booth space is limited and reserved on an annual basis.
 Please see Booth Policy on Page 6

DISPLAY RENTAL	Display Equipment price includes delivery, setup and tear down service
Main Floor Display Gold Wire Boutique Costumer + Signage in Registration Area	\$ 45.00
6' x 18" Classroom Style Table	\$ 15.00
Linen Tablecloth – White, 6' Banquet Size	\$ 5.00

➤ For more table, rack, and grid rental options, call or text Glenn at Universal Fixtures: 734-658-5698

ADVERTISE!	
Full Page Full Color AD Show Books Published in Print & Digital Formats - SELECT PREMIUM REGISTRATION	\$ 250.00
Snapshot AD Personalized Email + Social Media Campaign See Page 3 for Details	\$ 50.00
Graphic Design Service No ad copy? No problem! Let us design an ad for you.	\$ 50.00

- ✓ 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 payable to Silver Lining | 24742 Taft Road | Novi, MI 48375

GENERAL INFORMATION

Michigan Women's Wear Market | Embassy Suites Livonia-Detroit

Welcome Exhibitor!

We understand that selecting which trade shows to participate in is an important investment decision for your business. The MWWM is a professional, well established, and affordable trade show with a strong commitment to support you and celebrate your customers! Please review this information and don't hesitate to contact us at 248.348.7777 or Exhibit@SilverLiningShows.com if you have questions or need support of any kind.

Venue

Embassy Suites by Hilton Detroit-Livonia-Novi
Conveniently located right off of I-275 at Seven Mile in the suburb of Livonia, Michigan
www.embassysuites.hilton.com/Livonia
19525 Victor Parkway, Livonia, Michigan, USA, 48152

Cost to Exhibit | 2025

All options and fees are itemized on the Application to Exhibit.

- A show registration fee is charged to all exhibitors.
- A three-night stay (Saturday-Sunday-Monday) at Embassy Suites Livonia is required of all exhibitors.
- The room rate for **2025** is **\$132** + tax per night. Discounted rate of **\$111** for Friday night. *Rates subject to change.*
- Complimentary made-to-order breakfast and Manager's Reception are included
- Booth size and location determines the cost and includes an electrical hook-up. Exhibitors provide their own display equipment, setup materials, grounded extension power cords (75'), power strips and lighting.
- Display equipment such as tables, risers, grids, and racks are available for rent from an outside contractor.
- Free Parking and Upgraded Wi-Fi
- Policy and pricing changes are unlikely but may change without notice.

Hotel Reservations | Three Night Stay Required

Silver Lining handles all reservations for our group. Do not call the Embassy Suites to make or change a reservation. .

Check-in and set up day is Saturday at 4:00 pm. Check-out is Tuesday by 11:00 am.

Please note that we cannot guarantee table or display equipment delivery before 4:00.

Early arrivals welcomed! Friday Night Special Rate is **\$111 + tax**

February 2-3, 2025 Market

Check in: Sat 2/01 @ 4:00 pm
Check out: Tue 2/04 @ 11:00 am

April 6-7, 2025 Market

Check in: Sat 4/05 @ 4:00 pm
Check out: Tue 4/08 @ 11:00 am

June 8-9, 2025 Market

Check in: Sat 6/07 @ 3:00 pm
Check out: Tue 6/10 @ 11:00 am

September 7-8-9, 2025 Market

Check in: Sat 9/06 @ 3:00 pm
Check out: Wed 9/10 @ 11:00 am

November 9-10, 2025 Market

Check in: Sat 11/08 @ 3:00 pm
Check out: Tue 11/11 @ 11:00 am

FURNITURE MOVE OPTION

A furniture move maximizes the display space in the front living room of the suite.

See page 5 for the suite layout and dimensions

Furniture may be moved ONLY by the Embassy Suites Engineering Staff. The Embassy Suites charges **\$30** for furniture move service.

All furniture may be moved except the sofa and TV stand.

BOOTH EXHIBITORS – SLEEPING ROOM PREFERENCE

Booth Exhibitors will be asked to indicate a sleeping room type preference: King (Single) or Two Queen Beds (Double)

Please note: Due to limited inventory, Double Rooms cannot be guaranteed. All suites have a sofa-bed in the living room.

ADDITIONAL RESERVATIONS

Reserve an additional sleeping room for your Associate(s) at our group rate.

VEHICLE DESCRIPTION

You will be asked to provide a description of your vehicle, Make, Model, and License Plate Number.

About the Market

The history of the Michigan Women's Wear began in Detroit back in 1931. The MWWM is a regional wholesale trade show produced five times a year. The markets have a consistent date pattern and are scheduled for optimal retailer attendance based on the traditional seasonal fashion buying calendar, sell and delivery dates.

Regional B2B Trade Show

This is a private wholesale trade show event that is not open to the public. Entry is allowed only to qualified exhibitors and retailer buyers. Exhibitors receive a buyer's list of all registered attendees after each show.

Order Writing Show | No Cash & Carry Sales

This is an order-writing show only, where the 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.

Your customers are our #1 priority!

Here are some of the courtesies and amenities we are pleased to offer buyers:

- A warm welcome & efficient registration
- Buyer's Guide, professionally designed & published in digital and print media
- Email Campaigns, Postcards, and Social Media Marketing
- Complimentary Morning Coffee Bar
- Complimentary All-Day Refreshment Station offering Snacks, Soda, and Water
- Grab-N-Go Stations and rolling cart lunch service offers fresh and affordable lunch options
- ***Sunday Sip 'n Stroll*** Complimentary signature cocktails served from a rolling cart to buyers and reps. Buyers are invited to sip, stroll, and see what's new! Reps are encouraged to allow casual, no pressure browsing.

GUIDELINES & POLICIES

The following policies and procedures are intended to maintain and protect the integrity of the MWWM.

Please read carefully. Acceptance of all policies is required to exhibit.

Policies are subject to change.

Cancellation Policy

Show fees are non-refundable. Showroom/hotel suites may be cancelled without a penalty up to 72 hours prior to arrival as long as the Show 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 Hotel. **All reservations and changes for our group block are managed by Silver Lining. Do not call the Embassy to cancel a reservation.**

Associate Partner Policy

Only one show registration fee is charged per exhibit; however, if you partner with or co-represent lines, the Associate Partner Policy and fee will apply. Associate Partners are defined as partnerships co-representing lines on a salary or commission basis, who travel for or with a partner, who show at the markets to service trade, and require only one listing. Temporary showroom assistants and sales support staff are not considered associate partners.

Suite Exhibitors

The majority of MWWM exhibitors show in 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 and cannot be guaranteed. If you need double beds or more than one suite, indicate this on page 1 of this contract under "Exhibit Location Preference".

Market Days & Hours

The Michigan WW Markets are two day day events, except for the September show, which is three days. Day One 9:00 – 6 :00 Day Two 9:00 – 5:00, Day Three 9:00 – 4:00. Appointments are encouraged. To maintain the integrity of the show, exhibitors are required to be present and open for business during market hours.

Market Days & Hours Continued

Early tear down is disruptive and prohibited. Exhibitors may not tear down or remove items from suites or booths until after the market closes at 5:00 pm on MONDAY. A fine of \$200 is charged to exhibitors who vacate before show closes.

Early Arrival & Special Rate

A special rate is offered for early arrivals on Friday. Indicate Friday check-in on the application.

Exhibitor Badges

Exhibitors are required to wear name badges during market hours. Pick up your badge at the Welcome & Registration Desk.

Retailer Registration & Badges are Required

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

Cash & Carry Sales

The MWWM is a wholesale, order-writing market; however, the June and November shows allow for Sample Sales. Cash & Carry (selling and/or delivering merchandise) sales at all other markets are prohibited.

Shipping Merchandise to the Hotel | POLICY & HANDLING CHARGES

Please see the [Embassy Hotel's policy on Page](#)

Sales Support from Fashion Student Interns

We partner with Eastern Michigan University, Madonna University and the Art Institute to give fashion student interns an opportunity to experience the wholesale trade experience. If you would like to share your professional insight with a student intern in exchange for sales support, please contact Holly Mosher at hamosher@emich.edu or 734-385-6117.

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 AS QUICKLY AS POSSIBLE. 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.**

Signage & Displays

Professionally printed signs with showroom or line names are permitted on room windows & doors. No sale ads, price tags, discount signs/handouts are permitted in the window or outside of the room. Flat and free-standing displays such as banners or grid are allowed in the aisle outside your suite door. **PER THE LIVONIA FIRE MARSHAL MANDATES, NO ROLLING RACKS or TABLES are allowed in the hallway.** Exhibitors must maintain a reasonable walkway into their rooms with NO OBSTRUCTIONS. All displays must be free standing or attached to the hotel walls 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 of displays during move-in.

Electrical

Exhibitors are required to provide their own lights, extension cords and surge protectors to access power. Extension cords must be the grounded, 3-pronged type. Lighting must conform to the hotel's fire and safety standards. Any misuse is subject to a \$150.00 penalty fee. To prevent surges and power outages, booth exhibitors may use power boxes (provided at no charge) and are encouraged to have 75' extension cords. Extension cords are not provided by MWWM or Embassy Suites Hotel. Embassy's engineering staff will be on hand to assist you with proper and safe connections.

Housekeeping Service

Rooms must be open, cleaned, and ready for business with housekeeping carts off the floor by 9 AM on both days. Rooms with *Do Not Disturb* signs posted on their door will be bypassed. All rooms must be available for cleaning before 7:00 AM both Sunday and Monday. Please consult your hotel check-in information for your scheduled cleaning time.

Marketing & Promotional Items

MWWM staff is happy to distribute promotional totes and give-a-ways for you at the Welcome & Registration Desk.

Complimentary Breakfast & Manager's Reception

A cooked-to-order breakfast and evening reception is included with your room rate. Consult your guest directory for menus and service times. There is a complimentary cocktail reception every evening.

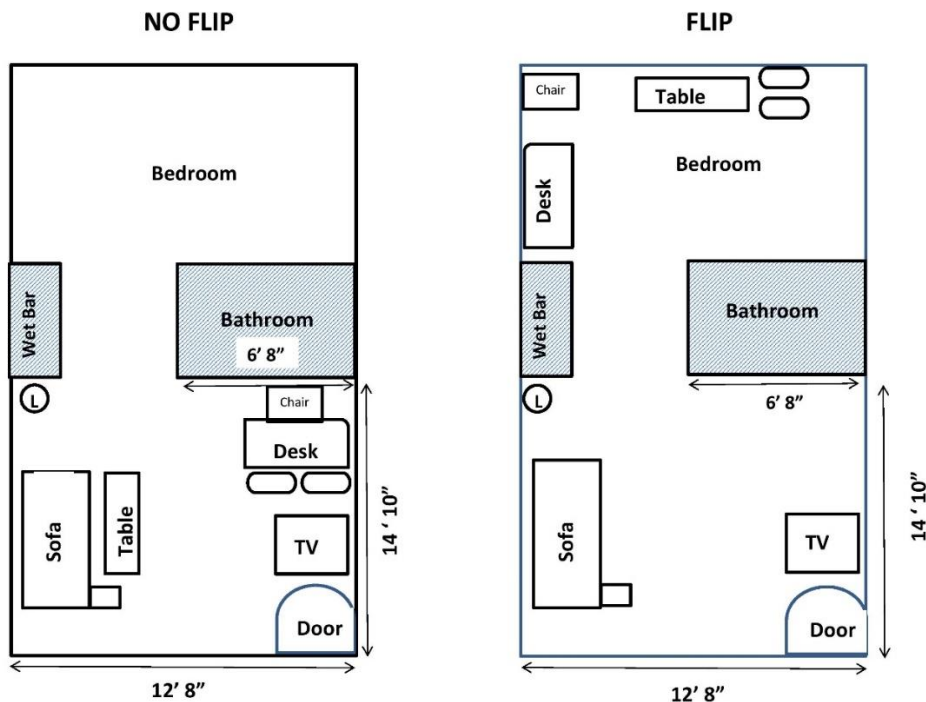
Lunch Service

Lunch is available from room service and at the Ganders Restaurant & Lounge. We also offer a Grab 'n Go station and rolling lunch cart service for all exhibit areas from 11:30 am to 1:00 pm on both Market days. The menu includes an assortment of a la carte items and combos of salads, wraps, sandwiches, soup, potato chips, soda or bottled water, and a cookie.

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 maintained through the space at all times.
- 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 FLUORESCENT 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.
- MWWM and hotel staff must be allowed to pass through the premises at all times to inspect for compliance.

Michigan Women's Wear Market | Embassy Suites Detroit-Livonia Exhibit Room Furniture Move Options



FURNITURE MOVE & AGREEMENT TO PAY DAMAGES

Upon check-in at the Embassy Suites Livonia/Detroit, you will be required to sign a form which indicates that you will be held responsible for any damage to the room or furniture. **The Embassy requires that furniture be moved only by their Engineering staff.**

Booth Exhibit Policy

High demand for limited booth exhibit space at the MWWM requires us to establish a fair and reasonable policy for assigning booths. To that end, we have established a booth policy summarized below:

PRIORITY ASSIGNMENT

- First priority assignment of booth space will be assigned by seniority and commitment to all five markets.
- Second priority will be given to exhibitors who show four times per year.
- Requests by exhibitors showing at three or fewer shows will be subject to availability and may be allocated by lottery.
- Booth space may be reserved and renewed annually for the exhibitor who qualifies for first priority assignment.
- If a space reserved by an exhibitor who shows four times per year is requested by an exhibitor who will commit to five times per year, the current exhibitor will be notified and offered the option to exhibit at the fifth show to avoid forfeiture of the booth or accept another size and/or location, if available.
- In the event that two exhibitors request the same space, and both commit to five shows per year, allocation will be based on seniority.
- Unreserved booths will be allocated first by the waiting list and then by lottery.
- Booth locations may be rotated within an area from show to show.

MANDATORY HOTEL STAY

A three (3) night hotel stay at the Embassy Suites Livonia Hotel is required of all booth exhibitors.

UNFURNISHED BOOTH

Exhibitors have varying display needs, and many have their own display equipment. Except for carpet/tile flooring, chairs and wastebaskets, booths are unfurnished. MWWM has contracted with a reputable outside vendor for the rental of display equipment, such as grid and rolling racks. Please note that booth exhibitors provide their own extension cords (75' is recommended), surge protectors and LED lights. These items are not available for rent.

ELECTRICAL

There is no charge for electrical service and power boxes are also provided at no charge, if necessary.

WAIT LIST | VACANCIES

Vacancies happen! Contact us for availability at Exhibit@SilverLiningShows.com or 248-348-7777.

CANCELLATION

Cancelling a Show Due to Emergency

- If an emergency occurs within 10 days of the show that forces you to cancel, we will cancel your 3-night hotel stay and make every effort to resell your booth space. If we are able to resell the booth, a 50% refund will be issued. The registration fee is not refundable.

Electing to Skip a Show for Personal Reasons

- Advance notice of your intention to skip a show must be given before the contract due date.
- You have the option of paying the booth fee to retain your reserved booth or releasing the space.
- Subletting space is strictly prohibited.

EMBASSY SUITES LIVONIA-DETROIT | Shipment Guidelines & Handling Charges
Updated 6/2023

- Any materials shipped to the Embassy Suites Livonia MI should not arrive earlier than five days prior to the function and may not remain on property longer than two days after the completion of the function or additional fees may be assessed.
- Any package that arrives prior to five days before an event will be charged \$5 per day.
- For each box delivered to or removed from your event space, there will be a \$3 charge per box, up to 40 pounds (combined total weight of packages). Then \$25 per every 40 pounds (combined total weight of packages).
- Guests are responsible for the shipment of packages from the hotel after their function concludes. All shipping arrangements and charges are to be made and paid for by the Exhibitor.

Michigan Women's Wear Market exhibitors may pick up their packages in the sales office rather than have them delivered. Any packages remaining after 4 PM on Saturday/set up day will be delivered and charged a handling fee.

**If you would like to have your packages delivered to your room
Please address packages to:**

"WW Delivery"

Attn: "Person to receive package"
c/o Embassy Suites
19525 Victor Parkway
Livonia MI 48152

**If you would like to pick up your packages
Please address packages to:**

"WW Pickup"

Attn: "Person to receive package"
c/o Embassy Suites
19525 Victor Parkway
Livonia MI 48152

INDEMNIFICATION Michigan Women's Wear Market / "Metro-Michigan Show" Exhibitors and their agents and contractors shall indemnify, hold harmless and defend Silver Lining Event Company, Silver Lining Productions Inc., Michigan Women's Wear 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 first 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 agrees 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 taken 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.



www.SilverLiningShows.com