

The Northern Michigan Show

An Enthusiastic Silver Lining Production!

Hosted at The Ellison Place | 150 Dale Road | Gaylord MI 49735

2025 EXHIBITOR ESSENTIALS KIT

FEBRUARY 5 - 6, 2025

Submit Application By 12/31/2024

SEPTEMBER 3 - 4, 2025

Submit Application By 6/01/2025

Welcome to The Northern Michigan Show!

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.

REGISTRATION OPTIONS		RATE
Show Registration Fee	\$	295.00
Premium Show Registration Includes Full Page Color Ad \$250 Value!	\$	350.00
Late Registration Fee See Due Dates Above	\$	50.00
BOOTH OPTIONS		RATE
10 x 10 Booth	\$	425.00
10 x 15 Booth	\$	495.00
10 x 20 Booth	\$	565.00
10 x 30 Booth	\$	695.00
10 x 40 Booth	\$	925.00
UPGRADES + OPTIONAL ITEMS		
Hard Back Wall	\$	50.00
Corner Booth (two sides open to aisles)	\$	75.00
End Cap Booth (three sides open to aisles)	\$	125.00
8' x 30" Banquet Table and 8' Round Table (Linens are not available to rent)	\$	25.00
Mannequin Display + Signage at Welcome & Registration Area	\$	40.00
Full Page Color Ad in Show Directory Select Premium Registration	\$	250.00
Snapshot Ad - Personalized Email & Social Media Campaign	\$	45.00

Silver Lining Shows

CONTACT US

Exhibit@SilverLiningShows.com

248.348.7777



www.SilverLiningShows.com

We welcome you to join us!

Contact us to receive the Application to Exhibit

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 checks

Make checks payable and remit to:

Silver Lining Productions | 24742 Taft Road | Novi, MI 48375

The Northern Michigan Show 2025 | **EXHIBITOR AGENDA**

MARKET DATES	February 5-6, 2025 September 3-4, 2025
MARKET HOURS	9:00 – 5:00 Extended Hours Available Contact us to arrange appointments outside regular hours.
VENUE	THE ELLISON PLACE 150 Dale Road Gaylord MI 49735 Conveniently located directly off I-75 in Gaylord, one of the most centrally located cities in all of Northern Michigan. FREE PARKING.
MANAGEMENT	Silver Lining Productions Inc. Exhibit@SilverLiningShows.com 248-348-7777 Cell 248-882-7191

SET UP | DAY BEFORE

- Set up hours are 4:00 – 8:00 pm.
- **If you arrive earlier than 4:00, please be prepared to wait.**
- **Use side garage door or rear loading dock areas only. Do NOT use front glass doors for rolling racks or carts. Use front glass doors for handheld items only.**
- Please be courteous and remove your vehicle immediately after unloading.
- Rented tables will be placed in your booth. Chairs are on racks for self-service.
- Ellison Place is a special events venue. PLEASE use extra caution to avoid damage to walls.
- Ellison Place is non-union facility, which allows exhibitors to set up with their own staff and lowering overall costs. Exhibitors may bring in their own tables, lights, LED display fixtures, etc.
- Supplemental lighting is encouraged. Only LED bulbs are allowed.
- Exhibitors bring their own extension cords (50' – 75') and surge protectors.
 - 3" Gaffers tape is recommended for taping down electrical cords.
- Nothing can be tacked, nailed, screwed, or otherwise attached to the walls, floors, ceiling, furniture, or other property of the Convention Center.

TEAR DOWN & MOVE OUT

- Tear down is the exhibitor's responsibility, and the booth must be left in the condition it was found. Ellison Place and Silver Lining will inspect the convention center following our event.
- Tear down begins after the show closes at 5:00 pm and must be completed by 8:00 pm.
- Boxes must be broken down and all trash bagged and taken to loading dock for removal. Non-compliance requiring convention staff labor will be charged to the exhibitor.
- Early tear down is prohibited and subject to a fine.

SHOW HOURS

Show Hours are 9:00 – 5:00.

Building is open at 7:30 am | Welcome & Registration Desk opens at 8:30 am

Booths must be staffed and open for business during show hours.

Extended hours may be available. Contact us to arrange for early or after-hours appointments.

Northern Michigan Show 2025 | **BOOTH PACKAGES**

We offer semi-furnished booths to keep the cost affordable and because display equipment needs vary greatly among exhibitors.

DISPLAY EQUIPMENT

See page 1 of this application for items available for rent. The Ellison Place is a non-union facility. Exhibitors are encouraged to bring their own display equipment, tables, chairs, lighting, etc.

ELECTRICAL

Electrical service is included at no extra charge. There is no limit to the number of LED light fixtures you can use. Note that the outlet may not be in your booth. Exhibitors provide their own extension cords (50' -75'), surge protectors, and gaffers tape to secure electrical cords to the floor.

Northern Michigan Show Booth Packages Includes:

- Buyer Registration List from Previous Show upon request
- Buyer Registration List Post-Show
- Exhibitor Tabletop Identification Sign
- Chairs
- Complimentary Wireless High-Speed Internet Access | No Password Required
- Electrical Service – Note: Exhibitors provide their own extension cords

WHOLESALE TRADE SHOW EVENT

The Northern Michigan Show is a wholesale trade show event that is a B2B event and not open to the public. Entry is allowed only to qualifying exhibitors and retailers.

ORDER WRITING SHOW

This is an order-writing show only, where the items are shipped later directly from the manufacturer. There is no “cash and carry” business where items are purchased and taken from the exhibitor at the show.

BADGES

Exhibitor & Buyer name badges must be worn at all times.

FREE PARKING

There is plenty of parking and no parking charges. Please park your vehicle and trailers at the rear or far side of the parking lot to keep the front and center spaces open for buyers.

CANCELLATION POLICY

Registration Fees are non-refundable. Due to the short period of time between the execution of this agreement and the event dates, Booth Fees are refundable based on Silver Lining Production Inc.’s ability to resell the cancelled space.

DATE OF DECISION TO CANCEL

More than 120 Days Prior to Set-up Day	100% Booth Fee Refunded when booth is resold.
Less than 120 Days Prior to Set-up Day	50% Booth Fee Refunded when booth is resold.
If Booth Space is not resold	No Refund

The Cancellation & Refund Policies are established to be a fair and reasonable way to serve the best interests of the individual exhibitor and the market membership at large; as well as to honor and preserve the contractual agreement between Silver Lining Productions Inc. and The Ellison Place.

BUYER REGISTRATION LISTS

Registered Exhibitors in good standing may request the Northern Michigan Show's Buyer List prior to the show. **Pre-show marketing and advertising efforts are well-rewarded as this is an appointment driven show.** The Buyer Registration List will be provided after each show at no charge.

SPONSORSHIP OPPORTUNITIES!

Coffee & Cookie Bar, Signature Cocktail named for your brand, and more! Contact Andrea Mohr for sponsorship details and pricing. Exhibit@SilverLiningShows.com or 248-348-7777

SNAPSHOT ADS

Affordable and effective advertising! We will create a personalized email campaign for you with up to FIVE (5) JPEG images. E-blasts will be sent to our vast retailer database and posted to social media.

SHIPPING & RECEIVING

There are no drayage services; all shipments are scheduled and handled by the exhibitor. Do not schedule any shipments to arrive at The Ellison Place more than two days before an event. The Ellison Place is not staffed daily so Silver Lining must be notified of all incoming and outgoing shipments.

Contact Silver Lining for shipping directions and label: Exhibit@SilverLiningShows.com.

Your packages will be held in storage at Ellison Place; there may be a nominal handling charge.

Do not schedule delivery for more than two (2) days before set up day.

Pallets are NOT accepted. Ship products in individual boxes weighing 40# or less.

PRODUCTION GUIDELINES

Exhibitors must agree to abide by all the Event Production Guidelines & Regulations, both expressed and implied, of The Northern Michigan Show, Silver Lining Productions Inc. and The Ellison Place.

PHOTOGRAPY & VIDEO POLICY

Cameras and related equipment will not be permitted in the exhibit areas without prior written approval from Silver Lining Productions Inc.

MARKETING & PROMOTIONAL ITEMS

Silver Lining's Registration Staff will be happy to distribute your promotional items & printed material to Retail Buyers at the Welcome & Registration Desk.

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./Northern Michigan Show/Elison Place/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/MIX Apparel and Gift Mart/DIR Development/RSA/Bluegrass Buyers Market/Embassy Suites Lexington/The Indy Show/Hamilton County Exhibition Center/ 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.