

Michigan Women's Wear Market

Apparel | Accessories | Jewelry | Footwear | Gift + Lifestyle

NEW VENUE! Sheraton Ann Arbor Hotel

3200 Boardwalk Street | Ann Arbor, MI 48108-1774

APPLICATION
REVISED
MARCH 2025

2025 EXHIBITOR ESSENTIALS KIT

April 6-7

**Due Now – No Later than
March 20, 2025**

June 8-9

Sample Sales Allowed
Due April 1, 2025

September 7-8-9

Due May 1, 2025

November 9-10

Sample Sales Allowed
Due July 1, 2025

Welcome to The Michigan Womens Wear Market!

A Silver Lining Production

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 received from online submissions only.

Contact us to have an application link emailed to you.

Exhibit@SilverLiningShows.com | 248-348-7777

REGISTRATION OPTIONS

- ◆ Standard Registration \$ 300.00
- ◆ Premium Registration | Includes Full Page Color AD - \$250 Value! \$ 350.00
- ◆ Associate Fee | See Policy on Page 4 \$ 75.00
- ◆ Late Fee | Venue Deadlines Require Strict Enforcement of Due Dates \$ 100.00

BOOTH PACKAGES | See Page 2 for Details

New! Booths Include Tables + All-Day Coffee Bar + Comp WiFi + Booth ID Signage ++

- ◆ 10' x 10' Booth | Includes One Table \$ 375.00
- ◆ 10' x 20' Booth | Includes One Table \$ 600.00
- ◆ 10' x 30' Booth | Includes Two Tables \$ 825.00
- ◆ Coach's Room | Includes One Table \$ 825.00
- ◆ 10' x 40' Booth | Includes Three Tables \$ 1,100.00
- ◆ 10' x 50' Booth | Includes Three Tables \$ 1,375.00
- ◆ If Booth is in an area that requires 15' deep booths, the equivalent square footage will be provided.

OPTIONAL BOOTH UPGRADES

- ◆ Perimeter Booth + Back Wall + Easy Access to Electrical Wall Outlet \$ 50.00
- ◆ Corner Booth + Two Open Sides to Aisles \$ 75.00
- ◆ Personal Wastebasket and Liners \$ 15.00

ADDITIONAL TABLE RENTAL | Booth Packages include 1-2 Tables | See Page 2 for Details

Nice! Premium tables have covered legs and finished top. No linen required.

- ◆ 8' x 30" Banquet Table or 8' x 18" Conference Table \$ 20.00

DISPLAY RENTAL

- ◆ Main Floor Display | Golden Girl Wire Mannequin + Signage in Registration Area \$ 40.00

ADVERTISEMENT + SPONSORSHIP OPPORTUNITIES

- Full Page Color Ad | Select Premium Registration! \$ 250.00
- Snapshot Ad | Personalized Email + Social Media Marketing Campaign \$ 50.00
- Sponsorship Opportunities | Contact us for information! \$

MICHIGAN WOMENS WEAR MARKET | GENERAL INFORMATION

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.

What's New in 2025?

Beautiful New Venue & Excellent Location

Sheraton Ann Arbor Hotel
3200 Boardwalk Street
Ann Arbor, MI 48108-1774

MWWM is held in the elegant ballrooms & event section of the hotel.

More for Exhibitors!

Table(s) Included in Booth Package
Complimentary All-Day Coffee Bar for Exhibitors
Scheduled Load In Times
Group Rate Available 2 Days Before/After Event

More for Buyers!

Complimentary All-Day Coffee Bar
Complimentary Continental Breakfast & Afternoon Hors d'oeuvres
Buyer-Guide-at-a-Glance
Tradeshow Totes
Group Hotel Rate Available

About the Market

The history of Michigan Women's Wear began in Detroit back in 1931. 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 organized by Silver Lining Productions Inc. This event is not open to the public. Entry is allowed only to qualifying exhibitors and retailers. Exhibitors receive a comprehensive post-show buyer registration list. Pre-show marketing and advertising efforts are well-rewarded as this is an appointment driven show.

Order Writing Show | No Cash & Carry Sales

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.

EXCEPTION | Sample Sales allowed at June & November markets

10 x 10 BOOTH PACKAGE

- 1 - Exhibitor Identification Sign
- 1 - 8' x 18" or 8' x 30" Table
- 3 - Chairs
- Wireless High-Speed Internet
- Complimentary Coffee
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show

10 x 20 BOOTH PACKAGE

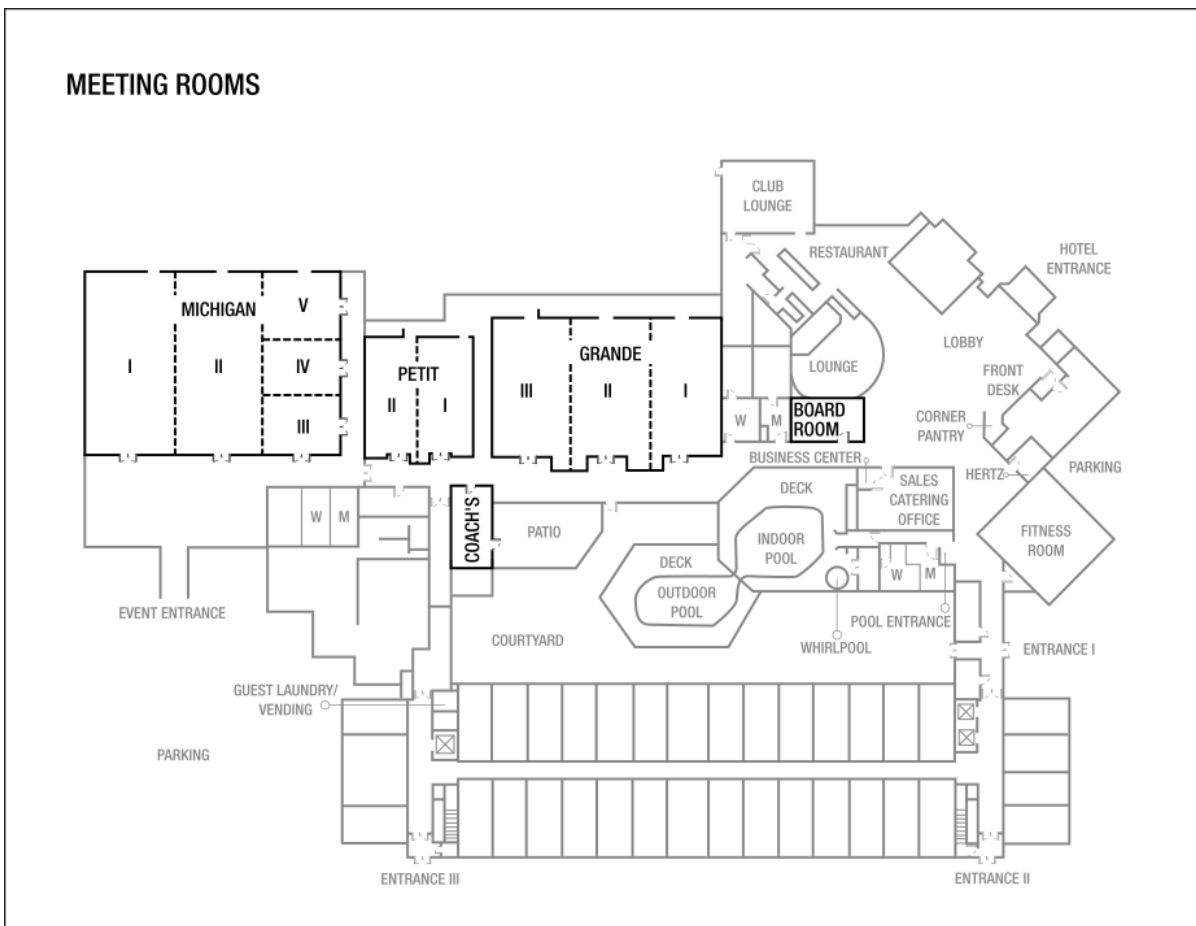
- 1 - Exhibitor Identification Sign
- 1 - 8' x 18" or 8' x 30" Table
- 5 - Chairs
- Wireless High-Speed Internet
- Complimentary Coffee
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show

10 x 30 BOOTH PACKAGE

- 1 - Exhibitor Identification Sign
- 2 - 8' x 30" Tables
- 8 - Chairs
- Wireless High-Speed Internet
- Complimentary Coffee
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show
- If Booth is in an area that requires 15' deep booths, the equivalent square footage will be provided

10 x 40 - 10 X 50 BOOTH PACKAGE

- 1 - Exhibitor Identification Sign
- 3 - 8' x 30" Tables
- 12 - Chairs
- Wireless High-Speed Internet
- Complimentary Coffee
- Active Retailer List Pre-Show on request
- Buyer Registration List Post-Show
- If Booth is in an area that requires 15' deep booths, the equivalent square footage will be provided



Cost to Exhibit

We are pleased to offer our exhibitors more value for their trade show investment at MWWM Ann Arbor. All options and fees are itemized on Page 1 and the Online Application to Exhibit.

- Registration Fee + Booth Fee + Three Night Stay at Sheraton Ann Arbor Hotel + Any Optional Items
- Registration Fees + Booth + Optional Items paid to Silver Lining.
- The hotel rate for 2025 is \$149 + tax and paid directly to the Sheraton, which allows you to receive Marriott Bonvoy points.
- All hotel reservations for this event are made by Silver Lining Shows. Do not call the hotel directly.
- Parking is **FREE**
- Policy and pricing changes are unlikely but may change. Notification will be made as soon as possible.
- Returned Checks or ACH Payments incur a \$50 Fee.

We love your customers!

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

- ✓ A Warm & Friendly Welcome
- ✓ Efficient Registration
- ✓ Complimentary All-Day Coffee Bar
- ✓ Complimentary Continental Breakfast
- ✓ Fresh, Affordable, Grab 'n Go Lunch Station
- ✓ Complimentary Afternoon Hors d'oeuvres & Refreshments
- ✓ Buyer Guides, professionally designed & published in both print and digital media
- ✓ Exhibitor & Brand Directory online at www.SilverLiningShows.com
- ✓ Email + Social + Industry Media Marketing
- ✓ Tradeshow Totes
- ✓ Free Parking

GUIDELINES & POLICIES

Market Days & Hours

The MWWM Hours are Day One 9-6, Day Two 9-5, and Day Three 9-3. Exhibitors are required to be present and open for business during market hours. Exhibitors may not tear down or remove items from booths until after the market closes. An early move-out fine of \$200 is charged to exhibitors who vacate before the show closes. Contact us to arrange for appointments before or after the published market hours.

Application Due Dates

Due dates are earlier than previous years and strictly enforced by the Sheraton Ann Arbor Hotel to guarantee the meeting space and number of hotel rooms. Also, adequate time is needed to accommodate our advance deposit schedule, staff the shows, publish the directories, and promote the shows well.

Set Up Day

Exhibitors load in and set up on the day before the show.

Scheduled Set Up Hours are 10 am – 8 pm. Please be prepared to wait if you arrive before the established set up time.

As a courtesy to others, please load and unload your vehicle as quickly as possible.

Remove your vehicle from the loading dock as soon as possible.

Set up must be completed before 10:00 pm.

Exhibitor Badges

Provided upon request. Request your badge at the Welcome & Registration Desk.

Retailer Registration & Badges are Required

Buyers are qualified according to the Silver Lining's Show Admission Policy and required to register their attendance at each market. Name badges must be worn during show hours.

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.

Sheraton Ann Arbor Hotel is Pet Friendly

\$75 Fee and Advance Notice is REQUIRED. Misconduct or failure to add a pet to your reservation will result in a fine.

Cash & Carry Sales are Prohibited

MWWM is an order taking market only.

Selling and/or delivering merchandise at the market will be considered as a direct violation of market policy and decorum.

Sample Sale Exception

Sample Sales are allowed at the June and November shows.

Cancellation Policies

Hotel Reservations

All Hotel Reservations for our group are made by Silver Lining.

DO NOT call the Sheraton to change or cancel your hotel room reservation.

Hotel reservations cancelled within 48 hours from check-in date will be charged for one night + tax.

Show Fees are non-refundable after the application due date

Booth Cancellation

More than 90 days prior to Set Up Day 100% of Booth Fee refunded when booth is resold

Less than 90 days prior to Set Up Day 80% of Booth Fee refunded when booth is resold

If Booth space is not resold No Refund

Subletting booth space is prohibited.

Respect for Property & Code of Conduct

- No outside alcohol is permitted in the Ballroom Event Section of the Sheraton Ann Arbor Hotel.
- Smoking/Vaping is allowed only in designated areas.
- Exhibitors are required to leave the booth in the same condition it was found.
- All garbage must be placed in trash bins.
- Do not leave garbage on the floor of your booth (broken hangers, coffee cups, etc.)
- Use only 3M removable tape and hooks on walls.
- All adhesives must be removed from walls before exhibitor departs.
- NO push pins, nails, hooks or permanent tape are to be used.
- Violation Fines & Restoration Charges will be imposed as damages may cause event to be cancelled.

Electrical Service

Electrical service is easily accessible from perimeter walls and/or drop downs. See page 1 for pricing. Exhibitors provide their own lights, and surge protectors to access power. Extension cords must be grounded, 3-pronged type and the suggested length is 25'. Lighting must conform to Marriott fire and safety standards. Any misuse is subject to a \$150.00 penalty fee. Please note that extension cords are not provided by Silver Lining or the Exhibition Center.

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.

Display, Rolling Rack & Grid Rental

Call or text Glenn at Universal Fixtures (734) 658-5698

Porter Service

Hotel staff is increased for our shows and bellman are eager to assist you at check-in. Please tip generously for excellent service!

Marketing & Promotional Items

The Silver Lining registration staff are happy to distribute promotional products for you at the Welcome Desk.

Grab 'n Go Lunch Stations

Affordable, fresh, made-to-order lunch served daily 11:30 – 1:30.

Sheraton Ann Arbor's Signature Restaurant

Savor innovative American cuisine at Share Wine Lounge & Small Plate Bistro, our signature hotel restaurant here in Ann Arbor. Gather with friends, family or colleagues and enjoy our sharable plates, cocktails and a comfortable, casual dining experience. Open every day 6:00 AM – 11:00 PM

Shipping Guidelines & Handling Charges

- IMPORTANT – Hotel must be notified (3) days in advance of materials, merchandise, or any other items shipped to the hotel.
- Shipments should not arrive earlier than three (3) 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 \$10 per day.
- Handling Fees cover receipt of shipment, secured storage, and delivery to booth.
 - 0 lbs – 5 lbs \$ 5 per box
 - 6 lbs – 20 lbs \$10 per box
 - 21 lbs – 50 bs \$25 per box
 - Over 50 lbs \$35 per box
- NO Crates or Pallets accepted.
- NO C.O.D. shipments accepted.
- Exhibitors are responsible for outgoing shipment of packages from the hotel after the event concludes. All shipping arrangements and charges are to be made and paid for by the Exhibitor.
- See the next page for MAILING LABEL

MAILING LABEL

Please address packages to:

Attention: <Name of Onsite Contact>
Event: Silver Lining Show <Arrival Date>
SHERATON ANN ARBOR HOTEL
3200 Boardwalk Street
Ann Arbor, MI 48108

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 throughout the meeting space, pre-function space, and hallways.
- No doorways marked with an exit sign may be blocked or covered for any reason.
- Nothing may be suspended from the ceiling, ceiling sprinkler heads, lights, or light tracks.
- All supplemental lighting must use LED OR FLUORESCENT BULBS ONLY. No halogen bulbs are allowed.
- 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 must be secure and placed out of pedestrian traffic.

INDEMNIFICATION

The "Michigan Womens Wear Market" Exhibitors and their agents and contractors shall indemnify, hold harmless and defend Silver Lining Event Company, Silver Lining Productions Inc., Andrea Mohr, Silver Lining Productions Inc. Employees, Associates and Sheraton Ann Arbor Hotel/Marriott 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 /Tipton County Event Center/Bluegrass Buyer's Market/Embassy Suites Lexington UK Coldstream/The Indy Show/Hamilton County Fairgrounds & Exhibition Center/MIX Apparel and Gift Mart/2400 Building Management, 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.

CONTACT US

We are happy to help!
Silver Lining Dream Team
Exhibit@SilverLiningShows.com | 248-348-7777

