

MICHIGAN WOMENS WEAR MARKET

Apparel | Jewelry | Accessories | Footwear | Gift + Lifestyle

American 1 Event Center

128 W. Ganson Street | Jackson MI 49201

2027 EXHIBITOR ESSENTIALS KIT

Thank you for your interest in exhibiting at the Michigan Women's Wear Market!

The Exhibitor Essentials Kit is for your information and includes exhibit options, pricing, and show agenda.

All applications are received from user-friendly, online submissions only.

Contact us to request an application or if you have any questions.

Exhibit@SilverLiningShows.com (248) 348-7777

FEBRUARY 7-8

Show Hours

*NOTE LATER HOURS ON SUNDAY

Sunday 12 noon - 7 Monday 9-5

*NOTE EARLY SET UP

Sun, 2/6 @ 6 am

Application Due

11/30/2026

APRIL 4-5

Show Hours

Sunday 9-6 Monday 9-5

Set up Sat, Apr 3 @ 12 noon

Application Due

1/15/2027

SEPTEMBER 12-13-14

Show Hours

Sunday 9-6 Monday 9-5 Tuesday 9-2

Set up Sat, Sep 11 @ 12 noon

Application Due

5/01/2027

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 Registration Fee	\$ 50.00
♦ Returned Checks or ACH payments	\$ 100.00

BOOTH PACKAGES | See Page 2 for Details

♦ 10' x 10' Booth Includes One Table	\$ 380.00
♦ 10' x 15' Booth Includes One Table	\$ 540.00
♦ 10' x 20' Booth Includes One Table	\$ 620.00
♦ 10' x 30' Booth Includes Two Tables	\$ 850.00
♦ 10' x 40' Booth Includes Two Tables	\$ 1,140.00
♦ 10' x 50' Booth Includes Three Tables	\$ 1,425.00

OPTIONAL BOOTH UPGRADES

♦ Perimeter Booth + Back Wall + Access to Electrical Outlet	\$125.00
♦ Corner Booth + Two Open Sides to Aisles	\$ 125.00

ADDITIONAL TABLE RENTAL | Booth Packages include 1-3 tables. See Page 2 for Details

♦ 8' x 30" Banquet Table	\$ 15.00
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REGISTRATION DISPLAY

♦ Main Floor Display Golden Girl Wire Mannequin + Signage in Registration Area	\$ 30.00
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ADVERTISEMENT + SPONSORSHIP OPPORTUNITIES

- Full Page Color Ad | **\$250 Value!** Select Premium Registration
- Snapshot Ad | Personalized Email + Social Media Marketing Campaign \$ 50.00
- Sponsorship Opportunities – Coffee Bar, Buyer Lunch, Dessert Cart, Swag Bags, etc. Contact us for details.

Welcome Exhibitor!

We understand that selecting which trade shows to participate in is an important investment decision for your business. The Michigan WW Market is a professional, well established, and affordable trade show with a strong commitment to supporting you and celebrating your customers.

Please review this information carefully. Contact us 248.348.7777 or Exhibit@SilverLiningShows.com if you have questions or need support of any kind.

About the Market

The history of Michigan Women's Wear began in Detroit back in 1931. We are a regional wholesale trade show produced three times a year, scheduled to optimize retailer attendance based on seasonal fashion buying and delivery dates.

Regional B2B Trade Show

This is a private wholesale trade show event originated in the 1930's and organized by Silver Lining Productions Inc. since 2010. 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.

10 x 10 BOOTH PACKAGE

- 1 - Exhibitor Identification Sign
- 1 - 8' x 30" Table
- Chairs are included – as many as you need.
- Tables and chairs are available on racks for self-service.
- Carpeted flooring
- 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 12-15' deep booths, the equivalent square footage will be provided.

10 x 20 BOOTH PACKAGE

- 1 - Exhibitor Identification Sign
- 1 - 8' x 30" Table
- Chairs are included – as many as you need.
- Tables and chairs are available on racks for self-service.
- Carpeted flooring
- 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 12-15' deep booths, the equivalent square footage will be provided.

10 x 30 BOOTH PACKAGE

- 1 - Exhibitor Identification Sign
- 2 - 8' x 30" Tables
- Chairs are included – as many as you need.
- Tables and chairs are available on racks for self-service.
- Carpeted flooring
- 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 12-15' deep booths, the equivalent square footage will be provided.

10 x 40 BOOTH PACKAGE

- 1 - Exhibitor Identification Sign
- 2 - 8' x 30" Tables
- Chairs are included – as many as you need.
- Tables and chairs are available on racks for self-service.
- Carpeted flooring
- 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 12-15' deep booths, the equivalent square footage will be provided.



About the Venue

Built in 2020, the American 1 Event Center is conveniently located in South Central Michigan, just minutes off I-94 and within walking distance of the historic and revitalized downtown Jackson.

Cost to Exhibit

We respect your trade show investment by delivering a professional, affordable, and essential event with true value for you and your customers. Fees are detailed on Page 1 and the online Application to Exhibit.

- Registration Fee + Booth Fee + Optional Items
- Free parking

Rolling Rack & Grid Rental

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

Sales Support from Fashion Student Interns

We partner with Eastern Michigan University 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.

We love and appreciate your customers!

The buyer's experience is our #1 priority. Here are some of the amenities we are pleased to offer to your customers:

- Warm welcome and efficient registration
- Free parking
- Lunch Tickets for Retail Buyers
- Complimentary all-day coffee bar and refreshments
- Discounted Silver Lining group block hotel rates at Marriott properties.
- Buyer Appreciation Raffles for Free Night Hotel Stay & \$25 Visa Gas Cards
- Professionally designed Buyer Guides in print and digital media
- Online exhibitor and brand directory
- Email, social, and industry media marketing
- Silver Lining trade show swag and totes

GUIDELINES & POLICIES

Market Days & Hours

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.

Extended Hours: Extended working hours may be possible. **Contact us in advance** to arrange appointments before or after the published market hours. We will do our best to accommodate you.

Set Up Day

Unless otherwise indicated, exhibitors load in and set up on the day before the show.

Typical Set Up Hours are 12 noon – 9 pm but may vary from show to show.

You will receive the Exhibitor Bulletin email with all details prior to each show.

Please be prepared to wait if you arrive before the established set up time.

Load in at any of the four garage doors on the Plaza side of the building. Do not drive your vehicle inside the building.

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 9 pm.

Exhibitor Badges

Exhibitor badges are recommended and provided upon request 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.

Order Writing Market

MWWM is a wholesale, order writing market for qualified sales reps and retailers; not open to the public.

Cash and carry sales to the public are prohibited; however, Sample Sales are allowed at the June show.

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

Cancellation Policies

Show Registration Fees

Show registration fees are non-refundable after the application due date. Special circumstances will be considered and exceptions may be made.

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.

Electrical Service

Electrical service is easily accessible from floor outlets, perimeter walls and/or drop downs. See page 1 for pricing. Exhibitors provide their own lights, extension cords and surge protectors to access power. Extension cords must be grounded, 3-pronged type and the suggested length is 25'. All cords must be taped down to prevent tripping hazards. Lighting must conform to County 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.

Marketing & Promotional Items

The Silver Lining registration staff are happy to distribute your promo items at the Welcome & Registration Desk.

Catered Lunch Service

Affordable, fresh, made-to-order lunch is served daily 11:30 – 1:30. Retail Buyers are given lunch tickets at the Welcome & Registration Desk. Please show our onsite caterer some love! Your support helps keep this service available at the shows.”

Respect for Property & Code of Conduct

- No pets are allowed; however, ESA certified service animals are permitted.
- No outside alcohol is permitted inside or on the grounds of American 1 Event Center.
- No smoking of any kind is allowed on the premises.
- 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.

Shipping Guidelines & Handling Charges

- Shipments are received and stored by American 1 Event Center at no charge.
- IMPORTANT – Notify Silver Lining (3) three days in advance of materials, merchandise, or any other items shipped to the event.
- Shipments should not arrive earlier than two (2) days prior to the function and may not remain on property longer than 24 hours after the completion of the function or storage fees may be assessed.
- NO Crates or Pallets accepted.
- NO C.O.D. shipments accepted.
- Exhibitors are responsible for outgoing shipment of packages after the event concludes. All shipping arrangements and charges are to be made and paid for by the Exhibitor.

MAILING LABEL

AMERICAN 1 EVENT CENTER

128 W. GANSON STREET

JACKSON MI 49201

Attention: <Name of Rep or Onsite Contact>

Event: Silver Lining Show <Arrival Date>

Fire Marshal's Protection & General Safety Guidelines for Exhibitors

- Exhibitors may not block any entrances, exits or fire escapes. Do not park in the Fire lanes at back of building.
- 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 Exhibitor agrees to indemnify, defend, and hold harmless Silver Lining Productions Inc., Michigan Womens Wear Market, Andrea Mohr, American 1 Event Center, Jackson County Parks, and their respective owners, officers, directors, employees, agents, representatives, and contractors (collectively, the “Indemnified Parties”) from and against any claims, demands, actions, liabilities, damages, losses, costs, and expenses, including reasonable attorneys’ fees, arising out of or relating to:

1. The Exhibitor's participation in the Show or use of the exhibit space;
2. Any negligent, wrongful, or unlawful act or omission by the Exhibitor or its employees, agents, representatives, contractors, or invited guests;
3. Any violation of the Show's Terms, Conditions, Rules, or applicable laws and regulations; or
4. Any alleged infringement of copyrights, trademarks, patents, or other intellectual property rights involving products, displays, or materials provided by the Exhibitor.

These obligations apply only to the extent that the claim or loss arises from the Exhibitor's conduct or responsibilities and do not extend to liability caused by the negligence, willful misconduct, or unlawful acts of an Indemnified Party.

The Exhibitor is responsible for the conduct of its employees, representatives, contractors, and other individuals acting on its behalf.

LIMITATION OF LIABILITY & ASSUMPTION OF RISK

The Exhibitor acknowledges that participation in a trade show involves certain risks, including property damage, theft, accidents, and personal injury.

To the fullest extent permitted by applicable law, the Indemnified Parties shall not be responsible for loss of or damage to the Exhibitor's merchandise, displays, equipment, or other personal property arising from theft, fire, water damage, accidents, or other circumstances, except to the extent caused by the negligence, willful misconduct, or unlawful acts of an Indemnified Party.

The Exhibitor is responsible for securing its property and maintaining appropriate insurance coverage for its merchandise, equipment, employees, and participation in the Show.

Nothing in this agreement shall waive or limit liability that cannot lawfully be excluded.

PRIVACY & ATTENDEE INFORMATION

Silver Lining Productions Inc. respects the privacy of its exhibitors and attendees. Business contact and registration information collected in connection with the Show may be used for event administration, attendance analysis, customer communications, and promotion of Silver Lining trade shows.

Business contact information may also be shared with participating exhibitors for legitimate business-to-business networking and follow-up, as described in the applicable Privacy Policy and subject to applicable privacy laws and marketing preferences.

Silver Lining Productions Inc. does not authorize the misuse, unauthorized resale, or improper distribution of attendee information.

The current Privacy Policy is available at [insert website privacy policy link].

PHOTOGRAPHY & VIDEO CONSENT

Photographs, audio recordings, and video footage may be captured during the Show for promotional, educational, and marketing purposes.

By participating in the Show, the Exhibitor grants Silver Lining Productions Inc. permission to use photographs and recordings depicting the Exhibitor's booth, displays, merchandise, and participating representatives in event-related promotional materials, including websites, social media, advertising, and publications, without compensation, subject to applicable law.

The Exhibitor is responsible for informing its personnel that photography and filming may occur.

NO GUARANTEE OF ATTENDANCE OR SALES

Silver Lining Productions Inc. works diligently and in good faith to promote and produce a professional wholesale marketplace. However, the Show does not guarantee any specific number of attendees, buyer appointments, sales orders, revenue, or business results. The Exhibitor acknowledges that the Show is appointment driven, participation is a business decision and that individual results may vary.

ACCEPTANCE OF TERMS

By submitting an application, signing an exhibitor agreement, or participating in the Show, the Exhibitor acknowledges that it has read, understands, and agrees to comply with the applicable Show Terms, Conditions, Rules, and the provisions stated above.

The individual accepting these terms represents that they are authorized to enter into this agreement on behalf of the Exhibitor.

Click on the map for driving directions.



CONTACT US

We are happy to help!

Silver Lining Dream Team

Exhibit@SilverLiningShows.com | 248-348-7777



www.SilverLiningShows.com