



SOUTHEAST MICHIGAN
AUTO SHOW
DETROIT'S ULTIMATE CONSUMER EXPERIENCE

VENDOR INFORMATION
& APPLICATION





2020 SOUTHEAST MICHIGAN AUTO SHOW
THIS IS NOT A CONTRACT

Thank you for your interest in being a Vendor at the Southeast Michigan Auto Show. Please review these instructions carefully. If you have any questions regarding this application, please email Jackie McMahon at jmcmahon@southeastmichiganautoshow.com

1. Read the Vendor Guidelines.
2. The application is neither an offer nor guarantee of space.
3. All questions on the application must be answered completely. Be sure the information you provide is accurate as it will be the basis for the selection process.
4. The list of products you are requesting to sell/display/promote/give away must be specific and listed under products. Do not indicate "etc. or accessories". If a contract is issued, it will be assigned on the basis of this list only. The Auto Show reserves the right to select the items a company is allowed to sell. Only approved items will be listed on your contract. If this is not followed at the Auto Show you will be asked to pack up and leave with no refund.
5. The Southeast Michigan Auto Show reserves the right to assign booth locations; location preference is a request and **NEVER** a guarantee.
6. Booth rental includes: One eight foot skirted table, two chairs, an eight foot back drape & three foot side drape. One weekend parking pass and two Vendor badges per 10x10 space. Nothing in the front portion of your booth (or within 5' of the front) may exceed the height restriction. The Vendor shall not permit their exhibit to obstruct the view of an adjoining Vendor's space, nor permit such exhibit to be operated in any manner objectionable, in the opinion of the Auto Show, to adjacent or surrounding Vendors. The Vendor badges allow those working the booth entry to the show.
7. A recent photo of your booth(s) is required. Photos will not be returned.
8. Incomplete applications will not be considered.
9. General Liability Insurance Certificate will be submitted with contract after acceptance. Please review the vendor guidelines for exact requirements that must be listed on your certificate. If you cannot obtain an insurance certificate, please contact us directly at 248-348-6942.
10. We DO NOT offer item and category exclusivity. Exclusivity is a Sponsorship Benefit. These opportunities are offered by the Auto Show Management. This is not guaranteed but will be monitored. When applying please be aware that there may be other vendors selling/promoting similar or the same items/products. The Auto Show is not held responsible and this will be YOUR choice as a vendor choosing to apply anyway.



INDOOR RETAIL SPACE

Please return application to Jackie McMahon:
Email: jmcmahon@southeastmichiganautoshow.com
Or Fax: 248-347-7720 or Mail: 46100 Grand River Ave. Novi, MI 48374

BUSINESS NAME: _____

TYPE OF BUSINESS: __CORPORATION __PARTNERSHIP __SOLE PROPRIETORSHIP __NON-PROFIT

OWNER'S NAME: _____ PHONE: _____

ON-SITE CONTACT: _____ PHONE: _____

ADDRESS: _____ CITY: _____ STATE: ____ ZIP: _____

EMAIL: _____

BOOTH OPERATIONS

Check All That Apply

- | | |
|--|---|
| <input type="checkbox"/> Selling over the counter | <input type="checkbox"/> Give away literature/marketing |
| <input type="checkbox"/> Use sound amplification | <input type="checkbox"/> Take orders/deliver later |
| <input type="checkbox"/> Demonstration booth | <input type="checkbox"/> Data Collection |
| <input type="checkbox"/> Prizes/drawings | <input type="checkbox"/> Display Only |
| <input type="checkbox"/> Provides information only | |

Products and Services Intended for Exhibit or Sale - (List all items to be sold, exhibited and/or demonstrated within your booth space. Please be specific. If your application is accepted the items listed below will be approved, any disapproved items will appear on your contract and you will be bound to only the approved items. Please add an additional sheet if necessary.)

PRODUCTS:

SPACE REQUEST

- | | |
|--|---|
| <input type="radio"/> 10'X10 - \$400 | |
| <input type="radio"/> 10'X20' - \$800 | <input type="radio"/> Corner Space - \$50 extra |
| <input type="radio"/> 10'X30' - \$1000 | <input type="radio"/> End Cap Space - \$100 extra |
| <input type="radio"/> 10'X40' - \$1200 | |
| <input type="radio"/> 20'X20' - \$1400 | |

For additional space please call our office

Total space amount: \$ _____



EXHIBIT CATEGORY

Select ONE choice:

- Agriculture - tractors, trailers, farm equipment, breed associations, etc.
- Art/Photography - art, prints, photos, live caricatures, onsite photography, spray paint art, etc.
- Attractions - handwriting analysis, astrology
- Automobile/Auto Accessories - Auto displays, trailer accessories, ATVs, golf carts
- Baggage/Totes - purses, wallets, backpacks, luggage, cell phone cases and covers
- Buildings/Building Materials - portable buildings, barns, fencing, gates, shelters, manufactured homes
- Children's Corner - children's clothing, toys, games
- Clothing & Accessories - ladies' & men's apparel, footwear, belts, hats, sunglasses
- Communications - cellular, internet, phone service, satellites
- Entertainment/Media/Publications - entertainment venues, print and broadcast media
- Food Exhibitor - PREPACKAGED food/beverage items
- Furnishings/Home Decor - furniture, lamps, rugs, candles
- Government - agencies, military
- Health/Beauty - products, awareness, perfumes, makeup, creams, lotions
- Hobbies/Sports & Leisure - memorabilia, collectibles, movies, crafting, sewing, stamping
- Home Repair/Improvement - siding, doors, windows, decorative concrete, roofing, floors
- Home Appliances/Tools - kitchen aids, mops, brooms, water systems, ladders, tools
- Jewelry - watches, rings, jewelry cleaning products, polishing
- Lawn & Garden - pools, spas, saunas, patio furniture, fire pits, wind chimes
- Native & Imports - specialty items representing different cultures and countries
- Novelty - toys, light up toys, cords, etc.
- Pet Services - supplies, accessories, treats, grooming, boarders, non-profits
- Public Service - non-profit agencies and public awareness
- Service Provider - banks, membership sales, property sales, insurance, security
- Specialties - exhibits specializing in a main product that doesn't fit into any other category
- Travel/Tourism - agents, agencies promoting travel, chambers of commerce
- Universities - recruiting, awareness, athletics
- Miscellaneous - exhibits that do not fit into another category

If miscellaneous please describe - _____

UTILITIES REQUIREMENT

Does your booth require electrical? Yes: ___ No: ___

Requirements: _____

Does your booth require internet? Yes: ___ No: ___

Requirements: _____

If **Yes**, you also need to fill out the electrical, water and internet forms within this packet.



ACTIVE SHOW DATES

Friday, January 3rd: 10am – 9pm

Saturday, January 4th: 10am – 8pm

Sunday, January 5th: 10am – 5pm

MOVE IN/OUT

MOVE-IN HOURS:

Vendor Booth set up is on Thursday, January 2nd

If this day does not work for you, please contact us.

Thursday, January 2nd: 9:00am – 7:00pm

*All move-in MUST be complete on Thursday, January 2nd by 7:00pm.

A registration desk will be operating during move in hours to receive badges and additional information. During this time ArtCraft Display, BoCo Enterprises and Show Management will be available for assistance.

Vehicles will be directed into the venue upon their scheduled move in time, dictated by Show Management. Venue staff will oversee vehicle movement and do so in a manner that ensures safety.

MOVE-OUT HOURS:

Sunday, January 5th 6:00pm -12:00am

Monday, January 6th 6:00 am – 12:00pm

TERMS AND CONDITIONS

- In order for your application to be considered, all parts of this form must be filled out completely.



- This is an application for space, not a contract or offer to enter into a contract. Submitting an application does not guarantee space.
- Applications are reviewed and considered by Management using the following criteria: quality, demand, uniqueness of product or service, appearance of display and availability of space.
- Attach a color photograph of setup and items to be sold. (This Auto Show reserves the right to remove items from product list).
- Payment Terms: Contract and booth space payment must be paid in full by December 6, 2019. Applicants who do not submit payment before this deadline will be charged a \$50.00 late fee. Applicants applying after December 6, 2019 will be required to have payment in full upon acceptance.
- Deposit is only refundable if the application is not accepted by the Management.
- I certify that I have read over the Vendor Guidelines and if I am accepted I will adhere to these guidelines and the terms and conditions outlined in the vendor contract and submit my General Liability Insurance Certificate if I am accepted as a Vendor.

Applicant certifies that he/she: Has read and understands all of the questions and Terms and Conditions contained in the Application and has supplied complete and accurate responses to each question.

Upon signature below, I certify, to the best of my knowledge, that the information provided on this application form is complete and true. I understand that this is an application only for exhibit space at the Southeast Michigan Auto Show, not a guarantee of space or contract for same the Southeast Michigan Auto Show, LLC and I understand I will be notified if I am accepted into the Auto Show.

All exhibit space is leased for the entire run of the Auto Show on a per booth basis and may not be resold or leased to any other person/business/organization without notification and approval.

Applicant's Signature

Date

Please forward application, photos or schematic forms to Jackie McMahon:

Southeast Michigan Auto Show, LLC
 Attn: Jackie McMahon
 46100 Grand River Ave.
 Novi, MI 48374

Please forward electric/internet/parking order forms to Dawn Thomas:

Southeast Michigan Auto Show, LLC
 Attn: Dawn Thomas
 46100 Grand River Ave.
 Novi, MI 48374

For additional questions or bulk spacing information please contact us directly at 248-348-5600 ext. 208 or jmcmahon@southeastmichiganautoshow.com





To pay your deposit via CC please fill out the next page, if you would like to mail a check please make the check out to the Southeast Michigan Auto Show, LLC.

Business Name on Application: _____

Address: _____ City: _____ State: ____ Zip Code _____

Phone: _____ Mobile: _____

Email: _____

PAYMENT METHOD:

Check (payable to Southeast Michigan Auto Show, LLC) in the amount of: \$ _____

Credit Card: __ Visa __ Master Card __ American Express __ Discover

Credit Card #: _____ Exp. Date: _____

Billing Zip Code: _____ Name on Card: _____

SIGNATURE: _____

I have read and agree to abide by all terms, conditions and regulations set forth in the Vendor Guidelines.

SIGNATURE: _____ DATE: _____

PRINT NAME: _____

If you have any problems or questions please contact us: 248-348-5600
We are looking forward to seeing you at the Southeast Michigan Auto Show!

Jackie McMahon
jmcmahon@southeastmichiganautoshow.com
Southeast Michigan Auto Show
Vendor Manager

