

14th Annual



Cottage & Lakefront Living Show - Grand Rapids™

DeVos Place

MARCH 27-29, 2020



“Attendees
seemed focused.
**We confirmed a nice
quantity of solid leads.”**

*Vanessa, Apcom Electric
& Power Systems*

LIVE LIFE FROM THE LAKEFRONT



“ Amy and I attended the Cottage and Lakefront Living Show again this year. **We benefited from the opportunity to shop and buy an outdoor table/chairs for 6 for our back deck and some pool-side lounge chairs.** It was nice to ‘kick the tires’, see what we were buying, talk to the exhibitor, and work out the customized order right there in person, face to face! Hey, not all things can be done or sold via Amazon.com!! We were quite pleased with our purchase and the reps I’m sure appreciated a very substantial purchase order at the tail end of the 3 day show in DeVos! A true Win-Win-Win.”

Bill and Amy Mackay

Bill, Amy and so many other patrons of the Cottage & Lakefront Living Show, want to do business with you! Bill shared that his family had also purchased a jetski and flagpole for the cottage the year previous. These attendees are looking for expertise, innovative solutions and products, and personalized service for their unique and cherished vacation property. They want your help to make their time at the cottage or lake more enjoyable!

You should be here! Meet this very qualified group of people...

- **90% own at least one cottage, cabin or lakefront home**
 - **34% have their primary residence on water**
 - **56% own a cottage of which 85% are on the water**
- **43% have a household income over \$120,000**
- **77% made purchases at the show**

The Cottage & Lakefront Living Show benefits both exhibitors and patrons all year long. Call Melissa or me at 616-447-2860 to discuss available booth options and have any questions answered. Or go to GRCottageShow.com/app for an application to secure your participation.



Dawn Baker
Show Manager

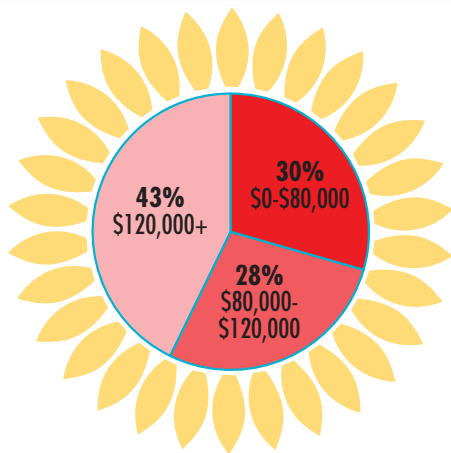


ShowSpan

We believe there is no greater way to build relationships than face to face.
(And, frankly, we think events are fun!)

Qualified Attendees!

HOUSEHOLD INCOME



COMING TO THE SHOW FOR

- 48%** Cottage furniture & accessories
- 43%** Lakefront Marketplace & Cottage Art Show
- 39%** Waterfront docks, lifts, seawalls
- 32%** Just love the show
- 31%** Boats, water toys, & more
- 30%** Outdoor furniture & gazebos
- 18%** To build or buy a cottage or lakefront property
- 14%** Lake maintenance services

77% made purchases at the show!
32% plan to purchase a product seen at the show within 6 months!



Demographics based on 2019 patron survey



Attendees enjoyed...

“Able to see and get info about products we did not know existed.”

“Variety of products to view in person and discuss with business owners.”

“Good timing. It’s only a few weeks before we begin spending time at the cabin. The show gives me some ideas on future projects and expense planning.”

“Been going to it for 11 years, only missed it once.”



Attendees spend on average
2.31 hours at the show

This event showcases your business!

2020 DATES AND TIMES

Show Dates

Friday	March 27	Noon-9 pm
Saturday	March 28	10 am-9 pm
Sunday	March 29	11 am-5 pm

Move In

Wednesday	March 25	By assigned times
Thursday	March 26	By assigned times
Friday	March 27	Carry in only

Move Out

Sunday	March 29	5 pm-10 pm
Monday	March 30	By assigned times

LOCATION

No other place embraces the cottage and lakefront lifestyle like Michigan! Each year, families from all over the state and across the Midwest flock to our area to spend time at the cottage. Where better to promote cottage living in West Michigan than DeVos Place in Grand Rapids? Open and airy, filled with light, DeVos Place is a world-class convention center overlooking the Grand River – a stunning waterfront home that's ideal for our show!

- A pillar-free "Class A" exhibition hall
- Enclosed loading docks for load-in
- Abundant downtown lodging



2020 SPACE RATES

Booth Space (10 ft. deep x 10 ft. wide)

Includes 8' back drape, 3' side drape

1 Booth	\$995	3 Booths	\$2,785
2 Booths	\$1,890	4 Booths	\$3,680

Corner Premium = \$150 per corner

Bulk Space

\$4.95 per sq. ft. (600 sq. ft. minimum)

Booth upgrade packages starting at \$50.

Lakefront Marketplace Booth Space

1 Booth \$510

A feature area limited to cash and carry sales, with a focus on handcrafted items and unique accessories. Acceptance is at management's discretion.

Cottage Art Show Booth Space

1 Booth \$510

This is a juried feature area of artists whose work complements the cottage, lakefront & outdoor lifestyles.

WE TAKE CARE OF YOU

- Exhibitor credentials for your personnel
- Custom emailable customer discounts
- Pre-show online exhibitor kit
- Full-time, on-site show office
- Carpeted aisles
- Security services
- Online program listing

5% Discount
for Exhibitors
in both Cottage
Shows!



SECURE YOUR SPACE NOW!

GRCottageShow.com/app

GRCottageShow.com  

ShowSpan

A John D. Loeks Production

Dawn Baker, Show Manager
Melissa Hillman, Exhibit Sales
Erin Welsh, Marketing/Promotions
Jean Flynn, Show Office Manager
Mike Wilbraham, Show Producer

dawnb@showspan.com
melissah@showspan.com
erinw@showspan.com
jeanf@showspan.com
mikew@showspan.com

Telephone 616-447-2860

Fax 616-447-2861

COTTAGE & LAKEFRONT LIVING SHOW RULES AND REGULATIONS

The following Rules and Regulations will govern the show and are made a part of this contract for exhibit space between ShowSpan Incorporated* (Show Management) and the person, partnership or corporation ("Exhibitor") engaging space.

- 1. Character of Exhibits.** The Exhibitor agrees to display only products or services sold in the regular course of business and as described in this contract. Each exhibit must comply with all applicable laws, codes and ordinances. Exhibits shall be dignified in character and, in the judgment of Show Management, not offensive to the general public. The Show Management reserves the right in its sole discretion to reject and/or remove any exhibit or portion of exhibit not in keeping with this rule or purpose of the show.
- 2. Subletting of Space.** Exhibitors shall not assign, sublet, or apportion any exhibit space to another Exhibitor in whole or in part. Any successor or assignee of Exhibitor shall have no right to exhibit without the express written consent of the Show Management.
- 3. Deposit Money.** All deposit money shall be retained by the Show Management in the event the Exhibitor fails to complete payment, violates the contract, or withdraws from the show. All uncollectable checks will be subject to a \$25 service charge.
- 4. Payment for Exhibit Space.** If payments are not made on a timely basis, Show Management shall have the right to do one of the following: (a) Terminate the contract; (b) Reduce the size of the exhibit space; or (c) Collect the contracted amount.
- 5. Installation of Exhibits.** The installation of exhibits shall be completed according to the schedule established by the Show Management and must be complete and ready by 10:00 a.m. opening day. Moving of exhibits after the opening of the show is not permitted. Exhibits shall be maintained intact and attended during all regular show hours. Exhibits shall be installed, maintained and removed in the safest possible manner.
- 6. Removal of Exhibits.** Exhibits must be removed within 18 hours after show, or as otherwise directed. Exhibits will not be permitted to leave the facility at any time after installation until the final closing of the show, unless special permission in writing is obtained from the Show Management. No goods exhibited shall be removed from the facility until all bills accruing against the same have been fully paid or credit approved by the Show Management. In case of attachments or other legal proceedings, the Show Management shall have the right to take charge of exhibits. If not timely removed, the Exhibitor shall pay all fines, charges and expenses that are incurred, not less than \$700 per day to ShowSpan, Incorporated* for each day or part thereof the Exhibitor's equipment is not removed by the Exhibitor. The Show Management shall have the right to remove the exhibit if Show Management, in its sole discretion, deems that removal be necessary. In such case, no liability for any damage will inure to Show Management; the sole negligence in such case being that of the Exhibitor. The cost of storage shall be the Exhibitor's expense.
- 7. Sound Control.** Loud speakers, radios, television sets, or the operation of any machinery or equipment which, in the opinion of the Show Management, is of sufficient volume as to be annoying to neighboring exhibitors, will not be permitted.
- 8. Music and Other Media.** Exhibitor shall be responsible for all licensing of copyrighted music or other media played or performed in its exhibit. Exhibitor shall indemnify and hold Show Management harmless for all claims and/or damages arising from its failure to obtain licenses for recorded or live music or other media played or performed in its exhibit space.
- 9. Signs.** Except with the permission of the Show Management, all signs shall remain within the Exhibitor's space, and must be designed, constructed and placed so as not to detract from adjacent exhibits.
- 10. Height of Display.** Exhibitors may install, or have installed at their own expense, special signs, display counters, shelving, and similar items, not to exceed 8 feet in height at rear of booth, plus, with Show Management's permission, a maximum of 2 feet for sign. The backside of any display extending above the side or back dividers must be covered to the satisfaction of the Show Management. Bulk exhibit space shall have no dividers, except at Show Management's discretion.
- 11. Fire Hazards.** Explosives and inflammable materials which conflict with the Insurance Underwriting or Fire Department must be excluded. The City Fire Department prohibits the use of paper, crepe paper, or corrugated papers, and cardboard that has not been flame proofed for decoration of exhibit booths. All cloth drapes or table covers must be treated for fire resistance. All boats and motorized vehicles must have fuel tanks sealed and batteries disconnected. The Fire Marshal may require fuel tanks to be drained and purged. All exhibits must be in compliance with ordinances and laws of the City and the State in which the Show is held.
- 12. Fire Marshal/Facilities Management Approval.** Space assignment is subject to Fire Marshal and Facility Management approval of the floorplan. If said approval is not obtained, Exhibitor shall only be entitled to the return of a deposit pro rata to the exhibit space, which cannot be used.
- 13. Service.** All services, equipment, electricity, furniture, and furnishings provided to the Exhibitor shall be paid for by the Exhibitor and shall normally be obtained through the independent service contractor designated by the Show Management.
- 14. Motorized Vehicles.** Absolutely no motorized or self-propelled vehicles will be permitted in the aisles after one hour before the Show is to be opened to the public. Appropriate exceptions will be made for the person with disabilities.
- 15. Insurance and Liability.** Show Management, the Owner of the facility, and their respective employees, officers, owners, directors, managers, agents and representatives (collectively, the "Indemnitees") will not be responsible or liable for any injury, loss, liability, cost or damage that may be incurred by the Exhibitor or the Exhibitor's employees, officers, directors, managers, owners, invitees, guests or agents, or their property, regardless of from what cause, prior, during, or subsequent to the period covered by this contract. The Exhibitor, upon signing this contract, expressly: (a) releases and discharges the Indemnitees from any and all claims, losses, damages, liabilities, costs, suits, proceedings, actions or injuries (collectively, "Claims"), and (b) agrees to indemnify and hold harmless the Indemnitees for all Claims, that in any way relate to the Exhibitor or the Exhibitor's employees, officers, directors, managers, owners, invitees, guests or agents, or their property. Liability insurance shall be procured by the Exhibitor of the type and in amounts satisfactory to Show Management. The policies for such insurance will name Show Management and the Owner of the facility as additional named insureds. Prior to the show, proof of insurance will be forwarded to Show Michigan Corporation. If, for any reason, Exhibitor's insurance policy is cancelled, Exhibitor must immediately notify Show Michigan. Exhibits and exhibit equipment are brought into the show facilities, maintained, and removed from the show facilities at the Exhibitor's risk. The Exhibitor's Public Liability, General Liability and Workers Compensation Policies shall cover the general public, employees, invitees and agents attending the exhibit. If existing policies do not have the coverage, the Exhibitor shall secure such coverage. Insurance policies must be with insurers and in amounts acceptable to Show Management. Exhibitors will provide Show Management with copies of all relevant insurance policies promptly upon request by Show Management.
- 16. Cleaning of Exhibit Facility.** To maintain maximum floor cleanliness, Exhibitors are requested to sweep the floor of their booths at the close of each day. Debris from the booths should be swept into the aisle where it will be gathered by the show's janitorial service.
- 17. Food and Refreshments.** All concessions are licensed by the owner of the facility; therefore, no food or refreshments can be dispensed without the written consent of the owner or his agent and Show Management.
- 18. Eventualities/Destruction of Premises.** Show Management may, in its sole discretion, change the show to a different venue, and this Agreement shall remain in effect but with the new venue substituted for the prior venue. If Show Management changes the venue for the show, the Exhibitor shall waive all claims for damages or compensation that arise as a result of, or are a consequence of, such change of venue, shall not be entitled to a return of any amounts it has paid pursuant to this Agreement, and shall be obligated to pay to Show Management any other amounts required by this Agreement. Show Management may terminate this Agreement, if any of the following occurs:
 - a. the facility or the space to be rented by the Exhibitor is destroyed or damaged by fire, the elements, war, government action or any other cause beyond the immediate control of Show Management, so that the profitable conduct of the show by Show Management, the use of the facility, or the use of the space to be rented by the Exhibitor, is made impossible, impractical or unlikely;
 - b. the facility, or the space to be rented by the Exhibitor, becomes unavailable to Show Management for the show, or is only made available upon terms to which Show Management has not agreed; or
 - c. there occurs any other event that is beyond the control of Show Management and that makes the profitable conduct of the show, the use of the facility for the show, or the use of the space to be rented by the Exhibitor, impossible, impractical or unlikely.If Show Management terminates this Agreement, in accordance with this Section 18, the Exhibitor shall waive all claims for damages or compensation that arise as a result of, or are a consequence of, such termination, and shall not be entitled to a return of any amounts it has paid pursuant to this Agreement (except the pro rata return of the amount paid for space rented as reduced by the pro rata portion of the amounts expended by Show Management to produce the show).
- 19. Distribution of Literature and Souvenirs.** Printed advertising, souvenirs, etc., may be distributed by the Exhibitor from its space only. Any souvenir or advertising that is of an objectionable or undignified character and all helium-filled (lighter than air) balloons, will not be permitted. Souvenirs should not be of the noise-making or sticker variety. The Exhibitor must confine all sales activities to the limits of its own booth.
- 20. Rules of the Exhibit Facility.** Rules published by the owner or operator of the building or facility in which the show is located are incorporated herein by reference and made a part hereof. Such rules will be distributed upon request.
- 21. Use of the Exhibitor's Name.** The Exhibitor authorizes ShowSpan Incorporated,* its agents, and employees, to use the Exhibitor's name to promote the show and to solicit other exhibitors for this and future shows.
- 22. Amendments.** The Show Management shall have the full power to interpret these rules. Wherever these rules do not cover, the Show Management reserves the right to make such rulings as may appear to be in the best interest of the show, and the Exhibitor agrees to accept and abide by such rulings.
- 23. Assignment of Exhibit Space.** Assignment of Exhibit space is within the sole discretion of Show Management. Show Management will endeavor to assign space in the order requested or assign equivalent available space. Floor plan and space assignments are subject to change by Show Management without notice to Exhibitor.
- 24. Termination.** Show Management reserves the right to terminate Exhibitor's rights under their contract in the event of a violation of this contract by the Exhibitor and retain all amounts paid in addition to any other remedies.

*ShowSpan, Inc. and Show Wisconsin are dba's for Show Michigan Corp.



Credit Card Payment Authorization Form

For security purposes please use this form
for purchases by credit card only.

PLEASE TYPE OR CLEARLY PRINT THE FOLLOWING REQUIRED INFORMATION:

COMPANY NAME (contracted): _____

Credit Card Billing Address:
<i>All fields required</i>
First Name: _____
Last Name: _____
Address: _____
City: _____
State: _____
Zip: _____
Phone: _____
Email: _____

Contract Address:
<input type="checkbox"/> Same as billing address
First Name: _____
Last Name: _____
Address: _____
City: _____
State: _____
Zip: _____
Phone: _____
Email: _____

PAYMENT METHOD


 
 
 Card Number: _____ - _____ - _____ - _____

Charge today: \$ _____ Exp. Date: ____/____/____ Verification Code _____

Authorized Signature: _____ DATE: _____

Please initial here: _____ To have future payments applied to this credit card on/within 7 business days of scheduled due dates per the exhibit space contract.



2121 Celebration Drive NE • Grand Rapids MI 49525
Phone 616-447-2860 • Fax 616-447-2861
www.ShowSpan.com

MARKETING TOOL KIT

Enhance Your Show Experience!



FREE STUFF!

Please note: Below items will be available after Nov. 1, 2019

Buy One, Get One Free Coupons | FREE

OUR BEST DISCOUNT. Include in a special mailing or use as an incentive for your best customers. Order in increments of 50, Min 50, Max 300.

I WANT THESE! | Quantity _____

Please Note - Coupons are not to be distributed at show entrance.

Show Posters | FREE

Display in your storefront, office or community board.

I WANT THESE! | Quantity _____

Custom Digital Promo Code | FREE

Your company logo on a custom ad with a discount promo code! Send to your email list, place on your website or share on Facebook!

I WANT THIS!

Email Logo (JPG or PNG) to melissag@showspan.com

Digital Shareables | FREE

Promote your appearance at the show online! Show ads & logos— available in various sizes for virtually any digital platform

I WANT THIS! | Link to shareables will be emailed to you.

FOR PURCHASE

VIP Passes | \$6 each

Discounted tickets for use as a Facebook giveaway, give to family and friends, or send to your best customers/clients.

I WANT THESE! | Quantity _____

Highlighted Online Program Listing | \$50

Outlined and linked to your website, make your name stand out! The show program is online the week before the show until September, so patrons can find you after the show, too! Order Deadline March 13, 2020.

I WANT THIS! | Add Web Address below

URL: _____

NEW! "Show Specials" Listing | \$200

Lead patrons to your booth with a show special offer on our new online **Show Specials** listing; promoted on our website, in email, and in our digital show program. Listing will include your company logo, booth #, and offer.

I WANT THIS! | Order Deadline: February 28, 2020

Booth Upgrade Package | \$1,500

The MOTHER of all upgrades - includes a **3'x6' Banner** in the lobby at the show, logo at the **top of the exhibitor listing** on the show website, **highlighted online program listing**, logo on **post-show email blast** promoting the online program, **wireless internet** connection during the show, and **20 VIP passes** for your guests!

I WANT THIS! | Order Deadline: March 13, 2020

SPONSOR OPPORTUNITIES

I WANT TO LEARN MORE!

SHOW PROGRAM ADVERTISING

I WANT TO LEARN MORE!

Company Name (contracted): _____

Contact Name: _____

Email: _____ Phone: _____

Address: _____

Payment Method (If Applicable):

Check Enclosed (Payable to ShowSpan, Inc.)

Credit Card

(To maintain necessary security, please call our corporate office - (616) 447-2860

Return Completed Form to:

Melissa Greko - Office Manager

Email: melissag@showspan.com

Mail: ShowSpan, Inc. | 2121 Celebration Dr NE
Grand Rapids, MI 49525

Fax: (616) 447-2861

Please Note: Items will be available at varying times after **November 1, 2019**.

Please contact Melissa Greko if you have specific questions. Phone: (616) 447-2860

For Office Use Only: Form Rcvd _____ Pmt Rcvd _____

Amt Rcvd _____ Pmt Method _____ Balance Due _____

B1G1's Sent _____ Posters Sent _____ eCoupon Sent _____

VIPs Sent _____ VIP #s _____