



# MICHIGAN RESTAURANT & LODGING SHOW

OCTOBER 15 & 16

SUBURBAN COLLECTION SHOWPLACE, NOVI

EXHIBITOR MANUAL



MICHIGAN  
RESTAURANT  
& LODGING  
SHOW

OCTOBER 15 & 16

SUBURBAN COLLECTION SHOWPLACE, NOVI

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## About the Michigan Restaurant & Lodging Show

### Move In:

Monday, October 14, 2019  
Noon to 7 p.m.

### Final Touches:

Tuesday, October 15, 2019  
7 a.m. to 10 a.m.

### Show Floor Hours:

Tuesday, October 15, 2019  
10 a.m. to 5 p.m.

### Show Floor Hours:

Wednesday, October 16, 2019  
10 a.m. to 4 p.m.

### Keynote Speaker at 11 a.m.

**Johnathan Maze, Restaurant Business  
Magazine**

### Move Out:

Wednesday, October 15, 2019  
4 p.m. to 6 p.m.

### Exhibit Space Contact Information:

800-968-9668

**Stephanie Parish, ext. 3936**

sparish@mrla.org

mrlashow.org

### Location:

Suburban Collection Showplace  
46100 Grand River Ave.  
Novi, MI 48374



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### Show Dates & Hours:

Tuesday, October 15, 2019 ..... 10 a.m. to 5 p.m.  
Wednesday, October 16, 2019 ..... 10 a.m. to 4 p.m.  
**Wednesday, October 16, 2019 Keynote Speaker at 11 a.m.**  
Johnathan Maze, Restaurant Business Magazine

### Exhibit Space Contacts:

Phone: 800-968-9668 Fax: 517-377-3939  
Stephanie Parish, ext. 3936 • sparish@mrla.org

### Exhibit Specifics:

- The booths and aisles will be carpeted in speckled blue (no additional charge).
- Booth carpet will be vacuumed daily for free.
- Each exhibiting firm occupying a perimeter or in-line booth will receive 8' black, royal blue, white, 3' draped black side rail, a listing in the Show Program and a booth identification sign.
- Unlimited FREE parking.
- Complimentary MRLA website vendor product listing at mrlashow.org.
- FREE ice, refrigeration and freezer truck storage will be available at the loading dock, courtesy of Gordon Food Service.
- One table 2'x8'30"

### Registration:

Be sure to Pre-Register your working staff. **No one under 17 years of age will admitted on the Show floor – no exceptions.** Register online at mrlashow.org or call our Show Concierge at 800-968-9668, ext. 3945.  
[See Item 10 in this packet for more information.](#)

### Attendee Discount Admission Code:

Sharing a discount admission code with your restaurant & lodging customers is a great way to ensure traffic to your booth at the show.  
[See Item 5 in this packet for more information.](#)

### Show Specials And New Product/Service Debuts:

FREE promotion is available to highlight New Product/Service Debuts and Show Specials in the Show Program and on our Show Website. [See items 6 and 7 in this packet for details.](#)

### Social Media:

The Michigan Restaurant & Lodging Show is promoted through Facebook (@mrlashow), Twitter (@mrlashow), and Instagram (@mirlashow.org). Exhibitors are encouraged to engage in self-promotion on the social media channels. Your support will drive attendance. Please promote the Michigan Restaurant & Lodging Show using #MRLAShow2019.

### General Services:

Art Craft Display is the official General Service Contractor. Art Craft Display is responsible for inbound and outbound handling of exhibitor displays, equipment and materials. Contact Art Craft Display directly at 248-380-0843 or detroit@artcraftdisplay.com. [See Item 13 in this packet.](#)

### Move In:

Monday, October 14, 2019  
12 p.m. to 7 p.m.

### Final Touches:

Tuesday, October 15, 2019  
7 a.m. to 10 a.m.

### Move Out:

Wednesday, October 16, 2019  
4 p.m. to 6 p.m.

CONTINUED ON NEXT PAGE



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### BoCo Enterprises:

BoCo Enterprises is the official General Service Contractor for electric, gas, water, wifi, phone, and other services you may require. Contact BoCo Enterprises directly at 248-348-5600 or order online at [suburbanshowplace.com](http://suburbanshowplace.com), select exhibitor resources and click on the MRLA Show. [See Item 14 in this packet.](#)

### Insurance:

Please submit your certificate of Insurance to Show Concierge by Friday, September 20, 2019.

[See item 17 in this packet.](#)

### Rules & Regulations:

Exhibitors should read and be familiar with the rules and regulations, which are included in this Exhibitor Manual. It is the exhibitors' responsibility to be sure their personnel and agents are familiar with these rules. This Show conforms to the display rules and regulation guidelines established by the IAEM, EDPA and ESCA.

[See Item 18 in this packet.](#)

### Beverage Sampling:

Michigan beverage sampling regulations limit sampling quantities to: Beer (5 oz); Wine/mixed wine drink/mixed spirit drink (3 oz); Spirits (1 oz). [See Item 11 in this packet.](#)

### Liquor Orders:

Under Michigan Law, if you will be offering samples of alcoholic beverages, you MUST order your alcohol through the Suburban Collection Showplace by Tuesday, September 24, 2019. [See Item 11 in this packet.](#)

### Food Storage & Ice:

Complimentary refrigeration/frozen storage and ice will be available by the Hall C Loading Dock. Docks 8, 10 & 12 are available for unloading. MRLA personnel will be there for you to sign your product in and out. Direct freight shipments of perishable goods will be placed in exhibitors' assigned booth spaces. Exhibitors are responsible for arranging movement of their freight to the refrigerated storage area. Hours available will be: Monday, October 14, 2019 (12 p.m. – 7 p.m.); Tuesday, October 15 (7 a.m. – 6 p.m.); Wednesday, October 16 (8 a.m. – 4 p.m.)

### Dishwashing Area:

Sanitary dishwashing areas will be available on the Show floor perimeters.

### Loading & Unloading:

Exhibitors may hand carry materials to and from their booths from the north exhibit hall entrance of the building only. Limited truck dollies are available on a first-come, first-serve basis. Please direct your vehicles to the following doors at the rear of the Suburban Collection Showplace for Load-in and Load-out: Drive-in Doors are 7, 9 and 11. Truck loading Docks are 8, 10, and 12-14. Free drayage will be provided during official move-in and move-out hours.

### Student Assistance Available:

The Michigan Restaurant & Lodging Association Educational Foundation administers the ProStart program in Michigan. ProStart is a two year program teaching high school students the Foundations of Restaurant Management and Culinary Arts. If your company would like the assistance of ProStart students at the Show, please contact Jake Osburn at [josburn@mrla.org](mailto:josburn@mrla.org) or 517-377-3924. Deadline Friday, September 27, 2019.



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## Please Use This Quick Reference Guide

to identify the proper contacts for any questions regarding your participation in the Michigan Restaurant & Lodging Show.

Please call us at 800-968-9668, ask for Stephanie Parish ext. 3936 for assistance with the following:

- Display Rules & General Information
- Exhibit Space Assignments
- The MRLA Magazine magazine advertisement

Please contact our Show Concierge, Carol Dunn, at 800-968-9668 ext. 3945 for assistance with the following:

- Certification of Insurance Verification
- CTE Lead Retrieval
- Exhibitor Registration
- Attendee Discount Admission Code
- Free Show Program Information
- Free Category Choices
- Free New Product/Service Debuts Promotion
- Free Show Specials Promotion
- Taste of Elegance Competition
- Pizza Challenge

Please contact the Suburban Collection Showplace at 248-348-5600 for assistance with the following:

- Expo Event Specialist (Alisa Damico, ext. 212) ..... 248-348-5600
- Liquor Orders – BoCo Enterprises (Mark Lyman) ..... 734-548-1744
- General Information – BoCo Enterprises (Terri Freytag, ext. 205) ..... 248-348-5600
- Naias Security Services (Harold Kahn) ..... 248-722-4300
- Show Contractor – Art Craft Display (Dave Beeman) ..... 248-380-0843
- Utilities – BoCo Enterprises (Terri Freytag, ext. 205) ..... 248-348-5600

Other contact information:

**Area Hotels**

**See item 20 in this packet.**

The Michigan Restaurant & Lodging Association strives to serve you in a professional and respectful fashion. If for any reason you are not satisfied with the service or the response from any resource provided in this package, please call us at 800-968-9668; ask for Stephanie Parish ext. 3936.



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**IMMEDIATE ACTION**

Act immediately on these items to maximize your exposure and minimize your expenses.

- Item 5 Attendee Discount Admission Code
- Item 9 Category Choices
- Item 13 Art Craft Display (Decorator/Furniture/Sign) Order Form
- Item 14 BoCo Enterprises (Electric/Gas/Internet) Order Form
- Item 6 New Product/Service Debuts
- Item 7 Show Specials

**8 Weeks to Show**

**Deadline Friday, August 30**

- Item 4 Magazine Advertising

**5 Weeks to Show**

**Deadline Friday, September 13**

- Item 8 Show Program Information
- Item 9 Category Choices

**3 Weeks to Show**

**Deadline Friday, September 27**

- Request for Student Assistance
- Item 10 Exhibitor Registration
- Item 11 Liquor Order Form - Tuesday, September 24
- Item 12 CTE Lead Retrieval Early Bird Price
- Item 17 Certificate of Insurance

**2 Weeks to Show**

**Deadline Friday, October 4**

- Item 14 BoCo Enterprises (Electric/Gas/Internet) Order Form

**Deadline Monday, October 7**

- Item 13 Art Craft Display (Decorator/Furniture/Sign) Order Form

**Week of Show**

**Monday, October 14**

- Show Move In 12 p.m. - 7 p.m.

**Tuesday, October 15 Show Day One**

- Show Floor Hours 10 a.m. - 5 p.m.

**Wednesday, October 16 Show Day Two**

- Show Floor Hours 10 a.m. - 4 p.m.
- Move Out 4 p.m. - 6 p.m.
- Return Home Safely

Any questions please  
contact Stephanie Parish.  
at: [sparish@mrla.org](mailto:sparish@mrla.org) or  
800-968-9668, ext. 3936

# SPECIAL OFFER



MICHIGAN  
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## For Michigan Restaurant & Lodging Show EXHIBITORS

Let the award-winning MRLA Magazine help you reach your target customers. Exhibitors can take advantage of discounted ad rates for the October issue. Check out these great savings.

### ADS FOR MRLA MEMBERS:

Full Page	\$1324	1/4 page	\$1068
1/2 page	\$1184	Business Card	\$420

PLUS:

Free Ad Design  
Services

Increased  
Distribution

Award-Winning  
Publication



### DID YOU KNOW?

- The MRLA Magazine is distributed to **ALL MRLA members**, educators, and other industry professionals.
- The October edition has an **increased circulation of hundreds of non-MRLA members**.
- The MRLA's award-winning graphic designer will **design an ad for you at no additional charge**, if you're a MRLA Member.
- The MRLA Magazine won a **Diamond Award and Best In Show** from the Michigan Society of Association Executives in 2018.

Contact Stephanie Parish to secure your ad space!  
517-377-3936 • [sparish@mrla.org](mailto:sparish@mrla.org)

DEADLINE

800-968-9668 [mrlashow.org](http://mrlashow.org)

FRI., AUG. 30

MAGAZINE ADVERTISING | ITEM 4



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## Discount Code for Attendees

*An unlimited number of codes can be shared with a simple link. Once you pay in full, you will receive an email with a discount code specific to your company to share with all your customers and prospective clients. It allows your customers to attend the Michigan Restaurant & Lodging Show for free!*

### Registration includes:

- Admission to the exhibit hall on both days with access to over 200 booths
- Admission to keynote presentations
- Admission to educational seminars and demonstrations
- Discounted room rates at official show hotels

### Registration Pricing

#### Now – October 1, 2019

##### Michigan Restaurant & Lodging Association Members

- 2 complimentary tickets
- Additional tickets: \$25
- Using your discount code grants your guests free admission to the Show.  
\*Pre-Registration required.

##### Not-Yet- Members

- Tickets: \$40 each

#### After October 1, 2019

##### Michigan Restaurant & Lodging Association Members

- Tickets: \$35

##### Not-Yet- Members

- Tickets: \$50

To access your referral code, visit the Exhibitor Portal at [mrlashow.org](http://mrlashow.org).





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## Free Promotion!

### New Product or Service Debuts

The Michigan Restaurant & Lodging Show Program provides a complimentary opportunity for you to promote your company by offering a New Product or Service Debut. By offering a New Product or Service, you are more likely to have attendees visit your booth on the Show Floor!



NEW DEADLINE: AUGUST 15

To participate, please submit your information online at [mrlashow.org](http://mrlashow.org) or email [concierge@mrla.org](mailto:concierge@mrla.org):

Company Name: \_\_\_\_\_

Booth Number: \_\_\_\_\_

**Product Image:** 300 dpi 1x2 inches in a .jpg format or similar

**Copy:** 25 word description of your new product or service

**Company or product logo:** 300 dpi or vector art in a .jpg format or similar

Complimentary design work is provided by the Michigan Restaurant & Lodging Show.

For assistance please contact Carol Dunn, Show Concierge, at [concierge@mrla.org](mailto:concierge@mrla.org), 800-968-9668 ext. 3945 or directly at 517-702-3945.

2018 NEW PRODUCT

S A M P L E  
(ACTUAL SIZE)

Booth #829



**New Product**

Mule Beer is an Ale brewed with lime and ginger. Hazy copper in color with an off-white head.

**Short's Brewing Company**

**Contact:**

Hunter Boyd  
734.865.0410  
[hboyd@imperialbeverage.com](mailto:hboyd@imperialbeverage.com)

DEADLINE

800-968-9668 [mrlashow.org](http://mrlashow.org)

THURS., AUG. 15

NEW PRODUCT/SERVICES | ITEM 6



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## Free Promotion!



## Show Specials

The Michigan Restaurant & Lodging Show Program provides a **complimentary** opportunity for you to promote your company by offering a Show Special.

### NEW DEADLINE: AUGUST 15

To participate, please submit your information online at [mrlashow.org](http://mrlashow.org) or email [concierge@mrla.org](mailto:concierge@mrla.org):

Company Name: \_\_\_\_\_

Booth Number: \_\_\_\_\_

**Product Image:** 300 dpi 1x2 inches in a .jpg format or similar

**Copy:** 25 word description of your Show Special

**Company or product logo:** 300 dpi or vector art in a .jpg format or similar

**Complimentary design work is provided by the Michigan Restaurant & Lodging Show.**

For assistance or to purchase additional categories, please contact Carol Dunn, Show Concierge, at [concierge@mrla.org](mailto:concierge@mrla.org), 800-968-9668 ext. 3945 or directly at 517-702-3945.

2018 SHOW SPECIAL

S A M P L E  
(ACTUAL SIZE)

### Booth #209

ENDORSED PARTNER



reliable  
energy

### Show Special

Complimentary Utility Bill Audit

### Reliable Energy

**Contact:**

Bob Reilly  
616.977.1705  
[reilly@reliableenergy.com](mailto:reilly@reliableenergy.com)

DEADLINE

800-968-9668 [mrlashow.org](http://mrlashow.org)

THURS., AUG. 15

SHOW SPECIALS | ITEM 7



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## Show Program Information

Please submit your company information for the Show Program online at [mrlashow.org](http://mrlashow.org).

### Exhibitor Directory

Key: ♥ = Member ☉ = Endorsed Program  
\$ = Show Floor Special ✨ = New Product/Service

#### 1000 Stories Wine

Booth 729  
17550 Allen Road  
Brownstown MI 48193  
Ph: 734.324.3000  
[blackstallionwinery.com](http://blackstallionwinery.com)

#### ♥ 5 Star Payment Solutions

Booth 740  
42500 Hayes Road Suite 100  
Clinton Township MI 48038  
Ph: 888.327.7827  
[5star2b.com](http://5star2b.com)

#### A to Z Meats

Booth 443  
201 N Main Street  
Bluffton OH 45817  
Ph: 419.358.2926  
[atozmeats.com](http://atozmeats.com)

#### ♥ Able Grease Trap Service / Service Pro

Booth 324  
54230 Grand River Avenue  
Novi MI 48375  
Ph: 248.912.9974  
Fax: 248.912.9975  
[yourworkorder.com](http://yourworkorder.com)

#### ♥ ✨ AccuTemp Products Inc.

Booth 423  
8415 North Clinton Park Drive  
Fort Wayne IN 46825  
Ph: 260.493.0415  
Fax: 260.493.0318  
[accutemp.net](http://accutemp.net)

#### ♥ Adkison, Need, Allen, & Rentrop, PLLC

Booth 322  
39572 Woodward Avenue, Suite 222  
Bloomfield Hills MI 48304  
Ph: 248.540.7400  
[anafirm.com](http://anafirm.com)

#### ♥ ✨ Argent Tape and Label, Inc.

Booth 230  
41016 Concept Drive Suite A  
Plymouth MI 48170  
Ph: 734.218.1583  
[argent-label.com](http://argent-label.com)

#### ♥ Arvco Container

Booth 531  
845 Gibson Street  
Kalamazoo MI 49001  
Ph: 616.550.9751  
[arvco.com](http://arvco.com)

#### ♥ ✨ \$ Ashby's Sterling Ice Cream

Booth 142  
110 N William Street  
Ludington MI 49431  
Ph: 231.843.0319  
[ashbysicecream.com](http://ashbysicecream.com)

#### ♥ AT&T

Booth 1037  
23500 Northwestern Hwy  
Building W  
Southfield MI 48075  
Ph: 734.502.7818  
[Att.com](http://Att.com)

#### ♥ Auto-Chlor System

Booth 523  
37890 Commerce Drive  
Sterling Heights MI 48312  
Ph: 586.979.5405  
[autochlor.com](http://autochlor.com)

#### ♥ B & B Creative Marketing

Booth 443  
1302 Washington Avenue  
Washington Court House OH 43160  
Ph: 800.526.1828  
Fax: 740.335.2352  
[bbcreativemarketing.com](http://bbcreativemarketing.com)

#### ♥ ✨ BBC Distributing

Booth 725  
1601 Steele Avenue SW  
Grand Rapids MI 49507  
Ph: 616.698.8828  
[bbcdistributing.com](http://bbcdistributing.com)

#### ♥ \$ Bell and Sons

Booth 228  
26514 7 Mile Road  
Redford MI 48240  
Ph: 313.531.2119  
Fax: 313.531.1285  
[bellandsons.com](http://bellandsons.com)

#### ♥ ✨ Bell's Brewery, Inc.

Booth 741  
8960 Krum Avenue  
Galesburg MI 49053  
Ph: 269.382.2338  
[bellsbeer.com](http://bellsbeer.com)

#### ♥ ☉ \$ benepay TECHNOLOGIES

Booth 1037  
5555 Glenwood Hills Parkway SE  
Suite 2  
Grand Rapids MI 49512  
Ph: 855.236.3729  
Fax: 616.575.8709  
[benepaytech.com](http://benepaytech.com)

#### ♥ Biddergy.com

Booth 131  
1919 E Kilgore Service Road  
Kalamazoo MI 49001  
Ph: 269.903.2590  
Fax: 269.903.2591  
[biddergy.com](http://biddergy.com)

#### Black Stallion Winery

Booth 729  
17550 Allen Road  
Brownstown MI 48193  
Ph: 734.324.3000  
[blackstallionwinery.com](http://blackstallionwinery.com)

#### ♥ BMC / Business Machines Company Co., Inc.

Booth 613  
7833 Rickle Street  
Lansing MI 48917  
Ph: 800.877.1732  
Fax: 517.485.1750  
[bmc-pos.com](http://bmc-pos.com)

#### ♥ ✨ \$ Brakebush Brothers

Booth 122  
N4993 6th Drive  
Westfield WI 53964  
Ph: 800.933.2121  
[brakebush.com](http://brakebush.com)

50 | [michiganrestaurantshow.org](http://michiganrestaurantshow.org) | #MRAShow2018

For assistance please contact Carol Dunn,  
Show Concierge, at [concierge@mrla.org](mailto:concierge@mrla.org),  
800-968-9668 ext. 3945 or directly at 517-702-3945.

DEADLINE

FRI., SEPT. 13

800-968-9668 [mrlashow.org](http://mrlashow.org)

PROGRAM CONTACT INFO | ITEM 8



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Please choose up to three categories per 10'x10' booth space:

**Advertising / Marketing**

- Advertising, Graphic Design, Promotion
- Marketing
- Menu Design
- Printing, Promotional Materials
- Public Relations
- Publications
- Signs
- Social Media
- Web Design

**Bakery Products**

- Baked Goods
- Bread, Rolls
- Desserts, Pastries & Cakes
- Dough Mixer

**Beverages**

- Beer
- Beverages, Non-Carbonated
- Coffee & Coffee Products
- Flavored Sodas
- Flavoring Syrups
- Juices
- Liquor Control
- Spirits
- Tea & Flavored Teas
- Water, Flavored Waters
- Wine

**Cleaning Services**

- Carpets, Carpet Cleaning
- Cleaners, Chemicals
- Cleaning, Sanitizing Systems
- Garbage Disposal
- Grease, Cleaning, Maintenance, Traps
- Power Washing, Exterior
- Tile and Grout Cleaning

- Vacuum Cleaners
- Walk-Ins
- Waste Management, Recycling

**Construction / Real Estate**

- Architects
- Construction, Builders
- Remodeling, Restoration
- Roofing

**Consultants**

- Consultants
- Nutritional Services

**Dairy Products**

- Almond / Cashew Milk
- Cheese
- Ice Cream
- Milk
- Soy / Coconut

**Design / Furnishing**

- Bar Stools
- Counters & Table Tops
- Fans
- Faucets & Fixtures
- Indoor / Outdoor Furniture
- Interior / Exterior Accessories
- Seating
- Tables

**Distributors**

- Alcoholic Beverages
- Food Brokers
- Food Distributors
- Markets / Co-ops
- Non-Alcoholic Beverages
- Vending Products, Candy
- Wholesale Food Provider

**Education**

- Alcohol Safety Certification

- Compliance Resources

- Education & Training Materials
- Schools, Colleges & Universities
- ServSafe Training
- Training Materials

**Employment Agencies**

- Employee Benefits
- Employee Training
- Employment Agencies & Recruitment
- HR Services
- Permanent Staffing
- Temporary Event Staffing
- Hospitality Training

**Energy**

- Energy Savings
- Green Products
- Utility Companies

**Equipment**

- Air Filtration Systems
- Awnings
- Bar Equipment, Liquor Service
- Beverage Dispensing Equipment
- Broilers, Electric, Gas, Conveyor
- Cabinets, Foodwarming & Conveying
- Cash Registers, Equipment & Supplies
- Catering Supplies
- Charbroilers, Grills
- Coffee Brewing, Espresso, Cappuccino Products & Equipment
- Commercial Cookware & Utensils

- Coolers, Walk-in

- Dish Machines / Dish Tables
- Dishwashers, Dishwashing Products
- Doors, Garage
- Dough Mixers
- Equipment, Sales, Leasing
- Equipment, Services & Parts
- Exhaust, Ventilation Systems, Cleaning
- Fountain Equipment
- Griddles & Grills
- Hood Duct Systems
- Ice Cream Equipment & Services, including Soft-Serve
- Icemakers, Ice
- Ovens, Warmers
- Patio Enclosures, Screen or Vinyl
- Pizza Equipment, Ovens, Production
- Rotisseries
- Sanitation Equipment & Supplies
- Sinks
- Smokers
- Soft Serve Equipment & Products

**Financial Services**

- Accounting & Bookkeeping
- ATM Services
- Audits
- Certified Public Accountants
- Credit Card Processing
- Credit Card Services
- Financial Institutions
- Financial Planning, Services
- Payment Processing
- Payroll Processing
- Retirement, 401K Plans

DEADLINE

800-968-9668 mrlashow.org

FRI., SEPT. 13

CATEGORY CHOICES | ITEM 9



# MICHIGAN RESTAURANT & LODGING SHOW

## OCTOBER 15 & 16

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### Fire Prevention & Safety

- Cameras, Surveillance
- Fire Protection Sales, Service
- First Aid, Safety
- Kitchen Hood Cleaning
- Loss Prevention & Safety
- Osha Store
- Safety Programs
- Security Systems, Alarms

### Food Products

- Appetizers, Hor d'oeuvres
- Beef, Veal
- Condiments
- Dairy
- Dressings, Salads, Sauces
- Fish, Seafoods
- Food Products
- Frozen Foods
- Fruits & Produce
- Gelato, Sorbetto
- Gourmet, Exotic Foods
- Herbs, Spices, Seasonings
- Ice Cream, Artisan, Custard, Frozen Yogurt
- Local
- Meat, Fresh & Frozen
- Organic
- Pasta
- Pork, Poultry, Fowl
- Shakes & Smoothies
- Shortening, Oils
- Smoked Fish
- Soup
- Vending Products, Candy

### Insurance

- Brokers & Consulting
- Business
- Casualty
- Farm
- Financial
- Health
- Insurance
- Liability
- Life
- Medical
- Personal
- Property
- Risk Management & Control
- Workers Compensation

### Refrigeration

- Display Cases
- Freezers
- Refrigeration Equipment, Repair, Services

### Services

- Air Conditioning/Heating-Sales, Service, Parts
- Alcohol Safety
- Appraisals
- Architects, Builders & Contractors
- Association Government Agencies
- Associations
- Attorneys, Law, Legal
- Business Services

- Conference Planning, Facilities
- Designers, Decorators
- Dining Loyalty Program
- Event Planning
- Floor Products & Treatment
- Food Safety
- Food Service
- Food Service License Acquisition
- Interior Design
- Management Services
- Menu Development
- Mystery Shoppers
- Operation Assistance and Development
- Pest Control
- Plumbing & Sewer Service
- Point of Sale Systems
- Real Estate
- Recipes, Development
- Remodeling, Restoration
- SOP Development
- Transportation
- Uniform Rental
- Water Treatment, Filtration

### Specialty Foods

- Gluten Free Products
- Nut Free Products
- Vegan Products

### Supplies

- Apparel, Aprons, Chef Wear
- Awards, Trophies
- Drinkware Barware and Stemware

- Floral and Holiday Decor
- Footwear
- Linens Sales & Rentals
- Locks, Hardware
- Matting, Flooring
- Menu & Accessories
- Paper & Plastic Products
- Roofing
- Screens, Manual or Motorized
- Storage Containers and Labels

### Tableware

- China
- Dinnerware, Flatware & Glassware
- Tabletop Accessories

### Technology & Entertainment

- Acoustical Solutions
- Audio Visual Equipment
- Computer Software Systems, Supplies
- Computerized Restaurant Management Systems
- Digital Menu
- Digital Signs
- Music & Sound Systems
- Music Licensing
- Online Services, Supplies
- Satellite Radio & TV
- Self Serve Kiosk
- Telecommunications

Company Name: \_\_\_\_\_ Booth: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

For assistance please contact Carol Dunn, Show Concierge, at [concierge@mrla.org](mailto:concierge@mrla.org), 800-968-9668 ext. 3945 or directly at 517-702-3945.

DEADLINE

800-968-9668 [mrlashow.org](http://mrlashow.org)

FRI., SEPT. 13

CATEGORY CHOICES | ITEM 9



OCTOBER 15 & 16  
SUBURBAN COLLECTION SHOWPLACE, NOVI

## Pre-Register Your Exhibitor Representatives: 5 Per Each 10x10 Booth Space

Deadline Friday, September 27, 2019

Exhibitor representatives may be added or changed at any time.

Register those that will be working your booth at the Michigan Restaurant & Lodging Show online via the Exhibitor Portal.

All persons listed must be authorized Exhibitor Representatives.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-mail: \_\_\_\_\_

### General Information:

All persons listed must be authorized Exhibitor Representatives. Please type or print legibly.

Name:	Email:
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

**NOTE: Badges will be printed at the Show exhibitor registration desk.**

For assistance please contact Carol Dunn, Show Concierge, at [concierge@mrla.org](mailto:concierge@mrla.org), 800-968-9668 ext. 3945 or directly at 517-702-3945

Additional badges will cost \$10 per badge. Exhibitors are permitted 5 free badges per 10x10 booth.

DEADLINE

800-968-9668 [mrlashow.org](http://mrlashow.org)

FRI., SEPT. 27

EXHIBITOR REGISTRATION | ITEM 10



MICHIGAN  
RESTAURANT  
& LODGING  
**SHOW**

OCTOBER 15 & 16

SUBURBAN COLLECTION SHOWPLACE, NOVI

**DEADLINE: TUESDAY, SEPTEMBER 24, 2019**

ALL deliveries shall be on Mon., Oct 14

By law, in Michigan if you will be offering samples of alcoholic beverages-you MUST order your alcohol through the  
*Suburban Collection Showplace. NO EXCEPTIONS*

**Please make checks payable to: BoCo Enterprises, Inc.**

**PAYMENT MUST BE RECEIVED WITH ORDER-NO ORDERS FILLED UNTIL PAYMENT IS RECEIVED**

COMPANY:	YOUR DISTRIBUTOR:		BOOTH #	
CONTACT:	DISTRIBUTOR CONTACT: (NAME) (PHONE)			
ADDRESS:				
CITY, STATE, ZIP:				
PHONE:	FAX:	EMAIL:		
CREDIT CARD INFORMATION	AX	MC	VISA	DISCOVER
NUMBER:				
EXP. DATE:	CODE			
NAME ON CARD, IF DIFFERENT THAN ABOVE:				
SIGNATURE:				

**PLEASE PLACE YOUR ORDER EARLY. REQUIRED DEADLINE ORDER DATE IS: SEPTEMBER 24**

QTY	LIQUOR CODE	BRAND NAME	SIZE	ON PREM PRICE	TOTAL PRICE
	10%	CORKAGE FEE			
<b>GRANDTOTAL</b>					

**10% CORKAGE FEE APPLIES TO ALL ORDERS.**

Thank you for your cooperation.

***Questions and orders should be directed to:***

**Mark Lyman, Expo Food Services Director**  
 mlyman@suburbanshowplace.com  
 Suburban Collection Showplace  
 46100 Grand River Avenue • Novi MI 48374  
 Phone 734-548-1744 • Fax 248-347-7720

***Michigan Beverage Sampling Regulations***

***Beer is 5oz; Wine/Mixed Spirit Drink is 3oz; Spirit is 1oz***

OFFICE USE ONLY

DATE ORDERED:	AMT REC'D	CK#
---------------	-----------	-----

**DEADLINE**

# LEAD RETRIEVAL

by 

CONFERENCE TECHNOLOGY ENHANCEMENTS, INC.

**LEADNET**  
Lead Retrieval Web App

**ROVER**  
Lead Retrieval Scanner



Official Lead Retrieval Provider for:



OCTOBER 15 - 16, 2019 | SUBURBAN COLLECTION SHOWPLACE | NOVI, MI

[www.cteusa.com/ctelead](http://www.cteusa.com/ctelead)



DEADLINE

800-968-9668 [mrlashow.org](http://mrlashow.org)

FRI., SEPT 27

CTE | ITEM 12



# LEADNET

Lead Retrieval Web App by CTE



CONFERENCE TECHNOLOGY ENHANCEMENTS, INC.

Order Online at:

[www.cteusa.com/LG/mra2](http://www.cteusa.com/LG/mra2)

or use the order form on the following pages

## LeadNet® Web Application Highlighted Features



### Use Your Own Device

Live data collection using your own smartphone, tablet or laptop.



### Scan Barcode to Capture Leads

Scan the barcode to capture leads. **Works on select versions of Android and Apple operating systems. Browser limitations apply.**



### Capture Leads with LeadNet ID

Simply type the LeadNet ID on the name badge to capture a new lead. No scanning needed.

**Cross-platform, works on any device.**



### Add Custom Notes

Add notes to any lead as you collect them or go back and add notes later.



### Instant Access to Leads

Send your lead file right from the app. No waiting until after the event.



### No App Download Required

Simply use any device that allows access to a web browser. No need to download an app.



### 20 Standard or Custom Follow-up Codes

Use follow-up codes to help quickly qualify and organize your leads.

*\*Wi-Fi or cellular data required*

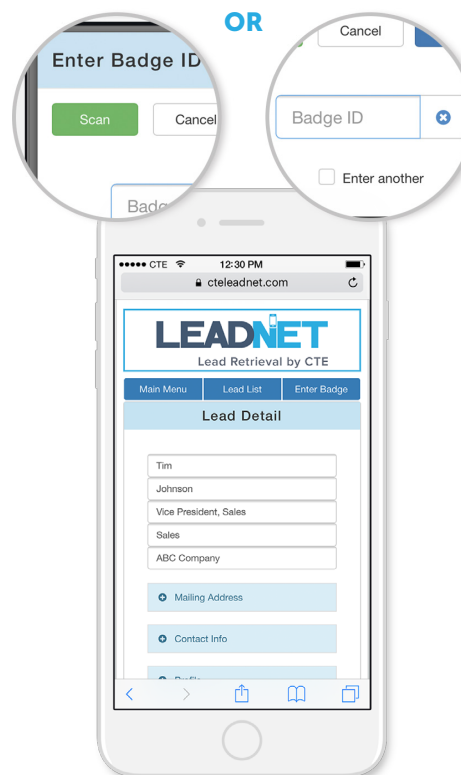
### Scan Barcode

On Select Devices

### Type Badge ID

On All Devices

OR



To watch a quick demo video:

Click or copy the link below to your web browser:

[www.cteusa.com/ctelead/leadnet-demo](http://www.cteusa.com/ctelead/leadnet-demo)

[www.cteusa.com/ctelead](http://www.cteusa.com/ctelead)



DEADLINE

800-968-9668 [mrlashow.org](http://mrlashow.org)

FRI., SEPT 27

CTE | ITEM 12

# ROVER

Lead Retrieval Scanner by CTE



CONFERENCE TECHNOLOGY ENHANCEMENTS, INC.

Order Online at:  
[www.cteusa.com/LG/mra2](http://www.cteusa.com/LG/mra2)  
or use the order form on the following pages

## Rover Scanner Highlighted Features



### One Button Operation

Simple one button operation to scan a new badge and easy touchscreen display.



### Add Custom Notes

Add notes to any lead as you collect them or go back and add notes later.



### Long-lasting Battery Life

Long-lasting battery life of 3-5 days. No need to charge the Rover during the event.



### Quick Access to Lead File

Lead files are emailed and made available to download within 1-2 hours after the event ends.



### 20 Standard or Custom Follow-up Codes

Use follow-up codes to help quickly qualify and organize your leads.



### Printer (Optional)

Add a receipt style printer to print a copy of each lead you've scanned.



For more information:

Click or copy the link below to your web browser:

[www.cteusa.com/ctelead/rover-wireless](http://www.cteusa.com/ctelead/rover-wireless)

[www.cteusa.com/ctelead](http://www.cteusa.com/ctelead)



DEADLINE

800-968-9668 [mrlashow.org](http://mrlashow.org)

FRI., SEPT 27

CTE | ITEM 12



## Michigan Restaurant & Lodging Show

Fax or mail order to: CTE

1460 Renaissance Drive Suite 209, Park Ridge, IL 60068

Fax: 847-957-4500 Phone: 847-957-4500

View package descriptions and pictures at [www.cteusa.com/rover](http://www.cteusa.com/rover)

To order on line go to (<http://www.cteusa.com/LG/MRA2>)

### PACKAGE DESCRIPTION and INFORMATION

Your show management has chosen to offer Lead Management Services for this event. This will allow you, as an exhibitor, immediate access to valuable data on your potential customers. The Lead Management System provides access to demographic information as provided by the attendee (and approved by show management).

#### CTE

**LeadNet:** Use your own iPad, mobile phone or laptop to collect leads. Purchase a license for the CTE LeadNet Web Application\* to utilize your device to capture your leads in real time. Up to 3 logins are provided per license. Logins are based on e-mail address and require a unique e-mail address for each user. E-mail your leads file at any time from the built in menu for instant access and faster follow ups.

\*Internet connection or cellular data plan required.



**Rover:** A handheld portable data collection system with LCD display. No electrical needed. Unit will be downloaded and the data will be emailed in Excel format at the end of show (The data will also be available in other formats on a web site which will be on the return receipt). The exhibitor simply scans the attendee 2D Barcode and the Rover reads and stores all of your sales leads and displays them on the LCD screen.

\*No electrical needed.



Pick up your equipment at the LEAD RETRIEVAL BOOTH and bring it back at the end of the show. Our staff will instruct and show you how to use the equipment.

Create a custom response. Designate up to 20 standard single item responses (E.G. "Send Literature", "Call", etc.) Indicate appropriate follow-up with the attendee. See custom code response sheet.

DEADLINE

# Michigan Restaurant & Lodging Show

## 20 Standard Scan Codes Are Provided With All Lead Retrieval Packages

CTE will provide you with a standard scan code sheet onsite when you obtain your lead retrieval package.

### How do we use it?

When a prospect enters your booth, first you scan the prospect's badge. Then, using the tap screen you may access the 20 standard qualifiers. You may select however many of the 20 standard codes that apply as qualifiers for your prospect.

### How is the information captured?

The scan codes will be captured in electronic format and may be printed if you order the Add on Printer.

### The 20 standard codes are:

1. Send Literature
2. Send Samples
3. Send Pricing
4. Add to Mailing List
5. Technical Info Required
6. Detail Specs Required
7. Provide Quote
8. Product Demo Required
9. Immediate Contact Required
10. Have Salesperson Call
11. Recommends
12. Final Say
13. Makes Purchase Decision
14. Partial Interest
15. Purchase in 30 Days
16. Purchase in 3 Months
17. Purchase in 6 Months
18. Ready to Purchase
19. Immediate Need
20. Order Placed at Show

You may also have 20 codes customized for your company's use. Each customized code can be 24 characters in length. There is a \$75.00 fee for the creation of each customized code sheet of 20 codes. To order customized codes, please complete the Scan Customization Sheet on next page.

DEADLINE

# Michigan Restaurant & Lodging Show

## CTE Scan Customization Order Form

For the creation of custom lead codes, complete this form and submit it with your Lead Retrieval Order Form.

**You may have up to 20 customized codes.**

**Each code can be up to 24 characters in length.**

**Single response items only, no multiple choice or fill in the blank.**

**The fee per customized code sheet is \$75.00 USD**

<b>Exhibitor Name:</b>	
<b>Exhibitor Contact:</b>	
<b>Phone Number:</b>	
1.	11.
2.	12.
3.	13.
4.	14.
5.	15.
6.	16.
7.	17.
8.	18.
9.	19.
10.	20.

DEADLINE



# Art Craft Display, Inc.

46100 Grand River Avenue, Suite B • Novi, Michigan 48374 • (248) 380-0843 • Fax (248) 380-0848  
www.artcraftdisplay.com

## EVENT DETAILS

Re: Michigan Restaurant & Lodging Show  
October 14-16, 2019  
Suburban Collection Showplace

Art Craft Display, Inc. has been selected by show management to serve as the Official Tradeshow Contractor for this event.

The following items are included as part of your booth fees paid to show management.

Provided by Art Craft Display:

### **THE EXHIBIT HALL WILL BE CARPETED (blue jay)**

- 3' and 8' High – Booth Draping (black/blue/white/blue/black)
- (1) 8' Covered & Skirted Table (teal)
- (1) 7" x 44" Booth I.D. Sign

If you require additional items that are not listed above, an Exhibitor Kit is available on our website for download or for online ordering.

► Go to the following website: [www.artcraftdisplay.com](http://www.artcraftdisplay.com)  
On the Home Page, click on: "Exhibitor Kit"  
Enter Event Code: **307003**

**To qualify for Advance Rates, your order(s) with payment must be received by us no later than 5:00 pm EST on Monday, October 7<sup>th</sup>.** Some equipment or services may require more than 7 days lead time. Please see appropriate order forms for actual deadlines.

## **SHOW SCHEDULE**

### **Exhibitor Move-In**

Monday, October 14<sup>th</sup> 12:00 pm – 7:00 pm  
Tuesday, October 15<sup>th</sup> 7:00 am

DEADLINE



# Art Craft Display, Inc.

46100 Grand River Avenue, Suite B • Novi, Michigan 48374 • (248) 380-0843 • Fax (248) 380-0848  
www.artcraftdisplay.com

## EVENT DETAILS CONTINUED

### Exhibit Hours

Tuesday, October 15<sup>th</sup> 10:00 am – 5:00 pm  
Wednesday, October 16<sup>th</sup> 10:00 am – 4:00 pm

Exhibitors can arrive as early as 8:00 am on October 16<sup>th</sup>.

### ADVANCED WAREHOUSE SHIPMENTS **\*\* NEW ADDRESS \*\***

Advanced Warehouse shipments will be accepted from **September 11<sup>th</sup>** through **October 11<sup>th</sup>**. Freight Handling fees will apply for all shipments received. Warehouse receiving hours are from 8:00 a.m. to 4:30 p.m., Monday – Friday. If required, provide your carrier with this phone number (248) 380-0843.

Advanced Warehouse Shipping Address:

Exhibiting Company Name / Booth #  
**Michigan Restaurant & Lodging Show**  
C/o Art Craft Display, Inc.  
46100 Grand River Ave., Ste B  
Novi, MI 48374

### ONSITE SHIPMENTS

Onsite shipments will be accepted on **during move-in hours**. Freight Handling fees will apply for all shipments received. If any shipments are received before this date, you will be charged the Advance Warehouse rates.

Onsite Shipping Address:

Exhibiting Company Name / Booth #  
**Michigan Restaurant & Lodging Show**  
C/o Art Craft Display, Inc.  
46100 Grand River Ave.  
Novi, MI 48374

DEADLINE





# Art Craft Display, Inc.

46100 Grand River Avenue, Suite B • Novi, Michigan 48374 • (248) 380-0843 • Fax (248) 380-0848  
www.artcraftdisplay.com

## EVENT DETAILS CONTINUED

### Exhibitor Move-Out

Wednesday, October 16<sup>th</sup> 4:00 pm – 6:00 pm

We will begin returning empty containers once we get the “all clear” from the facility and/or once aisle carpet is removed (if provided).

### DISMANTLE AND MOVE-OUT INFORMATION

All exhibits/booths must be torn down and ready to ship on **October 16<sup>th</sup> by 6:00 pm**. Freight can be picked up that evening until **6:00 pm** or freight can be picked up on **Thursday, October 17<sup>th</sup> from 8:00 am – 4:30 pm**.

### POST SHOW SHIPPING DOCUMENTS

All outbound Bill of Lading paperwork must be turned into the Service Desk prior to your departure from the venue. If you do not have an outbound Bill of Lading, you may complete this document at the service desk after the show. Be sure that your carrier knows the company name and booth number when making arrangements for shipping your freight at the close of the show. Anything that is left behind in your booth that is not labeled for outbound shipment will be considered abandoned and deemed as trash.

If we can be of any further assistance, please contact us. General questions can be directed to: [detroit@artcraftdisplay.com](mailto:detroit@artcraftdisplay.com).

**THANK YOU FOR YOUR PATRONAGE AND WE LOOK FORWARD TO BEING OF SERVICE TO YOU.**

**SIGNS, GRAPHICS & DISPLAYS**  
DELIVERED RIGHT TO YOUR BOOTH!\*

\* Restrictions apply.

Contact Art Craft Signs to order signs, graphics & displays for your exhibit space.  
800-878-0710 · signshop@artcraftdisplay.com

The advertisement shows a variety of display options: a large curved wall display with a nature scene, a booth with a blue 'Propel' banner, a man and woman standing behind a counter, a small table display, a freestanding sign, and a vertical sign for 'Vegas Party'.

DEADLINE

800-968-9668 mrlashow.org

MON., OCT. 7

ART CRAFT DISPLAY | ITEM 13

# BoCo Enterprises Internet and Connectivity Form

Phone: (248) 348-5600 – Fax: (248) 380-3005 – Email: tfreytag@suburbanshowplace.com

<b>Event Name:</b> _____ <b>Event Start Date:</b> /    / _____ <b>Event End Date:</b> /     / _____ <b>Booth/Room #:</b> _____ <b>On-Site Contact:</b> _____ <b>Cell #:</b> _____ <b>Email Address:</b> _____	<b>Company Name:</b> _____ <b>Billing Name:</b> _____ <b>Billing Address:</b> _____ <b>Billing Address:</b> _____ <b>City:</b> _____ <b>State:</b> _____ <b>Zip:</b> _____ <b>Country:</b> _____ <b>Phone #:</b> _____
---	--

**ALL SERVICES FOR TECHNICAL SUPPORT AND LEVELS OF CONNECTIVITY LISTED BELOW ARE SUBJECT TO AVAILABILITY.  
 ALL CONNECTIONS LISTED ARE INTENDED FOR ONE DEVICE ONLY AND NO SPLITTERS, ROUTERS, OR OTHER WIRELESS DEVICES ARE ALLOWED  
 WITHOUT WRITTEN CONSENT FROM BoCo ENTERPRISES**

<b>BASIC INTERNET SERVICE</b>				
Wireless is available via access through the splash page when onsite, log on and follow instructions for services starting at \$20/day. Basic Internet Access is intended for the limited purses of checking e-mail, basic social networking, and simple web browsing. It is intended for <b>ONE</b> device ONLY. It is not intended for large file transfers, establishment of networks or connection of multiple computers and is <b>NOT INTENDED FOR SECURE CREDIT CARD PROCESSING.</b>				
<b>WIRELESS CONNECTIVITY – ONE DEVICE ONLY</b>				
Bandwidth (Shared)	Quantity	Advance	Floor	Total
Up to 1.5 Mbps		\$ 250	\$ 300	
Up to 5 Mbps		\$ 300	\$ 375	
Up to 10 Mbps		\$ 400	\$ 500	
<b>INTERNET VIA HARDLINE**</b>				
<b>Shared Bandwidth Hardline</b>				
Up to 1.5 Mbps	One drop for up to <b>3</b> devices*	\$ 335	\$ 385	
Up to 5 Mbps	One drop for up to <b>5</b> devices*	\$ 435	\$ 510	
Up to 10 Mbps	One drop for up to <b>10</b> devices*	\$ 535	\$ 635	
*A rental switch is <b>required</b> for multiple connections.				
<b>Dedicated Bandwidth Hardline</b>				
1.5 Mbps One drop for up to <b>3</b> devices (includes 1 public IP and 1 router)		\$ 800	\$ 850	
5 Mbps One drop for up to <b>5</b> devices (includes 1 public IP and 1 router)		\$ 1,000	\$ 1,075	
10 Mbps One drop for up to <b>10</b> devices (includes 1 public IP and 1 router)		\$ 1,200	\$ 1,300	
With the purchase of dedicated bandwidth, routers and switches are provided, NO unauthorized routers or outside devices are allowed.				
**The user must obtain <b>ONE HOUR MINIMUM</b> of technical support to assist in the configuration and connection of the user's device(s).				
<b>GREATER BANDWIDTHS (HIGHER THAN 10MB) ARE AVAILABLE BEYOND THOSE LISTED</b>				
Additional Products and Services	Quantity	Advance	Floor	Total
Additional public IP Address		\$ 150	\$ 200	
Patch Cables- Up to 50'		\$ 100	\$ 150	
Switch Rental		\$ 50	\$ 75	
Router		\$ 100 and up	\$ 150 and up	
Labor/Floor work		N/A	\$ 99/hr	

Internal Use Only	<b>SUBTOTAL:</b> _____
	<b>GRAND TOTAL:</b> _____

**By signing below Customer accepts the BoCo Enterprises Terms and Conditions (page 2)**

Customer—Print Authorized Name	Customer—Authorized Signature	Date
BoCo Enterprises—Print Authorized Name	BoCo Enterprises—Authorized Signature	Date

**Payment Type:** Please select one. Credit card payments appear as "BoCo Enterprises" on monthly statements.

**Check** Payable to: **BoCo Enterprises**      Mail to: **ATTN: Terri Freytag, BoCo Enterprises, 46100 Grand River, Novi, MI 48374**

By signing this Agreement, Customer agrees that BoCo Enterprises may store Customer's credit card information and Customer hereby authorizes BoCo Enterprises to use Customer's credit card information for future orders which are signed by an authorized representative of Customer. No order is complete until both parties have signed.

**Credit Card**     **Amex**     **MC**     **Visa**    **Credit Card #:** \_\_\_\_\_ **Ex. Date:** \_\_\_\_\_ **Security Code:** \_\_\_\_\_  
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

Card Holder Name (print)
Card Holder Name (signature)
Date

D E A D L I N E

**BoCo ENTERPRISES**  
**TERMS & CONDITIONS FOR TECHNOLOGY SERVICES**  
**BoCo Enterprises-Suburban Collection Showplace**

1. **BoCo ENTERPRISES INTERNET/DATA SERVICES:**
  - A. Due to the nature of the Internet, **BoCo Enterprises cannot guarantee any level of performance or accessibility beyond our gateway.**
  - B. **Internet speeds are best effort and not guaranteed.**
  - C. BoCo does not guarantee the safety or security of equipment, software, or proprietary information connected to or carried over services installed by BoCo and/or its sub-contractors.
2. **BoCo PROVIDES LIMITED FIREWALL SECURITY AND NO ANTI-VIRUS PROTECTION ON OUR NETWORK. CUSTOMER IS RESPONSIBLE FOR PROVIDING THEIR OWN FIREWALL SECURITY AND ANTI-VIRUS SOFTWARE.**

BoCo is not responsible in any way for damage to equipment or software, loss of proprietary information or network delays or interruptions caused by unauthorized security breaches or intrusions.

*Customer may be held liable for any damages to equipment, software, or proprietary information, or any damages due to network delays, interruptions, troubleshooting, and/or repair if the origin of a security breach or intrusion is determined to have originated from their device. BoCo strongly advises every customer to take proper measures to protect their own equipment and software.*
3. **CUSTOMER INTERNET/DATA RESPONSIBILITIES:**
  - A. **BoCo REQUIRES THAT UPDATED AND CURRENT ANTI-VIRUS PROTECTION BE INSTALLED ON EVERY DEVICE CONNECTED TO THE BoCo NETWORK.**
  - B. AT NO TIME will a client power up any wireless device not provided by BoCo without prior authorization.
  - C. AT NO TIME, while connected to the BoCo network, will the client use/run their own DHCP server.
  - D. Customer must provide a list of all required connections including exact location (exhibit booth number, meeting room number, etc.) and type of device being connected (switch, router, hub, PC, etc.)
  - E. Any customer device that is determined to be causing interference with the normal operation of the BoCo network must, at BoCo's request, be immediately disabled or disconnected from the network.
  - F. Customer must provide equipment that is properly configured and equipped. In the event that BoCo configures any of Customer's hardware and/or software so that the Customer may use the Services, such configuration shall be undertaken with reasonable care and in keeping with standard industry practices. Under no circumstances shall BoCo be liable to Customer for any damage caused by such configurations, and BoCo makes no representation or warranty that any such configured hardware or software shall be in fact be compatible with the Services or returned to its original condition or configuration at any time. Any re-configuration of Customer's hardware and/or software shall be undertaken by the Customer at its sole risk and expense.
  - G. **Internet user** has full, unrestricted access to the Internet. Matters considered improper, offensive, or even unlawful by groups or individuals are not the responsibility of BoCo.
  - H. **Customer is responsible** for the proper configuration of customer provided equipment and software for Internet services, etc. Customer is responsible for all services outside of basic Internet connectivity including e-mail, VPN, FTP, web services, etc.
4. **OTHER REQUIREMENTS** over and above what is listed on this form should be attached and returned to the Suburban Collection Showplace.
5. **INDEMNIFICATION AND LIMITATION:** BoCo's obligations under this Agreement are subject to limitation, and BoCo and/or its subcontractors shall not be liable for delays, failure to perform, or destruction or malfunction of the equipment and service, or any consequences of the above, caused, occasioned or due to fire, flood, water, the elements, labor requisition, shortages, utility curtailment, power failure, explosions, civil government requisition, shortages of equipment or supplies, unavailability of transportation, acts of omissions of anyone other than BoCo, its representatives, agents, subcontractors, or employees, or any other cause beyond BoCo's reasonable control. In no event shall BoCo be liable to the customer or to any other party for special, collateral, exemplary, indirect, incidental or consequential damages. Such excluded damages include, but are not limited to loss of profits, loss of use or interruption for business, or there consequential or indirect economic loss. Customer/user hereby indemnifies BoCo harmless from any and all liability, damages, or costs arising from the providing of these services or equipment.
6. **SHARING PROHIBITED:** These connective services are to be provided by and are not to be shared with other customers. Any customer sharing communication services without written authorization from BoCo will be charged for that service and standard rates on a complete second Service Order Form. All additional charges will be billed to the authorized credit card at the close of the event.
7. **BoCo EXCLUSIVITY:** Only BoCo Personnel are authorized to modify system wiring and cable. All material and equipment furnished for this service contract shall remain property of BoCo.
8. **EQUIPMENT COMPLIANCE REQUIRMENT** must comply with FCC regulations and be configured to operate with "dial 9" service. BoCo reserves the right to limit use of outside communication devices, including wireless devices.
9. **CHARGES SUBJECT TO CHANGE:** Prices for labor, equipment and services are based upon current wage rates and are subject to change without notice. Rates quoted for all connections cover only bringing one service to the event space in the most convenient manner and do not include connection of customer owned equipment.
10. **EQUIPMENT PROCEDURES:**
  - A. **Customer is responsible** for returning all equipment issued by or rented from BoCo in good condition to the BoCo Personnel or by making arrangements through the assigned Event Coordinator for the return or rented/issued equipment.
  - B. Lost, stolen, or damaged equipment will be charged to customer's authorized credit card at prevailing rates.
11. **PAYMENTS & REFUNDS:**
  - A. **Payment in full** is required before service can be connected, once ordered there are no refunds for services. The "**Payment Options**" section on the Service Order Form must be completed on every service order. By providing an authorized signature on the front of this form, you authorize BoCo to charge the amount due as pre-payment for services ordered, as well as any charges incurred for additional services ordered during the event, to the authorized credit card.

CONTINUED ON NEXT PAGE

D E A D L I N E

## Electrical Requirements

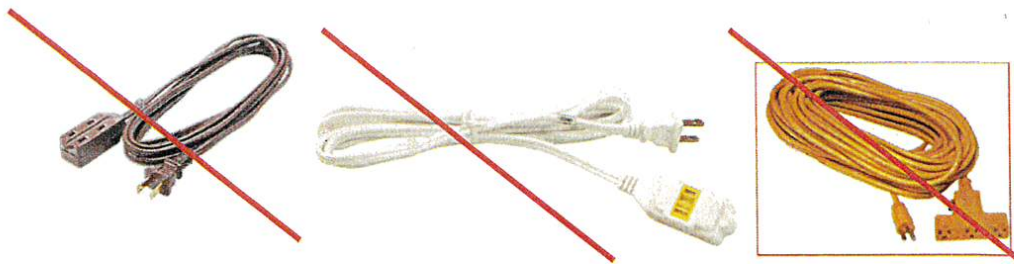
Since this is an indoor venue, we have stricter electrical requirements that need to be followed. The Fire Marshall does come around at the start of each show and checks every booth to ensure that these are followed. Please look over this information below so that you can make sure that your booth is up to fire code. We will have to charge if we need to come around and fix your electrical set up due to the Fire Marshall concerns.

Per the rules, here are the electrical requirements:

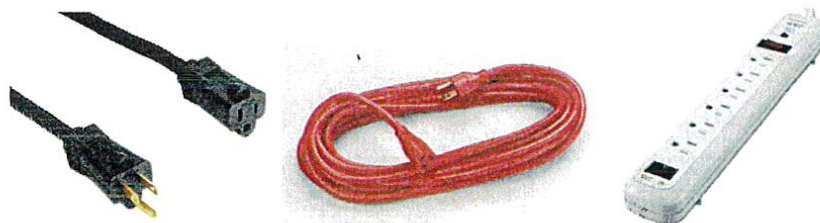
Exhibitors must follow these electrical rules:

1. No extension cords allowed on the ground in foot traffic areas or under carpet
2. Extension Cords without a ground are not permitted
3. All cords must have 3 prongs and may not be damaged
4. Fusible cord strips (type used with computers) must be used in any multi plug situation
5. No cube taps are allowed.
6. Any display that uses water must have a G.F.I.

These types of electrical extension cords below are NOT allowed. All extension cords MUST have 3 prongs. **\*\*Multi-plug cords can only be used if they have a fused breaker!\*\***



Outdoor rated extension cords are a good way to determine if a cord is acceptable. Also, computer type power strips are recommended and encouraged to plug many items into the end of the extension cords.



**Thank you for your cooperation on this matter!!**

CONTINUED ON NEXT PAGE

DEADLINE

# BOCO Enterprises, Inc. Utility Order Form

46100 Grand River Avenue, Novi MI 48374 \* Phone: 248-348-5600 \* Fax: 248-380-3005  
 Email your order form to: dthomas@suburbanshowplace.com or tfreytag@suburbanshowplace.com

**You may also order all services online at [www.suburbancollectionshowplace.com](http://www.suburbancollectionshowplace.com)**

Name of Show: \_\_\_\_\_ Date of Show: \_\_\_\_\_ Booth #: \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Email Address (please print clearly): \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: \_\_\_\_\_

**Form of Payment:**    Cash    Check    Visa/MasterCard    American Express    Discover

Check/Credit Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

If paying by credit card, please place authorization signature here: \_\_\_\_\_

**Please make checks payable to: BOCO Enterprises, Inc. \* No refunds five days prior to show.**

Rates quoted include bringing of service to the exhibit booth. All wiring of electrical work on exhibitor displays are charged on time and material basis. Tagging of equipment for proper voltage, phase, connections, etc. is exhibitor's responsibility. Exhibitors using sensitive electronic equipment should provide their own power conditioning. BOCO Enterprises and/or Suburban Collection Showplace are not responsible for voltage or frequency variances.

**FULL PAYMENT must accompany order to receive advance rate. NO EXCEPTIONS! Advanced ordering deadline: Five (5) days prior to first move-in day.** All orders received after deadline or on-site are subject to the advanced floor rate. **Any orders requiring collection during or after the show are subject to the floor rate, including declined credit cards.** Prices subject to change at discretion of BOCO Enterprises only.

Requirements	120 V – Single Phase			208 V – Single Phase			208 V- Three Phase			480 V – Three Phase		
	Qty	Advance	Floor	Qty	Advance	Floor	Qty	Advance	Floor	Qty	Advance	Floor
Lighting outlet 120 volts 60 cycle outlet up to 2000 watts		\$85	\$125									
30 amp					\$170	\$250		\$200	\$285		\$625	\$950
40 amp					\$240	\$340		\$275	\$410			
50 amp					\$245	\$345		\$285	\$425			
60 amp					\$390	\$445		\$505	\$560		\$750	\$1050
100 amp					\$595	\$835		\$685	\$950		\$1200	\$1200
150 amp					\$775	\$1050		\$895	\$1160			
200 amp					\$1170	\$1260		\$1370	\$1460			

<p><b>Exhibitor Booth Cleaning</b> For your convenience, we offer an individual booth cleaning service. This is an optional service that will not be provided without the return of this form as well as advanced payment.</p> <p><b>One Time Cleaning (Optional)</b> Carpets vacuumed or floor swept, wastebaskets emptied, tables wiped. One time service provided the night before the first open show day only.</p> <p style="text-align: center;">Total booth sq. ft. x .15 _____ X _____ show days = _____</p> <p><b>Nightly cleaning services (Optional)</b> Carpet vacuumed or floor swept, wastebaskets emptied, tables wiped. Service is provided nightly, after show closing. Service commences on the final night of move in and ends the night before closing of the show.</p> <p style="text-align: center;">Total booth sq. ft. x .11 _____ X one (1) show day = _____</p>	<p><b>Phone Services</b></p> <p>All credit card machines, lap tops, fax machines, etc must be programmed to dial "9" for all outgoing calls. Data transmission capabilities are limited and exhibitors should inquire if there are questions concerning the compatibility of any equipment with BOCO Enterprises, Inc. phone system. Customers are responsible for all local and long distance charges made on phone lines from move-in through move-out of show. Billing for all additional charges will be at a later date.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">QTY</th> <th style="width: 60%;">Phone Services</th> <th style="width: 15%;">Advance</th> <th style="width: 15%;">Floor</th> </tr> </thead> <tbody> <tr> <td></td> <td>Telephone services – outgoing calls</td> <td>\$150</td> <td>\$175</td> </tr> <tr> <td></td> <td>Telephone services – incoming and outgoing calls</td> <td>\$175</td> <td>\$200</td> </tr> <tr> <td></td> <td colspan="3" style="text-align: center;">Internet – See separate order form</td> </tr> <tr> <td></td> <td colspan="3" style="font-size: small;">*All internet services provided ON-SITE by Spectrum. Service is accessed through web browser (wireless or hardwire) &amp; paid for by credit card. The service is \$20.00/day with additional charges for IT support.</td> </tr> </tbody> </table>	QTY	Phone Services	Advance	Floor		Telephone services – outgoing calls	\$150	\$175		Telephone services – incoming and outgoing calls	\$175	\$200		Internet – See separate order form				*All internet services provided ON-SITE by Spectrum. Service is accessed through web browser (wireless or hardwire) & paid for by credit card. The service is \$20.00/day with additional charges for IT support.		
QTY	Phone Services	Advance	Floor																			
	Telephone services – outgoing calls	\$150	\$175																			
	Telephone services – incoming and outgoing calls	\$175	\$200																			
	Internet – See separate order form																					
	*All internet services provided ON-SITE by Spectrum. Service is accessed through web browser (wireless or hardwire) & paid for by credit card. The service is \$20.00/day with additional charges for IT support.																					

<b>WATER/DRAIN/AIR/GAS</b> - Water service is 3/8" poly pipe with shut off. Any required connections are the responsibility of the exhibitor. Drains are provided via pump. Power outlet in booth is required for drain but may be connected with other equipment. If draining any tub or unit, a small amount of excess water will remain. Exhibitors should use caution when moving units in the building.			
Qty	Service	Advance	Floor
	Water	\$200	\$225
	Drain	\$250	\$275
	Air**	\$325	\$375
<b>** Compressed air connection ½ inch</b>			
<b>Gas</b>	Contact BOCO Enterprises, Inc. directly at 248-348-5600 extension 205 for pricing and connection information.		
<b>Labor</b>	\$50.00 per hour straight time \$75.00 per hour overtime		

PAYMENT TOTALS	
Electrical Services	\$
Cleaning Services	\$
Phone Services	\$
Water/Drain Services	\$
Gas/Air Services	\$
<b>GRAND TOTAL</b>	<b>\$</b>

DEADLINE

FRI., OCT. 4

800-968-9668 [mrlashow.org](http://mrlashow.org)

BOCO ORDER FORM | ITEM 14

# BOCO Enterprises, Inc. Utility Order Form

46100 Grand River Avenue, Novi MI 48374

Phone: 248-348-5600 \* Fax: 248-380-3005

Dear Showplace Exhibitor,

We would like to take this opportunity to welcome your company to the Suburban Collection Showplace. We ask your cooperation so we do not have any exhibitor experiencing any problems during the show.

In order to expedite a smooth and proper operational show, please fill out your service requirement order form and return it immediately. Full payment must accompany order to receive advance rate. No exceptions! Payment in full must be rendered prior to opening of the show. Advance order deadline: Five (5) working days prior to the first move in day. All orders received after deadline or on-site are subject to the floor rate. Any orders requiring collection during or after the show are subject to the floor rate including declined credit cards.

We accept Visa, MasterCard, American Express, Discover and checks as payment. Cancellations made 7-14 days prior to show will be refunded at a rate of 50%. Orders cancelled later than seven days prior to show will result in forfeiture of deposit.

To prevent circuit overloads, exhibitors are not allowed to add wattage to existing outlet. We also ask that no exhibitors share drops amongst themselves. Outlets will be dropped in one location in booth, unless floor plan is submitted with order and payment. If more than one booth area is on order form please attach an additional sheet with layout and booth number for each booth.

For safety purposes, all connections larger than 30AMP must be hard wired. All motors must have a magnetic starter or manual disconnect switch. Wiring and electrical connections to motors or equipment will be billed on a labor and material basis. All customer supplied scatter boxes require at least 30' of cord sized properly for feed for field connection.

Electrical usage will be metered at the beginning of the show and additional charges, for amounts over the original order will be applied at the floor rate at that time.

**If it is necessary to change the amount of power drops for your booth after installation, floor rates will apply and no credit will be issued for prior payment. All orders must be paid for in full prior to electrical installation.**

Billing for all additional charges will be made at a later date. Customer is responsible for all charges made on phone lines from move in through move out of show.

Materials and labor for 24 hour power or 240V is a 50% addition to total bill. Labor is billed at \$50.00 per hour straight time and \$75.00 overtime. For additional needs not listed on this form, call our office for availability and pricing.

Thank you and we hope you enjoy the show!

*Suburban Collection Showplace Management*

**PLEASE MAKE CHECKS PAYABLE TO: BOCO ENTERPRISES  
PLEASE REMIT TOP COPY TO BOCO ENTERPRISES  
BOTTOM COPY IS CUSTOMER COPY**



MICHIGAN  
RESTAURANT  
& LODGING  
ASSOCIATION



MICHIGAN  
RESTAURANT  
& LODGING  
**SHOW**

## 2019 MRLA SHOW SPONSORSHIPS

### **PREMIER SPONSORSHIPS - EXCLUSIVE - \$5,000 each**

Prominent recognition on promotional materials will put your company in front of attendees well before the show begins. Enhance your company's image and drive attendees to your booth with prominent signage at the Show.

- Competition Stage - SOLD!
- Education Stage - SOLD!
- Keynote Speaker - SOLD!
  - Parking - SOLD!
- Spotlight Theater - SOLD!

### **NAME BADGE LANYARDS - EXCLUSIVE - \$3,500 - SOLD!**

Distributed to all attendees at registration, this high impact sponsorship is a great way to show your company's presence at the Show.

### **ATTENDEE BAGS - EXCLUSIVE - \$2,500 - SOLD!**

A great way to enhance your company's image and drive attendees to your booth. Every attendee will receive a Show bag with your company's branding and the MRLA logo.

### **WIFI - EXCLUSIVE - \$2,500**

Enhance your company's image with your logo on prominent signage on the Show floor.

### **NAME BADGES - EXCLUSIVE - \$1,500**

Include your company's logo on all attendee and exhibitor name badges during the Show.

### **SEMINARS - \$1,500**

Prominent recognition before the Show on materials promoting seminars. Boost your company's image at show with your logo on seminar schedule signage. One Sponsor per day.

### **SHOW PROGRAM BACK COVER - EXCLUSIVE - \$1,500 - SOLD!**

A great way to enhance your company's image and drive attendees to your booth. Every attendee receives a program at registration.

### **REGISTRATION - EXCLUSIVE - \$1,500**

Be the first to welcome attendees to the show with your logo on signage displayed at each registration station.



MICHIGAN  
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& LODGING  
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MICHIGAN  
RESTAURANT  
& LODGING  
SHOW

## 2019 MRLA SHOW SPONSORSHIPS

### **HOSPITALITY - \$1,000**

Enhance your company's image with your logo on prominent signage at the Exhibitor Hospitality Suite.

### **VIP LUNCH - EXCLUSIVE - \$750**

Prominent placement of your company's logo on signage at this invitation only luncheon which includes some of the top leaders from Michigan's Restaurant and Lodging Industries.

### **MOVE-IN DAY - \$500**

A great way to enhance your company's image during exhibitor move-in. Your company's logo will be prominently displayed on all staff and volunteer t-shirts during move-in day.

### **DAILY DISH NEWSLETTER - \$250**

Prominent placement of your company's logo on the Daily Dish newsletter provided to all exhibitors during the Show. One sponsor per day.

### **AISLE SIGNS - \$500 PER**

Display your company logo and booth number or other full-color graphic at the bottom of any aisle sign on the Show floor—a great way to catch the eye of the buyer and guide them to your booth as they are walking the show floor. Specific aisle signs may be requested!

### **FLOOR ADS - \$350 PER**

Showcase your company right at the attendees' feet. Place your color Ad on the aisle carpet at high-traffic cross-aisles in the heart of the exhibit floor. Specific locations may be requested!

### **WORKFORCE DEVELOPMENT AREA - EXCLUSIVE - \$3,000**

This area is new for 2019, and definitely an area in high demand as attendees look for hiring solutions for their business. Be the company everyone is looking at with this exclusive sponsorship opportunity!

### **SMALL BUSINESS AREA - EXCLUSIVE - \$4,500**

A great way to show your support for Michigan small businesses! Your company's logo and information will be prominently placed front and center of this brand new area for 2019.

### **COCKTAIL TABLES - \$250 PER**

Showcase your company throughout the Show Floor by having your business' information printed directly onto unique recyclable full-size cocktail tables. Ask for pricing on sponsoring all tables throughout the Show.





MICHIGAN RESTAURANT & LODGING ASSOCIATION

# Pizza Challenge

W E D N E S D A Y , O C T O B E R 1 6 , 2 0 1 9  
M I C H I G A N R E S T A U R A N T & L O D G I N G S H O W  
S U B U R B A N C O L L E C T I O N S H O W P L A C E



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ASSOCIATION

800-968-9668 [mrlashow.org](http://mrlashow.org)

PIZZA CHALLENGE | ITEM 16

# RULES AND PROCEDURES

## Entry/Registration Process

- Contest is open to pizzerias operating in Michigan.
- Limit of one contestant per pizzeria concept/franchise.
- The contestant must be 18 years of age.
- Contestant must register using the MRLA Pizza Challenge Registration Form by 5 p.m. on Monday, September 23. Space is limited.
- **Contestants are limited to preparing a pizza that is on the restaurant menu, and a copy of the menu must be submitted with the registration form.**

## Rules of the Competition

- Contestants are required to attend a 9:00 a.m. orientation meeting on the day of competition (October 16, 2019). Contestants who are late will receive a deduction from their score of 1 point for each 5 minutes tardy.
- Contestants will be notified of their bake order on Wednesday, October 9.
- Six (6) contestants will compete per round; three cooking in a deck oven and three cooking in a conveyer oven. A winner from each round will advance to the championship round. Number of contestants per round based on total number of contestants.
- Contestants are limited to preparing a pizza that is on the restaurant menu, and a copy of the menu must be submitted with the **registration form**.
- Each contestant will have 30 minutes to prepare their pizza.
- Show management will provide the following: prep tables, refrigeration for contest products, one conveyor oven, and one deck oven. Pizzas must be prepared and baked only in the competition area with the supplied ovens.

- Contestants must bring enough supplies (pre-made dough, sauce, cheese, and toppings) for four pizzas.
- Contestants must bring their own work utensils (ladles, pans, screens, rollers, etc.), and must transport those utensils in plastic containers only—no glass!
- Pizza size must be a minimum of 12" and a maximum of 16".
- Participants must prepare two pizzas per round – one for the judges to sample and one for Show attendees to sample. Participants may not make more than two pizzas per round.
- Pizzas will be presented to the judges in their entirety. Event staff will cut into sample sizes in the judging area.
- Only registered contestants are allowed in the competition area (assistants are not permitted in the competition area). Once contestants have submitted their pizzas, they must clean and sanitize their prep areas. Contestants are not permitted in the judging area.
- Tasting judges will be sequestered, and a competition number will be assigned to each contestant and the final product.
- There will be one floor judge to ensure proper sanitation.
- The findings of the judges are final.
- MRLA reserves the right to limit participation.

## Prize Package

- 1<sup>st</sup> place winner will receive:
  - Entry into the International Pizza Challenge, (Date TBD) at the Las Vegas Convention Center **provided by Pizza Today**
  - Airfare to Las Vegas provided by the Michigan Restaurant & Lodging Association
- Trophies, press release, and professional photos of the winner will also be provided for the top three places.

## REGISTRATION FORM

Contestant Name: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Restaurant /Pizzeria Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Select One:**  Cooking in Deck Oven

Cooking in Conveyer Oven

Oven Cooking Temperature Needed: \_\_\_\_\_



Return this  
form to:

Michigan Restaurant & Lodging Association

Emily Daunt

225 W Washtenaw

Lansing, MI 48933

Contact [edaunt@mrla.org](mailto:edaunt@mrla.org)

Fax: 517-702-3955

For any questions about the MRLA Pizza Challenge, call 800-968-9668.



OCTOBER 15 & 16

SUBURBAN COLLECTION SHOWPLACE, NOVI

## Certificate of Insurance

*While all possible care will be exercised by the Michigan Restaurant & Lodging Association and its agents, you are responsible for insuring the safety of your personnel and your exhibit materials from theft, damage, accident, fire and other causes. Exhibitors who desire to carry insurance must do so at their own expense (a rider on your existing coverage may be sufficient). All property of the exhibitors is understood to remain in their own care, custody and control in transit to and from the confines of the exhibit hall as well as when it is on the floor. Please submit your Certificate of Insurance to Show Concierge by Friday, September 27, 2019.*

Contact Show Concierge

Fax: 517-702-3953

Email: [concierge@mrla.org](mailto:concierge@mrla.org)

Mail: Michigan Restaurant & Lodging Association, 225 W. Washtenaw, Lansing, MI 48933

DEADLINE

800-968-9668 [mrlashow.org](http://mrlashow.org)

FRI., SEPT. 27

INSURANCE | ITEM 17



OCTOBER 15 & 16  
SUBURBAN COLLECTION SHOWPLACE, NOVI

## Rules and Regulations

*These rules and regulations have been adopted to give each exhibitor more effective use of his/her space without infringing on the rights of neighboring booths. Space dimensions shown on floor plans are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.*

### Standard Booth

**Definition:** One or more standard units in a straight line.

**Booth Design:** Exhibit fixture, components and identification signs will be permitted to a maximum height of 8'3" (2.5m). All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 14'0" (4.27m) depth or more. Meanwhile, for those exhibits with 9'0" (2.75m) or less of depth, they must confine their display fixtures over 4'0" in height to the back half of the booth.

**Intent:** Each exhibitor is entitled to a reasonable sight-line from the aisle regardless of the size of the exhibit. Exhibitors with larger space- 30 lineal feet (9.14m) or more- should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

### Perimeter Wall Booth

**Definition:** Standard booth located on the outer perimeter wall of the exhibit floor.

**Booth Design:** Exhibit fixtures, components and identification sign will be permitted to a maximum height of 12'0" (3.66m) in perimeter wall booths. All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 14'0" (4.27m) depth or more. Meanwhile, for those exhibits with 9'0" (2.75m) or less of depth, they must confine their display fixtures over 4'0" in height to the back half of the booth.

**Intent:** See Standard Booth guidelines above.



OCTOBER 15 & 16

SUBURBAN COLLECTION SHOWPLACE, NOVI

## Demonstration Regulations

When sampling or demonstrating, booths must be arranged so attendees come into your booth to receive their samples and do not block the aisles, which, if obstructed, could hurt the traffic to neighboring exhibits. Service tables must be at least 3' back from the aisle. The exhibitor is held responsible if a line of samplers or spectators interferes with adjoining exhibits. In such cases, Exposition Management is required to insist on intermittent sampling or demonstrating to avoid line formation. If you expect many people to congregate at one time, you must leave space within your own exhibit area to absorb the majority of the crowd. Intent: The aisles are the property of all exhibitors; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.

## Sound

Monitor your own booth to be sure the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. Remember the use of sound system or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference.



OCTOBER 15 & 16  
SUBURBAN COLLECTION SHOWPLACE, NOVI

## Fire Prevention: Practices For Exposition Events

### City of Novi Fire Department

The Novi Fire Department, in an attempt to maintain a safe and enjoyable exposition event, has established the following Rules and Regulations to be observed by all exhibitors and vendors. These rules are derived from model fire prevention codes such as NFPA 101, Life Safety Code and the International Fire Code. If you have any questions regarding these regulations, contact the Fire Prevention Bureau of the Novi Fire Department at 248-349-2293.

### General Precautions

1. No display or exhibit shall be installed or operated to interfere in any way with access to any required exit or with the visibility of any required exit or required exit sign.
2. Fire Fighting Equipment: No fire extinguishers and hose valves shall be blocked by displays or exhibits and shall remain accessible at all times.
3. Electrical: The use of unfused multi-plug adapters and multi-plug extension cords is prohibited. Temporary use of extension cords is allowed under the following conditions:
  - 1) Of adequate gauge (size) for the equipment being supplied
  - 2) Protected from damage and not in traffic areas.
4. Smoking: Smoking is prohibited in all exhibitions areas. "No Smoking" signs shall be posted. Smoking is allowed only in areas so designated.
5. Compressed flammable gases; flammable or combustible liquids; hazardous chemicals or materials; and Class II or greater lasers, blasting agents, and explosives shall be prohibited within exhibit halls unless approved by the fire department.

### Exhibits

1. The travel distance within the exhibit booth or exhibit enclosure to an exit access aisle shall not exceed 50 ft.
2. The upper deck of multilevel exhibits exceeding 300 square feet shall have not less than two remote means of egress.
3. Exhibit booths shall be constructed of the following:
  - a. Noncombustible or limited-combustible materials
  - b. Fire-retardant wood
  - c. Flame-retardant materials
  - d. Textile wall coverings, such as carpeting and similar products used as wall or ceiling finishes having a Class A flame spread rating.
4. Draperies, curtains, and other similar loosely hanging furnishings and decorations shall be flame resistant.



OCTOBER 15 & 16  
SUBURBAN COLLECTION SHOWPLACE, NOVI

5. Acoustical and decorative material including, but not limited to, cotton, hay, paper, straw, moss, split bamboo, and wood chips shall be flame retardant treated to the satisfaction of the fire department. Materials that cannot be treated for flame retardancy shall not be used.
6. The following shall be protected by automatic extinguishing systems:
  - a. Single-level exhibit booths exceeding 300 ft and covered with a ceiling.
  - b. Each level of multilevel exhibit booths, including the uppermost level where the uppermost level is covered with a ceiling.
  - c. A single exhibit or group of exhibits with ceilings that do not require sprinklers shall be separated by a distance of not less than 10 ft where the aggregate ceiling exceeds 300 ft.

***Exception:** Vehicles, boats, and similar exhibited products having over 100 ft of roofed area shall be provided with smoke detectors acceptable to the fire department.*

7. No open flame devices or pyrotechnic device shall be used in any assembly occupancy unless approved by the fire department.
8. Open flame devices, where approved, shall be isolated from the public by at least 48 inches and shall be separated from combustible materials by at least 24 inches.
9. Combustible materials within exhibit booths shall be limited to a one-day supply. Storage of combustible materials behind the booth shall be prohibited.
10. The use of compressed natural gas is allowed where permitted by the fire department.

### Vehicle Displays

1. All fuel tank openings shall be locked and sealed in an approved manner to prevent the escape of vapors. Fuel tanks shall not contain in excess of one-quarter their capacity or contain in excess of 5 gallons of fuel, whichever is less.
2. Fueling or de-fueling of vehicles is prohibited inside the building.
3. At least one battery cable shall be removed from the batteries used to start the vehicle engine. The disconnected battery cable shall then be taped.
4. Batteries used to power auxiliary equipment shall be permitted to be kept in service.
5. Vehicles shall not be moved during exhibit hours.

42975 Grand River Ave. Novi, MI • 48375-1731 • 248-349-2162



OCTOBER 15 & 16

SUBURBAN COLLECTION SHOWPLACE, NOVI

## Area Hotels

*Although the Michigan Restaurant & Lodging Association does not recommend a specific hotel, the following properties are offering special rates to our exhibitors:*

### Comfort Suites, Wixom

2.7 Miles to Suburban Showplace

248-504-5080

\$90 for King or (2) Queen beds, taxes not included

Please call the hotel directly to reserve a room and reference, Michigan Restaurant & Lodging Show

Room Rate available until September 30, 2019

### Holiday Inn Express, Wixom

2.1 Miles to Suburban Showplace

248-735-2781 or reserve a room by clicking [HERE](#)

\$115 for King or (2) Queen beds, taxes not included

Please reference, Michigan Restaurant & Lodging Show, if calling directly to reserve a room

Room Rate available until September 15, 2019

### Hampton Inn & Suites Wixom

2.1 Miles to Suburban Showplace

248-344-9319 or reserve a room by clicking [HERE](#)

\$115 for (2) Queen beds, taxes not included

Please reference, "MRL" if calling directly to reserve a room

Room Rate available until September 18, 2019

### Springhill Suites by Marriott

2.1 Miles to Suburban Showplace

248-344-9319 or reserve a room by clicking [HERE](#)

Rates from \$115-\$215 per night

Please reference, Michigan Restaurant Lodging, if calling directly to reserve a room

Room Rate available until September 16, 2019