



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



OCTOBER 15 & 16
SUBURBAN COLLECTION SHOWPLACE, NOVI

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.

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