

# 8th Annual Snow & Ice Summit

September 19  
2017

The Summit Sports & Ice Complex -  
Lansing, MI

## Exhibitor Information Kit & Contract

### Sponsorships

Feature your company logo on all promotional materials for this event\*\*! Sponsorships available:

Lunch Sponsor: \$750  
Education Sponsor: \$500  
Breakfast Sponsor: \$250

### Sponsored By:



### The Fine Print:

**Interpretation and Implementation:** The MNLA, through its representatives, shall have full power in the interpretation and enforcement of all rules contained herein and the power to make such amendments thereto and such further Rules and Regulations as they shall consider necessary for the proper conduct of the Snow & Ice Summit.  
**Use of Booth Space:** Only one distributor firm will be allowed per exhibit space. Without exception, no

large piece of equipment can exceed the boundaries of the exhibit space it is occupying.

**Terms and Cancellation:** Upon receipt of written cancellation, a full refund will be returned to the exhibitor if cancellation is received in the MNLA office by September 1, 2016. After September 1, 2016, a \$50 processing fee will be retained by MNLA if cancellation occurs. "No shows" are not entitled to a refund.

### Schedule of Events - September 19th:

6:00a - 8:00a	Exhibitor Move-in (Equipment)*
8:00a - 9:00a	Exhibitor Move-in (Hand carry)
9:00a - 9:30a	Registration and Breakfast
9:30a - 11:30a	Snow Education Seminars
11:30a - 12:00p	Lunch
12:00p - 1:30p	Trade Show
1:30p - 3:30p	Snow Education Seminars
3:30p - 4:30p	All Exhibitor Move-Out

### Trade Show Info & Diagram:

1 registration\*\*\* included with each booth purchased.

### Booth Sizes and Prices:

10' x 10' - \$195  
Booths 1-12

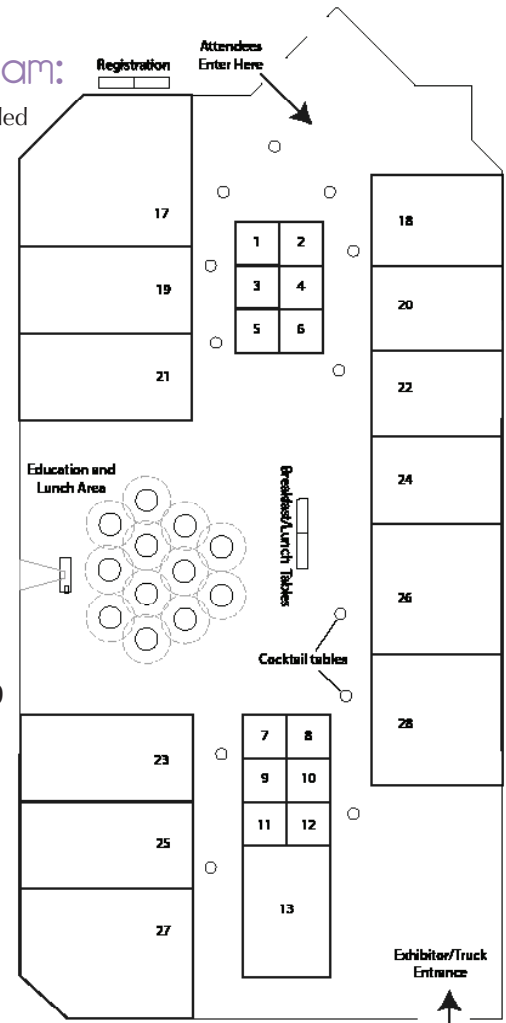
20' x 30' - \$220  
Booth 13, Even Booths 18-24

30' x 30' - \$220  
Booths 26, 28

20' x 40' - \$220  
Odd Booths 19-25

20+' x 40+' - \$220  
Booths 17, 27

Space assignments will be confirmed after fees are paid in full. Spaces will be assigned in order of postmark. Only firm financial commitments will be considered.



### Presented By:



\*Equipment Exhibitors have the option to move-in Sept. 18 between 3:00 - 5:00p.  
\*\*Learn about the benefits of sponsoring! Email Emily Huening: emily@mnla.org.  
\*\*\*Additional registrations are available to Exhibitors for \$20 per person.

Indoor Trade  
Show

Questions?  
Contact Emily Huening  
E: emily@mnla.org  
P: (517) 381-0437

# 8<sup>th</sup> Annual Snow and Ice Summit

## Exhibitor Information Kit & Contract



The memorandum of agreement made this \_\_\_\_\_ day of \_\_\_\_\_, 2017 between the Michigan Nursery & Landscape Association and \_\_\_\_\_ IN CONSIDERATION OF \$ \_\_\_\_\_ as payment in full, the said Michigan Nursery & Landscape Association hereby leases Booth # <sup>Assigned by MNLA</sup> \_\_\_\_\_ at the Snow & Ice Summit, as shown on official diagram, for a term of one show day, September 19, 2017, subject to all regulations governing exhibits.

Quantity	Descriptions	Amount
_____	Booth Dimensions _____	_____
	<b>Subtract 5%</b> if you are an MNLA Member	(-) _____
_____	<b>Subtract \$20</b> if you are declining the table and chairs package <small>(1 package per booth = 1 undraped 8' table and 2 chairs)</small>	(-) _____
_____	<b>Add \$20</b> for each additional person attending (1 Registration Included)	(+) _____
	<b>Total:</b>	_____

**Payment Info** (payable in US Funds only):

Check # \_\_\_\_\_ (made payable to MNLA)    Credit Card:    \_\_\_ Visa    \_\_\_ MC    \_\_\_ Discover    \_\_\_ AmEx  
 CC# \_\_\_\_\_    Exp. \_\_\_\_\_    CVC: \_\_\_\_\_    Signature: \_\_\_\_\_  
 Assignment: Space will be assigned in order of postmark. Only firm financial commitments will be considered.

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 2016. Lessee \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

**Exhibitor Representative Signature:** \_\_\_\_\_ **Print Representative Name:** \_\_\_\_\_

Return contract with payment to the MNLA office, and an executed copy of the contract will be sent to you when assignment is made.

**Booth Preferences:** First Choice \_\_\_\_\_, Second Choice \_\_\_\_\_, Third Choice \_\_\_\_\_

**Return Form To:**  
**MNLA**  
 2149 Commons Parkway  
 Okemos, MI 48864  
 F: (517) 381-0638

**Questions?**  
 Contact Emily Huening  
 at [emily@mnla.org](mailto:emily@mnla.org) or at  
 (517) 381-0437

**Exhibitor Registration Form:**  
 With purchase of your booth space, you are provided with 1 complimentary registration, which includes lunch.

Name of Person for Complimentary Registration: \_\_\_\_\_

Name(s) of Additional Persons Attending (\$20 each):  
 \_\_\_\_\_, \_\_\_\_\_

**Liability:** The Michigan Nursery & Landscape Association shall not be responsible for any loss, damage or injury that may occur to the exhibitor, to the exhibitor's employees or exhibitor's property, from any cause whatsoever, prior, during or subsequent to the periods covered by the exhibit contract, and the exhibitor, on signing of contract, expressly releases the Michigan Nursery & Landscape Association from and agrees to indemnify same against any and all claims for such loss, damage or injury. Any damage to property or equipment due

to carelessness of exhibitor or his employees must be paid for by the exhibitor causing same. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of The Summit Sports & Ice Complex and shall indemnify and hold harmless The Summit's agents, servants, and employees from any and all such losses, damages, and claims. Exhibitor will abide by all rules and regulations, whether existing or established by MNLA.