





LAKESHORE LIVING SHOW

**LOCATION
FOR 2023:**
**VANDYK MORTGAGE
CONVENTION CENTER
IN DOWNTOWN
MUSKEGON!**

Friday, April 14 ❖ Saturday, April 15

It's the Muskegon Lakeshore Living event of the year, featuring...

HOME

- Décor & Design
- Improvement & Repair
- Garden & Landscaping
- Kitchen Remodeling
- Tile/Carpet
- Tools & Equipment

LOCAL CUISINE

- Gourmet Snacks & Treats
- Kitchenware & Tools
- Packaged Foods
- Breweries & Distilleries
- Cafés & Bakeries
- Caterers

OUTDOOR RECREATION

- Local Outdoor Organizations
- Marinas
- Outdoor Gear
- Paddle Sports
- Recreation Destinations
- Water Sports

BECOME AN EVENT SPONSOR OR EXHIBITOR!

Event sponsors and exhibitors have the opportunity to market their businesses to thousands of event attendees. See inside for sponsorship opportunities and exhibitor information for this highly attended event!



JOIN US

FRIDAY, APRIL 14th 4pm - 7pm
SATURDAY, APRIL 15th 9am - 5pm
VanDyk Mortgage Convention Center
 470 W. Western Ave., Muskegon, MI 49440

FREE PARKING
ADMISSION:
 \$10 - Pre-Sale
 \$15 - At the Door



SPONSORSHIP

PLATINUM - \$7,500 - EXCLUSIVE

- 20'x10' booth space in a prime location
- Business logo on all print marketing
- Business logo on electronic marketing
- Business logo on event billboard (if secured by post date)
- Business logo on event banners and event tickets
- Host a seminar session at the event
- 100 tickets to the Lakeshore Living Show

HOME SPONSOR - \$5,000 - EXCLUSIVE

- 20'x10' booth space in a prime location
- Business logo on all print marketing
- Business logo on electronic marketing
- Business logo on event banners
- Host a seminar session at the event
- 75 tickets to the Lakeshore Living Show

CUISINE SPONSOR - \$5,000 - EXCLUSIVE

- 20'x10' booth space in a prime location
- Business logo on all print marketing
- Business logo on electronic marketing
- Business logo on event banner
- Host a seminar session at the event
- 75 tickets to the Lakeshore Living Show

OUTDOORS SPONSOR - \$5,000 - EXCLUSIVE

- 20'x10' booth space in a prime location
- Business logo on all print marketing
- Business logo on electronic marketing
- Business logo on event banners
- Host a seminar session at the event
- 75 tickets to the Lakeshore Living Show

T-SHIRT SPONSOR - \$1,500 - EXCLUSIVE

- Business logo recognition on event t-shirt worn by all event staff and event volunteers
- 10 tickets to the Lakeshore Living Show

LANYARD SPONSOR - \$1,000

- Business logo recognition on event lanyard worn by all event staff and event volunteers
- 10 tickets to the Lakeshore Living Show

SEMINAR SPONSOR - \$750

- Host a seminar session at the event
- Business recognized at seminar space and prior to each seminar
- Business logo on all seminar signage
- Business logo on seminar marketing material
- 2 tickets to the Lakeshore Living Show for seminar facilitator team



HOST AN EDUCATIONAL SEMINAR

Expose your brand and expertise to a targeted audience at this year's Lakeshore Living Show. If you are interested, please identify the topic and time that works best

Save on booth fees by becoming a Chamber member! Call 231-722-3751 or visit www.muskegon.org

**Member prices apply to Muskegon Lakeshore Chamber of Commerce and Lakeshore Home Builders Association members.*

Contact: Linden Peterson | Email: lpeterson@muskegon.org | Phone: 231-724-3182

Online: lakeshorelivingmkg.org | [f](#) /LakeshoreLivingMKG

EXHIBITOR APPLICATION



2023 LAKESHORE LIVING SHOW

Friday, April 14 from 4pm - 7pm and Saturday, April 15 from 9am - 5pm

VanDyk Mortgage Convention Center | 470 W. Western Ave., Muskegon, MI 49440

Completion of application is NOT a guarantee of acceptance in the Muskegon Lakeshore Living Show

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DESCRIPTION	*MEMBER COST	NON MEMBER COST
8' x 8' booth	___\$600	___\$900
10' x 10' booth	___\$700	___\$1,000
20' x 10' booth	___\$1,350	___\$1,750
6' Table**	___\$200	

*Member discounts apply to Muskegon Lakeshore Chamber of Commerce and Lakeshore Home Builders Association members.

**6' Table is limited to small businesses & sole proprietors in the cuisine category

The application is due by FEBRUARY 10. Due to limited space, our exhibitor selection committee will determine who will participate and booth locations by March 3. FULL BOOTH PAYMENT IS DUE BY MARCH 17. Priority will be given to exhibitors who demonstrate creativity in their displays. Please read before signing.

1. Please provide an overview of what the booth space will contain, type of products/services you will be promoting and any props or visual aids you will be using. Landscapers WILL BE REQUIRED to provide a landscaping themed display that may include live plants, sample landscape ideas, flowers, etc. (please print):

2. Power is available (regular 110 volt service). Will you require power? ___Yes ___No

3. Will you need a table? ___Yes ___No

4. Are you interested in hosting a seminar? Educational seminars, demonstration, or DIY sessions will Saturday at the top of each hour. A small fee may apply to host a seminar if booth space is not purchased.

Check all that apply ___Educational ___Demonstration ___DIY

Preferred date/time: _____

Topic: _____

5. Are you interested in sponsoring the event or would you like more information? Sponsorship Level or Amount: _____

6. Are you interested in donating prizes to be given away at this event? Prize donation: _____

7. By signing this you accept and agree to this agreement, its conditions and to abide by the rules and regulations governing the show as printed above and on the back of this form. (please print):

Company _____ Contact Name _____

Telephone _____ Cell Phone _____ Fax _____

Email _____

Address _____ City _____ State _____ Zip _____

Signature _____ Date _____

NOTE: Please sign and send one copy with proof of liability insurance by FEBRUARY 18.

INTERNAL USE ONLY:

Application Date Received: _____ Booth Number Assigned: _____ Insurance Received: _____

Invoice #: _____ Payment Type: _____

IMPORTANT RULES & REGULATIONS

1. The Muskegon Lakeshore Living Show has the right to refuse any applicant for any reason. Due to limited space, the show will focus on a variety of business offerings and will give preference to booths that are creative, colorful and appealing to the eye. Lawn/Garden suppliers MUST provide a landscaping themed booth.
2. Exhibitor agrees not to sublet or assign any portion of their space.
3. Exhibitor agrees to provide a complete list of products they will display and services they are promoting. All exhibits must conform to the articles covered in the contract. Muskegon Lakeshore Chamber of Commerce, as Management, reserves the right to reject or prohibit any exhibit, part of an exhibit, or a proposed exhibit, including persons, things, conduct, printed matter, catalogs or souvenirs, which, in its opinion, are not suitable to and in keeping with the character of the Lakeshore Living Show.
4. Exhibitor agrees to observe designated hours of the show as shown on the brochure. If exhibitor begins packing up before the end of the show, they may not be allowed to return the following year.
5. Exhibitor agrees to confine all activity concerning their display within the limits of their exhibition space. Working the sides and encroaching into neighbors space is NOT permitted. All TV, Radio, Hi-fi, musical instruments and other machines producing sound must be kept to a volume not to disturb neighboring exhibits.
6. All goods, wares and merchandise of any kind placed in the exhibition space is understood to be at the owner's risk and by acceptance of their contract, the Exhibitor releases the sponsors and management from any liability due to damage, injury or loss to any person or goods, from any cause.
7. The driving of nails, tacks, screws, tape or use of any method of attaching materials to walls, floors or railings are prohibited.
8. The Exhibitor will be required to replace, repair or otherwise assume expense for any defacement or injury of the premises caused by the exhibit or their representative.
9. Exhibits will be built within the designated booth space chosen. The use of pins, staples, etc. to hang signs from backdrops will NOT be permitted.
10. Uniform set-up furnished by management includes, electric light, power service and general lighting, all within the limits of the facilities. Electrical outlets will be available but may not be positioned within an Exhibitor's booth. The Exhibitor must provide extension cords, additional light, tape and mats to secure and protect cords/guests.
11. No highly flammable or explosive materials will be permitted either for decoration, display or use within the building. No open flames will be permitted.
12. No outside alcoholic beverages will be permitted into the building. The convention center reserves the right to refuse service to anyone who appears to have consumed more than a reasonable level of alcoholic beverages. A valid drivers license will be required to purchase and consume alcohol. It is discouraged to have Exhibitors consume alcohol during the event. If an Exhibitor has over consumed, they will be asked to leave immediately and will not be invited back to the event.
- 13. Installation of exhibits may be done on Thursday, April 13 and Friday, April 14. Exact times will be provided closer to the event.**
- 14. NO EXHIBIT MAY BE REMOVED BEFORE CLOSING TIME ON SATURDAY, APRIL 15, 2023. ALL MATERIALS MUST BE REMOVED BY 9pm ON SATURDAY, APRIL 15, 2023.**
15. Management reserves the right to adopt and promulgate such further rules and regulations as shall be reasonably necessary for the convenience and safety of all Exhibitors and the Exhibitor agrees to conform and abide by them.
16. If Exhibitor breaches or violates any of the above rules and regulations, Management reserves the right to cancel Exhibitor's lease and to remove, at Exhibitor's expense, its exhibit and to retain all monies previously paid to it for rent as liquidated damages for Exhibitor's breach.
17. **All notice of cancellation must be received 30 days prior to the event.** Any notice of cancellation after the prior 30 days will forfeit all monies paid to the Muskegon Lakeshore Chamber of Commerce.
- 18. There will be a penalty (charge) of \$100 for any trash (i.e. boxes, crates) left in booth(s) at move-out time. Exhibitor understands that any portion of their exhibit left at the site will be moved and/or disposed of at the events discretion.**
- 19. PROOF OF LIABILITY INSURANCE IS REQUIRED FOR BODILY INJURY & PROPERTY DAMAGE. MINIMUM LIMIT IS \$300,000.**
20. There will be a penalty (charge) of \$50 for any returned or bounced payments.