



OCTOBER 17 & 18

SUBURBAN COLLECTION SHOWPLACE, NOVI

Show Dates & Hours:

Tuesday, October 17, 2017 10 a.m. to 5 p.m.

Wednesday, October 18, 2017 10 a.m. to 4 p.m.

Tuesday, October 17, 2017 Keynote Speaker at 3 p.m.

Jeff Daniels, Emmy Award Winning actor and musician

Wednesday, October 18, 2017 Keynote Speaker at 10 a.m.

Larry Bell, Bell's Brewery

Exhibit Space Contacts:

Phone: 800-968-9668 Fax: 517-377-3939

Stephanie Parish, ext. 3936 • sparish@mramail.org

Exhibit Specifics:

- The booths will be carpeted in grey and the aisles will be carpeted in grey (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, teal and white back drape, 3' draped silver side rail, a listing in the Show Program and a booth identification sign.
- Unlimited FREE parking.
- Complimentary MRA website vendor product listing at michiganrestaurantshow.org.
- FREE ice, refrigeration and freezer truck storage will be available at the loading dock, courtesy of Gordon Food Service and SYSCO Companies of Michigan.

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 michiganrestaurantshow.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 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 Show is promoted through Facebook (@mrashow), Twitter (@mrashow), and Instagram.

Exhibitors are encouraged to engage in self-promotion on the social media channels. Your support will drive attendance.

#mrashow2017.

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 16, 2017

12 p.m. to 7 p.m.

Final Touches:

Tuesday, October 17, 2017

7 a.m. to 10 a.m.

Move Out:

Wednesday, October 18, 2017

4 p.m. to 6 p.m.



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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, select exhibitor resources and click on the MRA Show. **See Item 14 in this packet.**

Insurance:

Please submit your certificate of Insurance to Show Concierge by Friday, September 22, 2017.

See item 21 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 22 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 Wednesday, September 27, 2017. **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. MRA 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 16, 2017 (12 p.m. – 7 p.m.); Tuesday, October 17 (7 a.m. – 6 p.m.); Wednesday, October 18 (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 Association Educational Support 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 Heidi Hiner at hhiner@mramail.org or 517-377-3937. Deadline Friday, September 29, 2017.