



OCTOBER 20 & 21, 2009 · ROCK FINANCIAL SHOWPLACE · NOVI, MI

Show Dates & Hours:

Tuesday, October 20, 2009 10 a.m. to 5 p.m.

Wednesday, October 21, 2009 10 a.m. to 4 p.m.

Keynote Speaker on Tuesday and Wednesday at 9 a.m.

Exhibit Space Contacts:

Phone: 800.968.9668 Fax: 517.377.3939

Brian J. Starrs, ext. 3936

bstarrs@mramail.org

Move-in:

Monday, October 19, 2009 • Noon to 8 p.m.

Final Touches:

Tuesday, October 20, 2009 • 7 a.m. to 10 a.m.

Move-out:

Wednesday, October 21, 2009 • 4 p.m. to 10 p.m.

Exhibit Specifics:

- The booths will be **carpeted in grey** and the aisles will be **carpeted in 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' high **blue and green back drape**, 3' draped **blue 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
- Opening Day happy hour from 5-7 p.m., Tuesday, October 20, 2009, will be held at Rock Financial Showplace Conference Center. Complimentary heavy hors d'oeuvres, beer and wine. Bring your colleagues & customers.
- FREE ice, refrigeration and freezer truck storage will be available at the Loading Dock, courtesy of Gordon Food Service, SYSCO Companies of Michigan and the Michigan Restaurant Association.

Registration:

Be sure to Pre-Register your working staff. Each exhibiting firm is entitled to register up to six (6) people per 10x10 booth. No one under 17 years of age will be admitted on the Show floor during set up, tear down on Show days – no exceptions. Register online at michiganrestaurantshow.org or call our Show Concierge at 800.968.9668, ext. 3945. **See Item #11 in this packet for more information.**

Free Show Admission Ticket:

If you want to see your customers on the Show floor this is a great way to get them there with a FREE show ticket from you! Each exhibiting firm is encouraged to participate in our complimentary attendee free show ticket promotion. Your sample customized ticket is enclosed. **See Item #7 in this packet for more information.**

New Products & Services:

New Products and Services will be showcased in a special mailer highlighting new products and services available on the show floor. A list of exhibitors showcasing new products and services will appear in the October Restaurateur magazine with circulation to nearly 15,000 hospitality industry professionals. New Products and Services will also be found on our Show website. **See item #5 within this packet for details.**

General Services:

NEC Expo Services is the official General Service Contractor. NEC Expo Services is responsible for inbound and outbound handling of exhibitor displays, equipment and materials. **Contact NEC directly at 248.380.0843 or necexposervices.com.** **See Item #14 within this packet.**



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BoCo Enterprises:

Is the official General Service Contractor for electric, gas, water, phone, Internet and other services you may require. [Contact BoCo Enterprises directly at 248.380.3000. Or order online at rockfinancialshowplace.com, select exhibitor resources and click on the MRA Show. See Item #14 within this packet.](#)

Insurance:

While all possible care will be exercised by Michigan Restaurant 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. [See item #15 within this packet, Please submit your certificate of insurance to Show Concierge by Friday, September 18, 2009.](#)

Rules & Regulations:

Exhibitors should read and be familiar with the rules and regulations, which are included in this Exhibitor Service 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 #16 within this packet.](#)

Health License:

Thanks to the MRAs government affairs efforts the exhibitors at our Show who prepare food for sampling will no longer be required to apply for a temporary health license. There will be no health inspectors on the Show floor. It is important for all exhibiting companies to practice safe food handling.

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).

Liquor Orders:

[By law, in Michigan if you will be offering samples of alcoholic beverages-you MUST order your alcohol through the Rock Financial Showplace by Friday, October 9, 2009. NO EXCEPTIONS. See Item #12 within this packet.](#)

Food Storage & Ice:

Complimentary refrigerated/frozen storage and ice will be available by the Hall C Loading Dock. 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 the movement of their freight to the refrigerated storage area. Hours available will be: Monday, October 19 (Noon - 8 p.m.); Tuesday, October 20 (7 a.m. - 6 p.m.) Wednesday, October 21 (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 booth. Limited truck dollies are available on a first-come, first-serve basis. Truck docks outside of Hall A are available for unloading. Ground level access to the show floor is available through the North Freight entrances and North Exhibit Hall entrances. [Free drayage will be provided during official move-in and move-out hours.](#)



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Please use this quick reference guide to identify the proper contacts to answer all of your questions regarding your participation in the Michigan Restaurant Show.

Please call us toll-free at 800.968.9668, ask for Brian Starrs ext. 3936 for assistance with the following:

- Display Rules & General Information
- Exhibit Space Assignments
- Magazine Ads (Ask for Jennifer Wilbur ext. 3935)

Please contact our Show Concierge, toll-free at 800.968.9668, ext. 3945 for assistance with the following:

- Certificate of Insurance Verification
- Electronic Lead Retrieval
- Exhibitor Badge Registration
- Free Show Admission Ticket
- Free Find an Exhibitor Listing on the Website
- New Product and Services Promotion
- Show Floor Specials

Please contact the Rock Financial Showplace at 248.348.5600 for assistance with the following:

- Cleaning - BoCo Enterprises (Harvey Gutman, ext. 212) 248.348.5600
- Liquor Orders - BoCo Enterprises (Tiffany Hearld, ext. 214)..... 248.348.5600
- General Information - BoCo Enterprises (Terri Freytag, ext. 205) 248.348.5600

Other contact information:

Local Hotels

- Baymont Inn & Suites 248.735.2781
- Courtyard Detroit, Novi..... 248.380.1234
- Crown Plaza, Novi..... 248.348.5000
- Hotel Baronette, Novi 248.349.7800
- Townplace Suites Detroit, Novi..... 248.305.5583
- Wyndham Garden Hotel 248.344.8800
- Security - Gallagher Security Inc. 248.322.9673
- Show Contractor - NEC Expo Services 248.380.0843
- Utilities - BoCo Enterprises (Dave Murphy/Terri Freytag, ext. 205) 248.380.3000

The Michigan Restaurant 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 for service from any resource provided in this package, please call us toll-free at 800.968.9668; ask for **Brian Starrs ext. 3936**.