



PROSPECTUS

BUILD YOUR BRAND

CONNECT WITH YOUR BUYERS

OFFER SHOW-ONLY DEALS

START A BUZZ ABOUT YOUR PRODUCTS

MOVE YOUR BUSINESS FORWARD

INVEST IN YOUR COMPANY'S SUCCESS

BE A PART OF MIRA'S MICHIGAN BUYING SHOWS

22nd ANNUAL HOLIDAY FOOD & BEVERAGE BUYING SHOW

SEPTEMBER 21, 2021

SUBURBAN COLLECTION SHOWPLACE
NOVI, MI



MIRA buying shows are known for high-quality attendees, non-stop interaction, and exhibitor satisfaction.

MIRA buying shows bring together the best companies serving the food, beverage and petroleum industries.

Why should you exhibit? The MIRA buying shows offer your company the opportunity to meet and sell to thousands of buyers in 7 hours. We attract more retailers than any other holiday show in the State of Michigan, and they will be coming to YOUR booth!

Who attends MIRA Buying Shows? The MIRA buying shows are attended by industry leaders, buyers and retailers from: Convenience Stores, Grocery Stores, Liquor Stores, Drug Stores, Gas/Service Stations and Bars/Restaurants.

SHOW DETAILS:

No one under 21 years of age allowed!

WHEN: Tuesday, September 21, 2021 | 2:00pm-9:00pm

WHERE: Suburban Collection Showplace

46100 Grand River Avenue | Novi, MI 48374

BOOTH PRICING:

All payments are due [48 hours before the show](#) in order to secure booth space

- Member: \$1,250 for one (1) booth
- Non-member: \$2,000 for one (1) booth

BOOTH PRICES INCLUDE:

- 10 x 10 ft. carpeted booth space
- Sign with company name
- One 8 ft. skirted table
- Two chairs & waste basket
- Curtained sides and backdrop
- 50 guest tickets (if requested)
- Company listing in show program
- 50% discount on an ad (size of your choice) in an issue of the MIRA Bottom Line monthly magazine

EXHIBITOR KIT: All exhibitors will be mailed an Exhibitor Preparation Kit. Order forms for electrical, freight handling, fork lift and alcohol sampling needs will be included.

ELECTRICAL: All electrical requirements must be made directly with BOCO ENTERPRISES, INC. at (248) 348-5600. Also, please let the MIRA Event Coordinator know when reserving your booth(s). Order form for fees and payment is included in your exhibitor preparation kit. All costs are borne by exhibitors.

STORAGE: Assistance with move-in is optional; there is no charge. Exhibitors utilizing storage space at Suburban Collection Showplace prior to or after the show must make arrangements through Suburban Collection Showplace. Warehouse shipments must be received between 3 and 30 days prior to first move-in date. Shipments received at the warehouse within the three (3) day period may be subject to late shipment or special handling fees. All costs are borne by exhibitors.

ALCOHOL SAMPLING: All products being DISPLAYED AND SAMPLED must be brought in with the vendor or delivered by your distributor during move-in hours on the day of the show. *By law, in Michigan, if you will be offering samples of alcoholic beverages, you MUST order your alcohol through Suburban Collection Showplace. NO EXCEPTIONS.* All vendors must bring your sampling license and provide a copy to the Food & Beverage Manager Mark Lyman at Suburban Collection Showplace: (734) 548-1744 or mlyman@suburbanshowplace.com. **A list of products needed must be sent by August 31st.** A liquor order form will also be included in your exhibitor preparation kit. There is a 10% corkage fee for all alcoholic beverages brought into the facility.

EXHIBITOR SET-UP HOURS*: Tuesday, September 21, 2021 from 7:00 am - 1:30 pm. Booth must be show-ready by 1:30 pm, no exceptions.

EXHIBITOR BREAKDOWN HOURS: Tuesday, September 21, 2021 after 9:00 pm. All exhibits must be removed from the facility by 11:59 pm.

For more information or questions, please contact Clay Jankowski at (800) 666-6233 or email cjankowski@miramw.org.

Remember to offer special "show-only" deals! Only MIRA can offer you this kind of audience. If you want to grab the attention of the retailers in the food, beverage & petroleum industries, MIRA's Holiday Food & Beverage Show is the only place to do it!

SPECIAL ROOM RATES:

Mention code "G-RETL" to take advantage of the special hotel rates that have been secured at the conference facility.

Hyatt Place Detroit/Novi
46880 Grand River Ave., Novi, MI 48374
\$129/night
Reserve by calling (248) 513-4111

Rooms are blocked and must be reserved by September 3rd.

DIRECTIONS TO SUBURBAN COLLECTION SHOWPLACE:

FROM DETROIT METROPOLITAN AIRPORT (DTW): I-94 West to 275 North to I-96 West; follow Exits 162, 160 or 159. From Exit 162, turn left onto Novi Rd. Turn right onto Grand River Ave & go approx 1 ½ miles down on your right hand side. From Exit 160, go South onto Beck Rd. Turn left onto Grand River Ave & go approx ½ mile down on your left hand side. From Exit 159, go South onto Wixom Rd. Turn left onto Grand River Ave & go approx 1 ½ miles down on your left hand side.

FROM THE NORTH: Take I-75 South to I-696 West. Take exit 162 toward Novi/Walled Lake. Turn left onto Novi Rd. Take second right onto Grand River Ave. Destination will be on your right.

FROM THE SOUTH: Take I-275 North to I-96 West. Take exit 162 toward Novi/Walled Lake. Turn left onto Novi Rd. Take second right onto Grand River Ave. Destination will be on your right.

FROM THE WEST: Take I-96 East to exit 160 toward Novi. Merge onto N. Beck Rd. Turn left onto Grand River Ave. Destination will be on the Left.

FROM THE EAST: Take I-96 West to exit 162 toward Novi/Walled Lake. Turn left onto Novi Rd. take second right onto Grand River Ave. Destination will be on your right.