



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

35th ANNUAL INNOVATIONS BUYING SHOW

FEBRUARY 23, 2022

ANDIAMO WARREN BANQUET CENTER
WARREN, 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: Wednesday, February 23, 2022 | 2:00pm-9:00pm

WHERE: Andiamo Warren Banquet Center

7096 E. Fourteen Mile Road | Warren MI

48092

BOOTH PRICING:

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

Member: \$1,000 for one (1) booth

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

BOOTH PRICES INCLUDE:

8 x 8 ft. carpeted booth space

Booth 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 emailed 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 Morgan Homier at (586) 268-0200. Also, please let the MIRA Event Coordinator know that you need electricity 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 Andiamo Warren Banquet Center prior to or after the show must make arrangements through Andiamo Warren Banquet Center. Shipments must be received three (3) days prior to first move-in date. Shipments received 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 Andiamo Warren Banquet Center. NO EXCEPTIONS.* All vendors must bring your sampling license and provide a copy to Morgan Homier, Food & Beverage Manager, at (586) 268-0200 or email mhomier@andiamoitalia.com. *A list of products needed must be sent by January 14th.* 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: Wednesday, February 23, 2022 from 8:00 am - 1:00 pm. Booth must be show-ready by 1:30 pm, no exceptions.

EXHIBITOR BREAKDOWN HOURS: Wednesday, February 23, 2022 after 9:00 pm. All exhibits must be removed from the facility by 11:59 pm.

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 Annual Innovations Buying Show is the only place to do it!

SPECIAL ROOM RATES:

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

Hampton Inn & Suites Detroit/Warren
32035 Van Dyke Avenue, Warren MI 49093
\$139/night
Reserve by calling (586) 826-3800

Rooms are blocked and must be reserved by February 1, 2022.

DIRECTIONS TO ANDIAMO WARREN BANQUET CENTER:

FROM DETROIT METROPOLITAN AIRPORT (DTW): Take I-94 East exit 216A to merge onto I-75 North towards Flint. Take I-75 North to I-696 East. Take I-696 East to exit 22 and follow Mound Road North. Continue North on Mound Rd. and turn right onto East 14 Mile Road. Destination will be on the Left.

FROM THE NORTH: Take I-75 South to exit 77A to merge onto M-59 East toward Utica. Use the right 2 lanes to take the exit toward Mound Rd/Merrill Rd. Do a Michigan left turn at East 14 Mile Road. Turn Right at East 14 Mile Road. Destination will be on your left.

FROM THE SOUTH: Take I-75 North to I-696 East. Take I-696 East to exit 22 and follow Mound Road North. Continue North on Mound Rd. and turn right onto East 14 Mile Road. Destination will be on the Left.

FROM THE WEST: Take I-696 East to exit 22 and follow Mound Road North. Continue North on Mound Rd. and turn right onto East 14 Mile Road. Destination will be on the Left.

FROM THE EAST: Take I-696 West to exit 22 and follow Mound Road North. Continue North on Mound Rd. and turn right onto East 14 Mile Road. Destination will be on the Left.



CONTRACT AGREEMENT

35th Annual Innovations Food & Beverage Buying Show

Wednesday, February 23, 2022 | 2pm-9pm

Andiamo Warren Banquet Center | 7096 E. Fourteen Mile Road | Warren MI 48092

Unless it is unlawful, all exhibitors MUST offer a “show-only” special in order to exhibit in these shows.

BOOTH PRICING:

- **Member Rate:** \$1,000 for one (1) booth
- **Non-Member Rate:** \$2,000 for one (1) booth

BOOTH PRICES INCLUDE:

- 8x8 ft. carpeted booth space
- Booth sign with company name
- One 8 ft. skirted table
- Two chairs & waste basket
- Curtained sides & backdrop
- Up to 50 guest tickets
- Company listing in the show program
- 50% discount on an advertisement (size of your choice) in an issue of the *MIRA Bottom Line* monthly magazine

SPACE ASSIGNMENTS: Booths are assigned on the following criteria: Multiple booths will receive preference in regards to location (requires a signed contract). Exhibitors from last year have first right of refusal for their space. Every effort will be made to accommodate all requests on a first come-first served basis. **Booth number confirmation will be made only after receipt of payment alongside this completed contract**, the exhibit space will be confirmed by mail. **Please reserve early as availability is limited.**

CANCELLATION POLICY: Notification of cancellation of exhibit space must be written to MIRA and must be received before 12 noon, no later than two weeks prior to the event. If received in that time, a full refund less a \$400 handling fee will be issued. If notification of intent to cancel is received within two weeks of the event date, then no refund will be issued.

ACCEPTANCE OF TERMS: I, the duly authorized representative of the undersigned company, on behalf of the said company, subscribe and agree to all the conditions, terms, authorizations and covenants in this contract for exhibit space and in the accompanying general information, rules and regulations. **Please read the back of this contract for rules and regulations.**

We agree to comply with all the instructions and regulations given in the MIRA/Exhibitor Prospectus and Contract.

SIGNATURE: _____

Company Name: _____ (as you want it to appear on your booth sign) Contact Person: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Credit Card Number: _____ (MasterCard / Visa / American Express / Discover) Exp. Date: _____ CVV Code: _____

Card Holders Name: _____ Card Holders Address: _____

of Booths: _____ Amt. \$ _____ .00

FULL PAYMENT MUST ACCOMPANY THIS CONTRACT (make checks payable to MIRA) and send to:

MIRA, 5779 West Maple Road, West Bloomfield, MI 48322

For more information or questions, please contact Andrea Hesano at ahesano@miramw.org or call (800) 666-6233.

RULES & REGULATIONS

MIDWEST INDEPENDENT RETAILERS ASSOCIATION (MIRA)

reserves the right to refuse any or all applications for space and to prohibit or remove any exhibit, display or part thereof, proposed exhibit, display or device, which in the opinion of MIRA is not suitable to or in keeping with the policy of MIRA. MIRA reserves the right to rearrange floor plans and relocate any exhibit. All applications are expressly made subject to all items of MIRA lease relating to the exhibition premises.

Exhibit Space will be assigned only for the display of food and beverage and/or related equipment and services, as defined by MIRA and exhibit space shall not be used for any other purpose. All applicants, when making formal application for space, must provide MIRA with full information regarding products displayed.

MIRA will supervise and strictly enforce all rules and regulations, which are part of this application. Penalty for violations will include cancellation of space and may not be allowed to participate in any future MIRA expositions, without thereby waiving any other right of MIRA.

EXHIBIT FEE: Exhibit fee covers rental of booth space assigned for the period of the trade show with standard booth equipment, which includes pipe and drape, carpet, one 8ft table, chairs and a waste basket and ice bucket (upon request).

BOOTH SIGNS: A 7"x 44" sign consisting of booth number and name of exhibitor will be provided by MIRA.

BADGES: Exhibitors and their representatives must wear their official identification badges at all times while on the trade show floor. These badges are issued for your protection and identification. They must not be loaned or given to other persons. Violators will be barred from the exposition premises. MIRA reserves the right to limit the number of exhibitors or representatives working the booth.

CANCELLATION: If for any reason, MIRA is forced to cancel the show after space has been assigned to the exhibitor, the exhibit fees, if any, shall be refunded to the exhibitor.

LIABILITY: The exhibit space is located at Andiamo Warren Banquet Center, which is leased to MIRA. No bailment shall exist between MIRA and any other exhibitor or any other person, and MIRA shall not be responsible for the security of any property or any exhibitor or any other person. The exhibitor assumes the entire responsibility for losses, damages and claims arising out of injury or damage to exhibitors' displays, equipment and other property brought onto the premises of Andiamo Warren Banquet Center and shall indemnify and hold harmless MIRA, Andiamo Warren Banquet Center, its agents and employees from any and all such losses, damages and claims.

INSURANCE: Exhibitors desiring to insure their exhibits, merchandise and display materials against theft, fire, etc. must do so at their own expense. It is suggested by MIRA that exhibitors contact their insurance broker.

THE FOLLOWING ARE PROHIBITED:

- Noise or undignified displays, including sound devices, flashing lights, megaphones, loud speakers or side show tactics.
- Scantily clad models or demonstrators – All personnel must be properly clothed at all times and must confine their activities to the booth space of the exhibitor by whom employed.
- **No one under the age of 21 will be admitted.**
- **Distribution of bags to attendees is prohibited.**
- No vendor may exhibit, solicit or market outside of their designated 8' x 8' booth unless approved by MIRA.

EXHIBIT HOURS: The exposition will be open from 2 p.m. – 9 p.m. All spaces must be properly manned during the official show hours.

INSTALLATION OF EXHIBITS: Exhibitors will be permitted to set up exhibit booths from 8 a.m. – 1:00 p.m. All exhibits must be completely set up by 1:30 p.m.

DISMANTLING OF EXHIBITS: Exhibitors may remove their products AFTER 9 p.m. All exhibits must stay intact until 9:00 p.m. All exhibits must be dismantled and removed from the facility by 11:59 p.m. on the night of the show. Any exhibits, merchandise or display materials not removed by this time may be disposed of without MIRA incurring any liability to the Exhibitor.

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

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As an exhibitor, you have a MANDATORY obligation to offer special show-only prices, discounts and incentives in order to entice attendees to buy your products on the spot.