Met my goals and expectations. The show was well planned, operated and promoted.”

Darrell, Hydro Glow, Inc.
Amy and I attended the Cottage and Lakefront Living Show again this year. We benefited from the opportunity to shop and buy an outdoor table/chairs for 6 for our back deck and some pool-side lounge chairs. It was nice to ‘kick the tires’, see what we were buying, talk to the exhibitor, and work out the customized order right there in person, face to face! Hey, not all things can be done or sold via Amazon.com!! We were quite pleased with our purchase, and the reps I’m sure appreciated a very substantial purchase order at the tail end of the 4 day show! A true Win-Win-Win.”

William Mackay

William, Amy and so many other patrons of the Cottage & Lakefront Living Show, want to do business with you! These attendees are looking for expertise, innovative solutions and products, and personalized service for their unique and cherished vacation property. They want your help to make their time at the cottage or lake more enjoyable!

You should be here! Meet this very qualified group of people…

- 83% own at least one cottage, cabin or lakefront home
  - 18% have their primary residence on water
  - 65% own a cottage of which 83% are on the water
- 26% plan to purchase a cottage or lakefront home (don’t currently own)
- 68% made purchases at the show

The Cottage & Lakefront Living Show benefits both exhibitors and patrons all year long. Call Melissa or me at 616-447-2860 to discuss available booth options and have any questions answered. Or go to NoviCottageShow.com/app for an application to secure your participation.

Dawn Baker
Show Manager

"We believe there is no greater way to build relationships than face to face. (And, frankly, we think events are fun!)"
Qualified Attendees!

**HOUSEHOLD INCOME**

- 22% $120,000+
- 33% $0-$80,000
- 45% $80,000-$120,000

**COMING TO THE SHOW FOR**

- 50% Cottage Art Show & Lakefront Marketplace
- 37% Cottage furniture & accessories
- 37% Boats, water toys, & more
- 37% To buy or build a cottage/cabin or lakefront property
- 31% Waterfront docks, lifts, seawalls
- 28% Plan to rent a cottage
- 24% Outdoor furniture & gazebos

68% of attendees made a purchase at the Show

Attendees enjoyed...

"It puts us in the mood for Summer. This was our 10th year attending."

"All the displays with so many different products and services available."

"Rustic furniture, rustic artwork, natural edge lumber."

"The variety of vendors and that it was combined with Outdoorama. Our specific reason for going was to talk to the vendors about dock systems."

"Nice opportunity to see a variety of companies and get ideas, including some previously purchased product improvements."

"I like the lake art, boats, personal watercraft, docks/ lifts, cottage remodeling contractors, furniture, lake themed t-shirts, some seminars, concessions..."

Attendees spend on average 2.72 hours at the Show!

Demographics based on 2019 patron survey
### 2020 Dates and Times

**Show Dates**
- Thursday February 27  1 pm-9 pm
- Friday February 28  11 am-9 pm
- Saturday February 29  10 am-8 pm
- Sunday March 1    10 am-5 pm

**Move In**
- Tuesday February 25  By assigned times
- Wednesday February 26  By assigned times
- Thursday February 27  Carry in only

**Move Out**
- Sunday March 1  5 pm-Midnight
  (Booths must be moved out Sunday night)

### Location

The Cottage & Lakefront Living Show-Detroit will be occupying the NEW EXPANSION at the Suburban Collection Showplace! Located in the upscale suburban community of Novi in Oakland County, and easily accessed by major highways and 3 interchanges, attendees come from Oakland, Western Wayne, Livingston and Washtenaw counties.
- 90,658 sq. ft. (70,000 sq. ft. column-free)
- 40’ ceiling heights
- Excellent on-site parking
- Lodging at on-site hotel

### 2020 Space Rates

**Booth Space** (10 ft. deep x 10 ft. wide)
- Includes 8’ back drape, 3’ side drape
- 1 Booth  $1,125
- 2 Booths  $2,150
- 3 Booths  $3,175
- 4 Booths  $4,200

Corner Premium = $150 per corner

**Bulk Space**
- $5.10 per sq. ft. (600 sq. ft. minimum)

**Booth Upgrade Packages** starting at $50.

**Lakefront Marketplace Booth Space**
- 1 Booth  $575
  A feature area limited to cash and carry sales, with a focus on handcrafted items and unique accessories. Acceptance is at management's discretion.

**Cottage Art Show Booth Space**
- 1 Booth  $575
  This is a juried feature area of artists whose work compliments the cottage, lakefront & outdoor lifestyles.

### We Take Care of You

- Exhibitor credentials for your personnel
- Custom emailable customer discounts
- Pre-show online exhibitor kit
- Discounted exhibitor parking passes
- Full-time, on-site show office
- Carpeted aisles
- Security services
- Online program listing

### Secure Your Space Now!

NoviCottageShow.com/app
NoviCottageShow.com

ShowSpan
A John D. Loeks Production

Dawn Baker, Show Manager  dawnb@showspan.com
Melissa Hillman, Exhibit Sales  melissah@showspan.com
Erin Welsh, Marketing/Promotions  erinw@showspan.com
Jean Flynn, Show Office Manager  jeanf@showspan.com
Mike Wilbraham, Show Producer  mikew@showspan.com

Telephone  616-447-2860  Fax  616-447-2861

5% Discount for Exhibitors in both Cottage Shows!
NOTE: This application becomes a binding contract when signed by both parties.

**BOOTH SPACE**

- 10' deep x 10' frontage booth @ $1,125 per booth = $
- Corners @ $150 per corner premium = $
- Multi Booth discount @ $100 per booth over 1 (subtract) = $(

**BULK SPACE**

- $5.10 per square foot (600 sq. ft. minimum) = $

**BOOTH SPACE - LAKEFRONT MARKETPLACE**

- 10' deep x 10' frontage booth @ $575 per booth = $
- Corners @ $150 per corner premium = $
- Multi Booth discount @ $50 per booth over 1 (subtract) = $(

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I would like to be considered for the Cottage Art Show, a juried extension of the Lakefront Marketplace.

**Online Program Listing** Link @ $50** (www._______ ) = $
Order deadline January 1, 2020.

Your listing in the show program will be highlighted and linked to your website. (The online show program is posted just prior to the Show through September.)

**TOTAL = $**

**MINIMUM CONTRACT TERMS**

50% deposit required = $
Balance due by January 10, 2020 = $

**PAYMENT METHOD** Exhibitors with outstanding payments past due will forfeit their space reservation and deposits.

☐ Check enclosed (payable to ShowSpan, Inc.)
☐ Credit card - To maintain necessary security, please complete the attached credit card payment authorization form and return with your signed contract; or call our corporate office 616.447.2860.

- Credit Card ending in last 4 digits only __________ Expiration Date __________
- Please initial here__________ to run future payments on the card authorized above within 7 business days of scheduled due dates.

**EXHIBIT SPACE REQUESTS** (Make selections from floor plan)

PRODUCTS LINES OR SERVICES (For show program listing**)

**FOR BOOTH PLACEMENT PURPOSES, WHO ARE YOUR COMPETITORS?**

The undersigned Exhibitor agrees that the printed matter on both front and back of this Application / Contract has been read and that the terms and conditions set forth therein are fully understood and shall constitute a binding contract when this instrument is signed by both parties (faxed / electronic signatures are accepted as original). Reservations of exhibit space applied for herein is for the 2020 Show only and shall not constitute or be interpreted to represent any precedent whatsoever for exhibit space in subsequent Shows. Show Management agrees to make the above described space available to the Exhibitor for the purposes aforesaid, subject to Fire Marshal and Facility Management approval of the floor plan. Acceptance of this application is at the sole discretion of ShowSpan.

**SHOW MANAGEMENT ACCEPTANCE**

**EXHIBITOR ACCEPTANCE**

- **AUTHORIZED EXHIBITOR SIGNATURE**
- **DATE**
- **COMPANY NAME**
- **CONTACT PERSON**
- **ADDRESS**
- **CITY, STATE/PROVINCE**
- **ZIP**
- **PHONE ( ) FAX ( )**
- **CELL ( )**
- **E-MAIL**
- **WWW.**
- **COMPANY NAME FOR PROGRAM LISTING**(IF DIFFERENT FROM ABOVE)

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**NOTE:** Return original to ShowSpan, Inc. If you would like a copy now, please make a photocopy. Your copy will be returned to you upon acceptance. When faxing, please mail original to ShowSpan, Inc.

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**CLD20**

**Authorized Exhibitor Signature**

**DATE**

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**Contract must be received by January 1, 2020 for guaranteed inclusion in show program.**
COTTAGE & LAKEFRONT LIVING SHOW RULES AND REGULATIONS

The following Rules and Regulations will govern the show and are made a part of this contract for exhibit space between ShowSpan Incorporated* (Show Management) and the person, partnership or corporation ("Exhibitor") engaging space.

1. Character of Exhibits. The Exhibitor agrees to display only products or services sold in the regular course of business and as described in this contract. Each exhibit must comply with all applicable laws, codes and ordinances. Exhibits shall be dignified in character and, in the judgment of Show Management, not offensive to the general public. The Show Management reserves the right in its sole discretion to reject and/or remove any exhibit or portion of exhibit not in keeping with this rule or purpose of the show.

2. Subletting of Space. Exhibitors shall not assign, sublet, or apportion any exhibit space to another Exhibitor in whole or in part. Any successor or assignee of Exhibitor shall have no right to exhibit without the express written consent of the Show Management.

3. Deposit Money. All deposit money shall be retained by the Show Management in the event the Exhibitor fails to complete payment, violates the contract, or withdraws from the show. All uncollectable checks will be subject to a $25 service charge.

4. Payment for Exhibit Space. If payments are not made on a timely basis, Show Management shall have the right to do one of the following: (a) Terminate the contract; (b) Reduce the size of the exhibit space; or (c) Collect the contracted amount.

5. Installation of Exhibits. The installation of exhibits shall be completed according to the schedule established by the Show Management and must be complete and ready by 10:00 a.m. opening day. Moving of exhibits after the opening of the show is not permitted. Exhibits shall be maintained intact and attended during all regular show hours. Exhibits shall be installed, maintained and removed in the safest possible manner.

6. Removal of Exhibits. Exhibits must be removed within 18 hours after show, or as otherwise directed. Exhibits will not be permitted to leave the facility at any time after installation until the final closing of the show; unless special permission in writing is obtained from the Show Management. No goods exhibited shall be removed from the facility until all bills accruing against the same have been fully paid or credit approved by the Show Management. In case of attachments or other legal proceedings, the Show Management shall have the right to take charge of exhibits. If not timely removed, the Exhibitor shall pay all fines, charges and expenses that are incurred, not less than $700 per day to ShowSpan, Incorporated* for each day or part thereof the Exhibitor’s equipment is not removed by the Exhibitor. The Show Management shall have the right to remove the exhibit if Show Management, in its sole discretion, deems that removal be necessary. In such case, no liability for any damage will inure to Show Management; the sole negligence in such case being that of the Exhibitor. The cost of storage shall be the Exhibitor’s expense.

7. Sound Control. Loud speakers, radios, television sets, or the operation of any machinery or equipment which, in the opinion of the Show Management, is of sufficient volume as to be annoying to neighboring exhibitors, will not be permitted.

8. Music and Other Media. Exhibitor shall be responsible for all licensing of copyrighted music or other media played or performed in its exhibit. Exhibitor shall indemnify and hold Show Management harmless for all claims and/or damages arising from its failure to obtain licenses for recorded or live music or other media played or performed in its exhibit space.

9. Signs. Except with the permission of the Show Management, all signs shall remain within the Exhibitor’s space, and must be designed, constructed and placed so as not to detract from adjacent exhibits.

10. Height of Display. Exhibitors may install, or have installed at their own expense, special signs, display counters, shelving, and similar items, not to exceed 8 feet in height at rear of booth, plus, with Show Management’s permission, a maximum of 2 feet for sign. The backside of any display extending above the side or back dividers must be covered to the satisfaction of the Show Management. Bulk exhibit space shall have no dividers, except at Show Management’s discretion.

11. Fire Hazards. Explosives and inflammable materials which conflict with the Insurance Underwriting or Fire Department must be excluded. The City Fire Department prohibits the use of paper, crepe paper, or corrugated papers, and cardboard that has not been flame proofed for decoration of exhibit booths. All cloth drapes or table covers must be treated for fire resistance. All boats and motorized vehicles must have fuel tanks sealed and batteries disconnected. The Fire Marshal may require fuel tanks to be drained and purged. All exhibits must be in compliance with ordinances and laws of the City and the State in which the Show is held.

12. Fire Marshal/Facilities Management Approval. Space assignment is subject to Fire Marshal and Facility Management approval of the floorplan. If said approval is not obtained, Exhibitor shall only be entitled to the return of a deposit pro rata to the exhibit space, which cannot be used.

13. Service. All services, equipment, electricity, furniture, and furnishings provided to the Exhibitor shall be paid for by the Exhibitor and shall normally be obtained through the independent service contractor designated by the Show Management.

14. Motorized Vehicles. Absolutely no motorized or self-propelled vehicles will be permitted in the aisles after one hour before the Show is to be opened to the public. Appropriate exceptions will be made for the person with disabilities.

15. Insurance and Liability. Show Management, the Owner of the facility, and their respective employees, officers, owners, directors, managers, agents and representatives (collectively, the “Indemnities”) will not be responsible or liable for any injury, loss, liability, cost or damage that may be incurred by the Exhibitor or the Exhibitor’s employees, officers, directors, managers, owners, invitees, guests or agents, or their property, regardless of from what cause, prior, during, or subsequent to the period covered by this contract. The Exhibitor, upon signing this contract, expressly: (a) releases and discharges the Indemnities from any and all claims, losses, damages, liabilities, costs, suits, proceedings, actions or injuries (collectively, “Claims”), and (b) agrees to indemnify and hold harmless the Indemnities for all Claims, that in any way relate to the Exhibitor or the Exhibitor’s employees, officers, directors, managers, owners, invitees, guests or agents, or their property. Liability insurance shall be procured by the Exhibitor of the type and in amounts satisfactory to Show Management. The policies for such insurance will name Show Management and the Owner of the facility as additional insureds. Prior to the show, proof of insurance will be forwarded to Show Michigan Corporation. If, for any reason, Exhibitor’s insurance policy is cancelled, Exhibitor must immediately notify Show Michigan. Exhibits and exhibit equipment are brought into the show facilities, maintained, and removed from the show facilities at the Exhibitor’s risk. The Exhibitor’s Public Liability, General Liability and Workers Compensation Policies shall cover the general public, employees, invitees and agents attending the exhibit. If existing policies do not have the coverage, the Exhibitor shall secure such coverage. Insurance policies must be with insurers and in amounts acceptable to Show Management. Exhibitors will provide Show Management with copies of all relevant insurance policies promptly upon request by Show Management.

16. Cleaning of Exhibit Facility. To maintain maximum floor cleanliness, Exhibitors are requested to sweep the floor of their booths at the close of each day. Debris from the booths should be swept into the aisle where it will be gathered by the show’s janitorial service.

17. Food and Refreshments. All concessions are licensed by the owner of the facility; therefore, no food or refreshments can be dispensed without the written consent of the owner or his agent and Show Management.

18. Eventualities/Deposits of Premises. Show Management may, in its sole discretion, change the show to a different venue, and this Agreement shall remain in effect but with the new venue substituted for the prior venue. If Show Management changes the venue for the show, the Exhibitor shall waive all claims for damages or compensation that arise as a result of, or are a consequence of, such change of venue, shall not be entitled to a return of any amounts it has paid pursuant to this Agreement, and shall be obligated to pay to Show Management any other amounts required by this Agreement. Show Management may terminate this Agreement, if any of the following occurs:

a. the facility or the space to be rented by the Exhibitor is destroyed or damaged by fire, the elements, war, government action or any other cause beyond the immediate control of Show Management, so that the profitable conduct of the show by Show Management, the use of the facility, or the use of the space to be rented by the Exhibitor, is made impossible, impractical or unlikely;

b. the facility, or the space to be rented by the Exhibitor, becomes unavailable to Show Management for the show, or is only made available upon terms to which Show Management has not agreed; or

c. there occurs any other event that is beyond the control of Show Management and that makes the profitable conduct of the show, the use of the facility for the show, or the use of the space to be rented by the Exhibitor, impossible, impractical or unlikely.

If Show Management terminates this Agreement, in accordance with this Section 18, the Exhibitor shall waive all claims for damages or compensation that arise as a result of, or are a consequence of, such termination, and shall not be entitled to a return of any amounts it has paid pursuant to this Agreement (except the pro rata return of the amount paid for space rented as reduced by the pro rata portion of the amounts expended by Show Management to produce the show).

19. Distribution of Literature and Souvenirs. Printed advertising, souvenirs, etc., may be distributed by the Exhibitor from its space only. Any souvenir or advertising that is of an objectionable or undignified character and all helium-filled (lighter than air) balloons, will not be permitted. Souvenirs should not be of the noise-making or sticker variety. The Exhibitor must confine all sales activities to the limits of its own booth.

20. Rules of the Exhibit Facility. Rules published by the owner or operator of the building or facility in which the show is located are incorporated herein by reference and made a part hereof. Such rules will be distributed upon request.

21. Use of the Exhibitor’s Name. The Exhibitor authorizes ShowSpan Incorporated*, its agents, and employees, to use the Exhibitor’s name to promote the show and to solicit other exhibitors for this and future shows.

22. Amendments. The Show Management shall have the full power to interpret these rules. Wherever these rules do not cover, the Show Management reserves the right to make such rulings as may appear to be in the best interest of the show, and the Exhibitor agrees to accept and abide by such rulings.

23. Assignment of Exhibit Space. Assignment of Exhibit space is within the sole discretion of Show Management. Show Management will endeavor to assign space in the order requested or assign equivalent available space. Floor plan and space assignments are subject to change by Show Management without notice to Exhibitor.

24. Termination. Show Management reserves the right to terminate Exhibitor’s rights under their contract in the event of a violation of this contract by the Exhibitor and retain all amounts paid in addition to any other remedies.

*ShowSpan, Inc. and Show Wisconsin are dba’s for Show Michigan Corp.
Credit Card Payment Authorization Form

For security purposes please use this form for purchases by credit card only.

**PLEASE TYPE OR CLEARLY PRINT THE FOLLOWING REQUIRED INFORMATION:**

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<th>COMPANY NAME (contracted):</th>
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### Credit Card Billing Address:

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**PAYMENT METHOD**

- □ Visa
- □ MasterCard
- □ Discover
- □ American Express

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Authorized Signature: ___________________________ DATE: ___________________________

**Please initial here:** ___________ To have future payments applied to this credit card on/within 7 business days of scheduled due dates per the exhibit space contract.
MARKETING TOOL KIT
Enhance Your Show Experience!

FREE STUFF!

Buy One, Get One Free Coupons | FREE
OUR BEST DISCOUNT. Include in a special mailing or use as an incentive for your best customers. Order in increments of 50, Min 50, Max 300.

☐ I WANT THESE! | Quantity ______
Please Note - Coupons are not to be distributed at show entrance.

Show Posters | FREE
Display in your storefront, office or community board.

☐ I WANT THESE! | Quantity ______

Custom Digital Promo Code | FREE
Your company logo on a custom ad with a discount promo code! Send to your email list, place on your website or share on Facebook!

☐ I WANT THIS!
Email Logo (JPG or PNG) to melissag@showspan.com

Digital Shareables | FREE
Promote your involvement at the show online! Show ads & logos—available in various sizes for virtually any digital platform.

☐ I WANT THIS! | Link to shareables will be emailed to you

FOR PURCHASE

VIP Passes | $6 each
Discounted tickets for use as a Facebook giveaway, give to family and friends, or send to your best customers/clients.

☐ I WANT THESE! | Quantity ______

Highlighted Online Program Listing | $50
Outlined and linked to your website, make your name stands out! The show program is online the week before the show until September, so patrons can find you after the show, too! Order Deadline February 13, 2020.

☐ I WANT THIS! | Add Web Address below
URL: __________________________

NEW! “Show Specials” Listing | $200
Lead patrons to your booth with a show special offer on our new Online Show Specials listing; promoted on our website, in email, and in our digital show program. Listing will include your company logo, booth #, and offer.

☐ I WANT THIS! | Order Deadline: January 30, 2020

Booth Upgrade Package | $1,500
The MOTHER of all upgrades - includes a 3’x6’ Banner in the lobby at the show, logo at the top of the exhibitor listing on the show website, highlighted online program listing, logo on post-show email blast promoting the online program, wireless internet connection during the show, and 20 VIP passes for your guests!

☐ I WANT THIS! | Order Deadline: February 13, 2020

Please Note: Below items will be available after Nov.1, 2019.

Please contact Melissa Greko if you have specific questions. Phone: (616) 447-2860

For Office Use Only:

Form Rcvd _________ Pmt Rcvd _________
Amt Rcvd _________ Pmt Method _________ Balance Due _________
B1G1’s Sent _______ Posters Sent _________ eCoupon Sent _________
VIPs Sent ________ VIP #s _________

SPONSOR OPPORTUNITIES

☐ I WANT TO LEARN MORE!

SHOW PROGRAM ADVERTISING

☐ I WANT TO LEARN MORE!

Company Name (contracted): __________________________
Contact Name: ______________________________________
Email: _____________________________________________
Phone: __________________________
Address: __________________________________________

Payment Method (If Applicable):
☐ Check Enclosed (Payable to ShowSpan, Inc.)
☐ Credit Card
(To maintain necessary security, please call our corporate office - (616) 447-2860

Return Completed Form to:
Melissa Greko - Office Manager
Email: melissag@showspan.com
Mail: ShowSpan, Inc. | 2121 Celebration Dr NE
Grand Rapids, MI 49525
Fax: (616) 447-2861

Please Note: Items will be available at varying times after November 1, 2019.

Please contact Melissa Greko if you have specific questions. Phone: (616) 447-2860

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