



THE VOICE OF INDEPENDENT RETAILERS

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 AFPD'S MICHIGAN BUYING SHOWS

34th ANNUAL INNOVATIONS BUYING SHOW

MAY 8, 2018
BURTON MANOR, LIVONIA, MI



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

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

Why should you exhibit? The AFPD buying shows offer your

company the opportunity to meet and sell to thousands of buyers in only 6 hours. We attract far more retailers than any other trade show in the State of Michigan, and they will be coming to YOUR booth!

Who attends AFPD Buying Shows? The AFPD 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.

To see and hear first hand from past exhibitors and retailers attending our show, visit AFPD's YouTube channel at www.youtube.com/AFPDTube.

SHOW DETAILS:

No one under 21 years of age allowed!

WHEN: Tuesday, May 8, 2018 | 2:00 pm to 9:00 pm

WHERE: Burton Manor Banquet & Conference Center
27777 Schoolcraft Road | Livonia, MI 48150

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
- One chair (by request only)
- 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 AFPD 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 Burton Manor Banquet & Conference Center at (734) 427-9110. Also, please let AFPD Event Coordinator Lisa Denha 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: Storage space will be available during show hours. Set up time starting at 7:00 am, tear down immediately after show. Load and unload through service hall on East side of building (red awning) or the crash door on the South side of the building. All costs are borne by exhibitors.

FREIGHT HANDLING & FORK LIFT SERVICES: Freight handling and fork lift services must be made directly with Burton Manor Banquet & Conference Center: Call Toni at (734) 427-9110 or fax (734) 427-9133. Order forms for fees and payment are included in your exhibitor preparation kit. All costs are borne by exhibitors.

ALCOHOL SAMPLING: *By law, in Michigan, if you will be offering samples of alcoholic beverages, you MUST order your alcohol through Burton Manor Banquet & Conference Center. NO EXCEPTIONS.* 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. **ORDERS MUST BE PLACED BY APRIL 27, 2018.** Call John Blake at (734) 646-5815 or email jblake1963@gmail.com; Or call Toni Caygill at (734) 427-9110. 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, May 8, 2018 from 7:00 am - 1:30 pm. Booth must be show-ready by 1:30 pm, no exceptions.

EXHIBITOR BREAKDOWN HOURS: Tuesday, May 8, 2018 after 9:00 pm. All exhibits must be removed from the facility by 11:59 pm.

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

SPECIAL ROOM RATES:

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

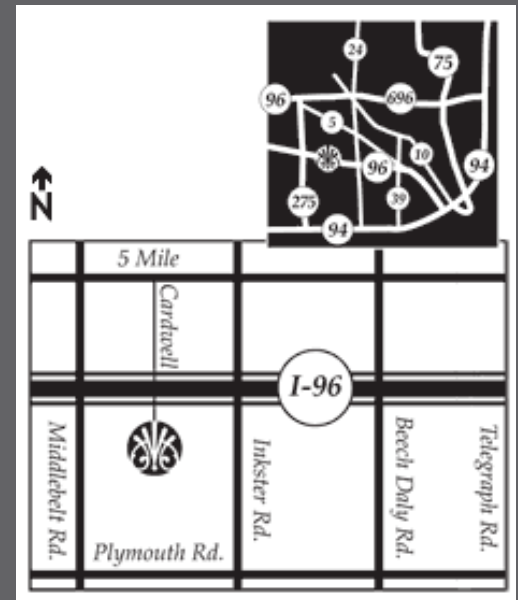
HAMPTON INN

28151 Schoolcraft Road, Livonia MI 48150

\$129/night

Reserve by calling (734) 237-4480

Rooms are blocked and must be reserved by April 24, 2018.



DIRECTIONS TO BURTON MANOR BANQUET & CONFERENCE CENTER:

FROM THE EAST: Take I-96 West to Inkster Rd. exit. Follow service drive (schoolcraft) west past Inkster Rd. to Cardwell, turn left. Burton Manor parking lot is straight across the bridge.

FROM THE WEST: Take I-96 East to Middlebelt Rd. exit. Follow service drive (schoolcraft) east past Middlebelt Rd. Burton Manor will be on your right.