

Gather

Celebrate the Art of Entertaining

Gather is a consumer event that will feature a variety of entertaining-focused vignettes created by professional designers and will be like last year's *The Modern Table* event, but MDC is inviting other types of displays beyond tabletops. We received feedback from several showrooms expressing interest in designing entryways, mantels, and other vignettes that focus on the common theme of "entertaining". The purpose of the event, as with all consumer-focused events at MDC, is to visually demonstrate the creative talents of designers, and to facilitate designers meeting potential new clients. The vignettes will be featured within participating showrooms and studios at MDC.

WHO: All MDC showrooms and studios are invited to participate

DATE / TIME: Friday, November 8, 2024 from 10:00 a.m. to 3:00 p.m.

CHARITY PARTNER: *Gleaner's Community Food Bank* will benefit from donations at the door of non-perishable food items or cash. They will also receive proceeds from a possible ticketed keynote presentation that afternoon at 2P.M.

MARKETING PLAN: The complete marketing plan will include radio, print, email marketing, and social media. *The Detroit News* is planning a cover story for *Homestyle* on November 1.

ACTIONS SHOWROOMS MUST TAKE NOW TO PARTICIPATE:

- **Secure your designer(s)!** MDC MUST have your Participation Agreement and designer information *no later than August 2*. Send completed agreements to patty@michigandesign.com. Showrooms may display as many vignettes as they wish.
- **Develop a concept.** Collaborate with your designer on a creative concept and title for your vignette(s) that have to do with entertaining/hosting. Keep it clean- this is a family-friendly event!
- **Photo dates (tentative):**
 - **Friday, October 25.** We have provisionally secured an exclusive preview story featuring the vignettes in *The Detroit News Homestyle* in the Nov. 1 edition. Oct. 25 is the tentative date that the editor and photographer will come to MDC and photograph the vignettes and designers. Please be sure your designer(s) know of this deadline.
 - NOTE: We are still confirming the details for this *Detroit News* story, so dates may change.
 - **Thursday, October 24 & Thursday, November 7.** There will also be an optional paid photoshoot taking place on these dates with *Joseph Tiano Interiors Photographer* who will photograph the vignettes for those interested in capturing professional photography. This will be a discounted group rate.
 - NOTE: The cost, which we will announce soon, must be covered by the designer(s) and/or showroom and paid directly to *Joseph Tiano Interiors Photographer* prior to the photoshoot.

Participation & Designer Partner Agreement

Date: _____

Showroom: _____

Number of vignettes planned in your showroom: _____

Showroom Vignette Contact: _____

Designer Partner #1: _____

Designer Partner #2: _____

Designer Partner #3: _____

Designer Partner #4: _____

Designer Partner #5: _____

Additional comments: