Gather
Celebrate the Art of Entertaining
Friday, November 8 | 10:00 a.m. – 3:00 p.m.

Gather will be an open-house style event featuring a variety of entertaining-focused vignettes by professional designers throughout MDC. Vignettes should focus on areas of the home where guests gather, such as a table set for a party, a buffet, kitchen island, or hearth. From 10 a.m. to 2 p.m., guests will visit participating showrooms and studios to see the vignettes, meet the designers, and vote for their favorite designs. The day will conclude with a ticketed live cooking and/or floral demonstration at 2 p.m. in the Mid-America Room (if we can secure the presenters), with proceeds benefiting *Gleaners.* After the event, MDC will produce a digital publication recapping the event and announcing the winners of the *People's Choice Awards*. In lieu of admission, attending guests will be asked to bring food or monetary donation to benefit our charity partner, *Gleaners Community Food Bank.*

Event Guidelines

- All MDC showrooms and studios are welcome to participate.
- Showrooms are strongly encouraged to partner with design professional(s). Design studios may create their own tabletops. One important objective of this event is to demonstrate the value and talents of professional designers.
- There is no limit on the number of vignettes you may feature in your space.
- The common theme is "entertaining"- just keep it family-friendly.
- Showrooms and studios are encouraged to loan products to MDC neighbors.
  - *NOTE: Only products available through MDC will be credited on vignette signage and included in the post-event digital publication.*
- Tables/vignettes must be ready by October 25 to be considered for inclusion in *The Detroit News'* cover story. *The Detroit News* selects which vignettes it will feature in its story.
- MDC is securing a bulk rate for professional photography from *Joseph Tiano Interiors Photographer* to capture the vignettes. This is purely optional.
  - *NOTE: Designer(s) and/or showroom are to cover the cost of photography.*
- All participating showrooms and studios must be open for the duration of the event.
- Designers are strongly encouraged to be on hand to meet event attendees.

Important Dates/Deadlines

- Friday, August 2 – Participation Forms Due
  - Once showrooms and designers have been finalized, MDC will provide participants with a "Vignette Information Form" to collect the details for marketing materials.
- Friday, September 20 – Vignette Information Forms Due *(Top portion only)*
- Thursday, October 24 & Thursday, November 7 – Optional professional photoshoot day(s) with *Joseph Tiano Interiors Photographer.* Your payment shall be made directly to the photographer.
- Friday, October 25 – Vignettes ready for *Detroit News* photoshoot.
  (NOTE: We are still confirming the details for this Detroit News story, so dates may change.)
  - Turn in completed "Vignette Information Form" with vignette description & resources.
- Friday, November 8 – Event Day!
- Early December – *Gather* event digital publication will be sent out via e-blast.

FAQs

Will MDC provide tables/other items?
It is suggested that you provide your own surface(s) for any tablescapes or find a neighboring showroom that has one they are willing to loan. MDC has some 6-foot rectangular tables and 6-ft round tables available to use on a first-come, first-serve basis. Loaner tables will require covering with linens and décor.

How can we help promote the event?
MDC will provide participating showrooms and designers with graphics for email and social media that you can share with followers. Power in numbers will make this event a success!

Should I provide refreshments?
We are discouraging showrooms from serving food or drink. Kosch Café will be open to serve attendees.

What promotional materials is MDC creating?
MDC will produce an event brochure that will be distributed at all MDC entrances the day of the event. This brochure will include an event map and contain information on all the participating showrooms and designers, as well as some brief info on each vignette. The *People's Choice Voting* ballot will be included in this brochure.

What promotional materials should showrooms and designers provide?
We suggest that all designers have business cards on hand to distribute to any potential contacts. Any additional giveaway items from the designers and showroom are optional.

Do vignettes need to remain on display between photo days and event days?
No, vignettes do not need to stay up between the photo shoot day(s) which are tentatively scheduled to for October 24, 25, and November 7. They may be taken down as long as you can recreate the vignette(s) for the event on November 8.

Do designers need to be here during the *The Detroit News'* photoshoot?
Designers are encouraged to meet the editor, but this is definitely not required to have your vignette photographed or published. We do ask that your vignette be ready, and any questionnaires completed by the due date/time specified by *The Detroit News* for possible inclusion.
NOTE: We are aware High Point Market is going on during the tentative date of *The Detroit News'* photoshoot. This is the date that works best for *Detroit News*.

What's the difference between *The Detroit News'* photo day and the professional photo shoot days?
The photos taken by *The Detroit News* are strictly for use in the cover story that is tentatively scheduled for their Nov. 1 edition. There is no cost to the showroom or designer for *The Detroit News* to photograph your vignette(s). The professional photo shoot days with *Joseph Tiano Interiors Photographer* will provide showrooms and designers with the option to purchase well-produced photographs to add to their portfolio. These professional photos will need to be pre-purchased ahead of time from the photographer. More details to follow.

The article that *The Detroit News Homestyle* creates is an editorial piece that we are fortunate to have them cover. If you wish to participate for possible inclusion, please adhere to any of the editors' requests and do so in a timely manner.