

MICHIGAN DESIGN CENTER RESOURCE CENTER

SUITE 84, MICHIGAN DESIGN CENTER • 1700 STUTZ DRIVE • TROY, MICHIGAN 48084 • 248.649.2020



Looking for a new approach to help market your product or service to the design community? The **Resource Center**, in **Suite 84** at Michigan Design Center, may be your answer.

The Resource Center brings together a variety of high-end residential and contract materials and services, including paint samples, renovation services, cabinetry and cleaning experts, wallcoverings, window coverings, artwork, and more.

The Resource Center provides your company with ongoing exposure to design and building professionals as well as consumers visiting MDC without the responsibility of operating a showroom.

Display options include floor space and wall panels. Each display agreement includes the distribution of sales materials, maintenance of the display area, use of a common meeting area, the ability to participate in MDC events, and marketing support via direct mail, email, and on michigandesign.com.

For space availability and rates, please contact Patty Goldstein, Resource Center Manager, at **248.649.2020** or email patty@michigandesign.com.

RESOURCE CENTER Marketing & Promotion

WEBSITE PRESENCE

Exhibitor websites may be linked to our Resource Center listing on **michigandesign.com**.



MDC ANNUAL AND ONLINE DIRECTORY

Our online and printed directories provide Resource Center exhibitors with a company-specific description and manufacturer listing within the Resource Center section. Online searches by product, service, or manufacturer will enable

users to locate you on our website. The Resource Center manager will pass along your company's information when calls and inquiries are received.

EVENT OPPORTUNITIES

Michigan Design Center hosts a variety of trade and consumer events throughout the year to promote our building. A list of upcoming events may be found at **michigandesign.com**. Your company is invited to host your own event in our Mid-America Room. MDC staff will be happy to help coordinate the planning and execution of your event.

BUSINESS REFERRALS

Only businesses that occupy space in our building are endorsed by MDC. When you display in the Resource Center, your company will benefit from business referrals to designers, architects, builders, and consumers looking for your products and services. Visitors to the Resource Center can also take your business card, brochure, or samples for creative reference or contact opportunities.

RESOURCE CENTER

Exhibitor Information and Floor Plan

DISPLAY AREAS

STANDARD Panel Display: 1' d x 4' w x 8' h, 1' d x 5.5' w x 8' h

DELUXE Panel Display: 1' d x 4' w x 8' h

STANDARD 8' x 6' or 8' x 8' Display Area

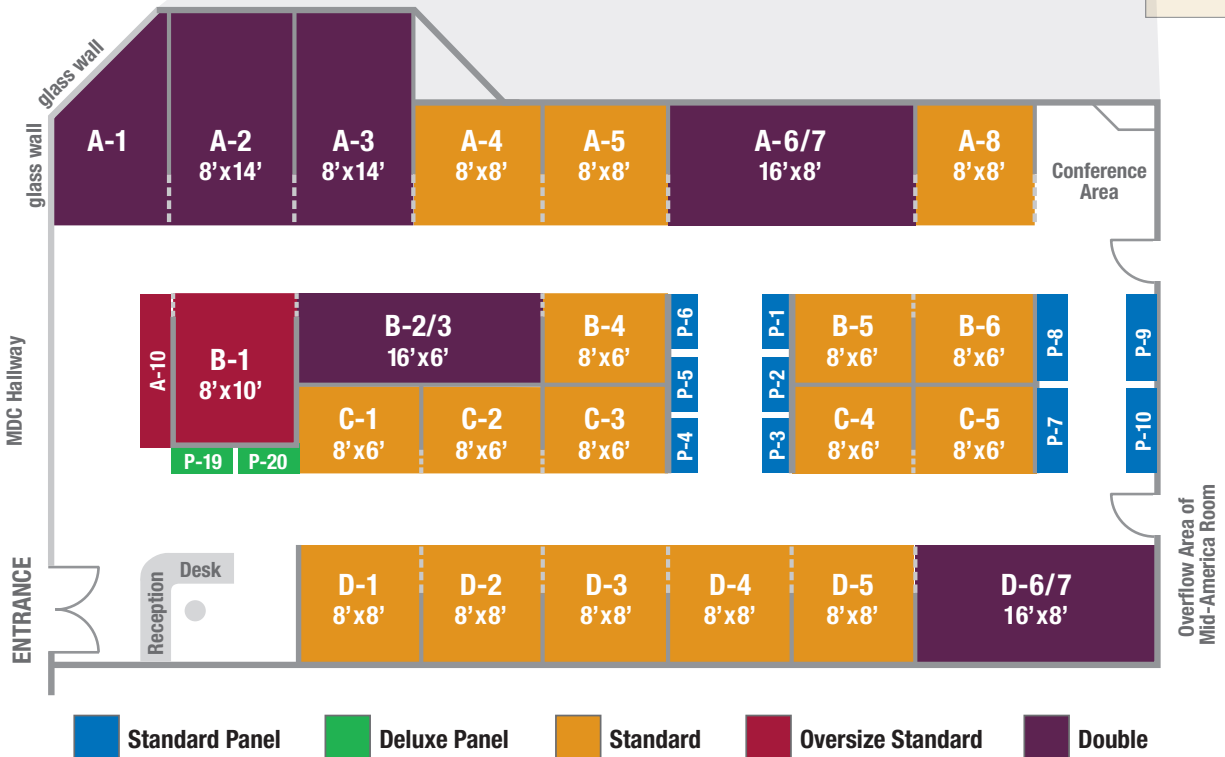
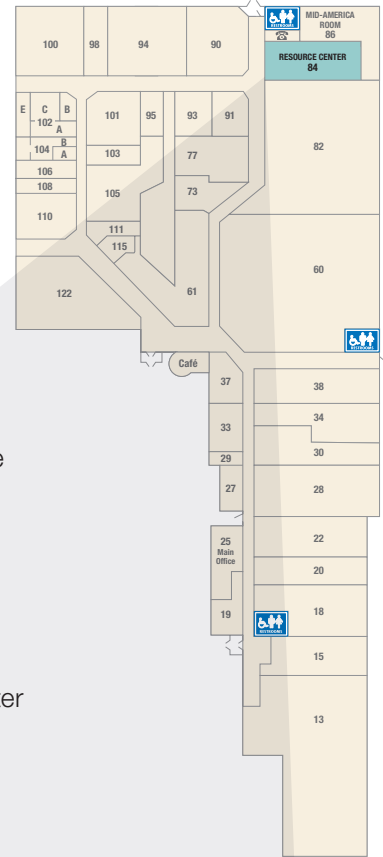
OVERSIZE STANDARD 8' x 10' Display Area

DOUBLE 16' x 6', 8' x 14', or 16' x 8' Display Area

PRICING INCLUDES

(area as stated on floor plan below):

- MARKETING AND PROMOTION as outlined on page 1
- Distribution of brochures and complimentary sampling service provided
- Company logo/product images included in Showroom LCD visual signage
- Display Area Maintenance
- Wireless Internet Access
- Lighting
- Electrical Power
- Complimentary use of Conference Area /Meeting Space in Resource Center
- Complimentary use of MDC's Mid-America Room for Corporate Meetings or Special events. (Two times per year during business hours.)



MICHIGAN DESIGN CENTER RESOURCE CENTER Rules & Regulations

TERM OF AGREEMENT

Exhibitor has the right to use the Display Area for the time defined in the “Display Agreement”. All agreements are for a minimum of one year. Agreement start dates are pre-approved by MDC and determined by space availability.

DISPLAY AREA PAYMENT

Monthly payments must be charged to a credit card, via automatic payment on the first day of every month. Company checks are acceptable only for annual payments in full, due prior to installation of displays. Exhibitor’s failure to make any payment due Michigan Design Center within five days of its due date shall allow MDC the right to terminate the Display Agreement upon written notice to Exhibitor. MDC shall have the right to pursue all available legal and equitable remedies including, but not limited to, retaining Exhibitor display items as security for payment, with the right to liquidate and apply proceeds to any outstanding balance owed MDC.

DISPLAY AREA SIZE AND LOCATION

Exhibitors’ displays must be confined to the exhibit space as defined on the enclosed Exhibitor Floor Plan (“Floor Plan”). **Exhibitor must submit a rendering of the proposed display to MDC for MDC’s written approval prior to installation. Dimensions are approximate and should be verified by Exhibitor prior to building the display.** MDC reserves the right to make modifications to the Floor Plan if necessary without obligation for refund. Exhibitors may not intrude upon neighboring space nor impede traffic aisles. MDC reserves the right to require changes deemed necessary to ensure that each Exhibitor’s visual display standards are in keeping with MDC standards. Displays that extend forward beyond the side walls of the space are limited to 30” high.

DISPLAY AREA WALLS AND FLOORING

Display area must be returned to its original condition at the end of the Agreement term. If you would like MDC to patch and repaint the space, we will charge a fee. To repaint only with little damage, the charge is \$150 for a Panel; \$250 for a Vignette. Fees for drywall replacement, major patching, etc. will be based on the damage and hours to repair. If requested, a quote will be given to you after the display is removed.

DISPLAY AREA SIGNAGE

Exhibitor must obtain prior written approval from MDC for Exhibitor’s signage.

DISPLAY AREA UTILITIES

Michigan Design Center will provide track lighting above each Display Area. Each unit has electrical outlet access.

INSURANCE

Exhibitor is advised to obtain liability insurance for items on display within the Resource Center. Exhibitor agrees to indemnify and hold MDC harmless from and against any and all claims, actions, damages, injuries, liabilities and expenses, including attorney fees, in connection with the loss of life, personal injury and /or damage or loss to property arising or resulting from any occurrence in, upon, at, or in connection with Exhibitor’s use or occupancy of the Display Area.

SUBLETTING

Subletting, re-assigning or apportioning space is strictly prohibited.



MICHIGAN DESIGN CENTER RESOURCE CENTER Exhibitor Display Agreement

EXHIBITOR GENERAL INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Contact Name: _____ Email: _____

Telephone: _____ Website: _____

Additional Information: _____

EXHIBIT AREA SELECTION

Check your selection and print/type the Area # from FLOOR PLAN page 3. Include multiple units on the same line.

STANDARD Panel Area	Area #: _____
DELUXE Panel Area	Area #: _____
STANDARD 8' x 6' or 8' x 8'	Area #: _____
OVERSIZE STANDARD 8' x 10'	Area #: _____
DOUBLE 6' x 16' or 8' x 14'	Area #: _____

Display Agreement Start Date (month/date/year): _____ Ending Date (month/date/year): _____

EXHIBITOR PAYMENT CHECKLIST *(check Monthly or Annual Payment)*

	ONE-YEAR AGREEMENT		TWO-YEAR AGREEMENT (5% DISCOUNT)	
	MONTHLY	ANNUAL	MONTHLY	ANNUAL
STANDARD Panel Area	\$165.00	\$1,980.00	\$156.75	\$1,881.00
DELUXE Panel Area	\$225.00	\$2,700.00	\$213.75	\$2,565.00
STANDARD 6' x 8' or 8' x 8'	\$440.00	\$5,280.00	\$418.00	\$5,016.00
OVERSIZE STANDARD 8' x 10'	\$500.00	\$6,000.00	\$475.00	\$5,700.00
DOUBLE 6' x 16' or 8' x 14'	\$700.00	\$8,400.00	\$665.00	\$7,980.00

PAYMENT METHOD

Business Check (annual payment only)

Make check payable to: Michigan Design Center

Mail to: Resource Center
Michigan Design Center
1700 Stutz Drive, Suite 25
Troy, MI 48084

Credit Card (select one): Visa MasterCard AMEX

Card Number: _____ EXP: _____

Name on Card: _____

Billing Address: _____

City: _____ State: _____ ZIP: _____

By signing below, we request that Michigan Design Center provide Exhibitor the requested Display Area and/or Additional Options, for the purpose of displaying our company's products and/or services as outlined on the attached EXHIBITOR INFORMATION, PRICING AND FLOOR PLAN. Exhibitor agrees to accept all terms and conditions as stated in the attached RESOURCE CENTER RULES & REGULATIONS. We authorize Michigan Design Center to retain and use credit card information for the purpose of charging the monthly payments indicated above.

Exhibitor Name: _____ Date: _____

Authorized Signature: _____

Authorized Name: _____ Title: _____

MICHIGAN DESIGN CENTER Approval by: _____