



Location of event

Grand Traverse County Civic Center
 1213 West Civic Center Drive
 Traverse City, MI 49686

Blue Water Promotions presents the premiere sales and marketing opportunity in Northwest Michigan, the 13th annual 'Up-North' Lake & Cottage Show in Traverse City. The Lake & Cottage Show offers access to an average of 2000 people, many of whom are in the market to buy. Sell products and services directly from your booth, connect with both current and new customers and network with fellow exhibitors.

As an exhibitor your booth will include standard pipe and drape; one skirted table, two chairs, four name badges, and waste basket. The aisles will be carpeted from booth to booth and throughout the entire event. Blue Water Promotions will aggressively promote the Lake & Cottage Show with a substantial media budget including television, radio, magazine, newspaper, bill board, internet, and road signs. Also during the Lake & Cottage Show, your business will be promoted on the public address system with a minimum of 12 announcements as consumers browse the event.

Blue Water Promotions also produces the [Traverse City Boat Show](#), the [Gaylord Boat Show](#), the [Gaylord RV Show](#), and the [Hunting & Fishing Expo](#) in Birch Run. Booth preference in most cases can be accommodated, but final assignments are the discretion of Blue Water Promotions. Corner booths and end caps are an additional \$100. Additional booth discounts do not apply to corner or end cap booths. Move-in day is Thursday April 8th, giving exhibitors ample time to set up and fine tune their booth display.

	<u>8x10</u>	<u>10x10</u>
Booth Cost	\$500	\$550
Additional	\$450	\$500

