



DETROIT SECTION  
Illuminating Engineering Society of North America

# Lighting Education

March 22, 2012

*To all lighting representatives/manufacturers:*

It's time to start planning for the **2012 IESNA Product Show!** As you already know, the product show is one of the best ways to display your lines.

We will be having hot and cold hors d'oeuvres served throughout the course of the show as well as an open bar. This continued format shall allow ample time for the attendees to see all of the products displayed.

LOCATION: BURTON MANOR  
27777 SCHOOLCRAFT ROAD  
LIVONIA, MI.

TABLE COST: \$350.00 per table (Includes 1 Event ticket) *Same price as last year!*

YOUR DISPLAY TABLE WILL PROVIDE YOU WITH THE FOLLOWING:

- 1 Event ticket\*
- 8' SKIRTED TABLE
- ONE FULL PAGE ADVERTISEMENT (ONE PER VENDOR)
- AN EXCELLENT VENUE FROM 3:30 p.m. to 9:00 p.m.
- WiFi Internet will be available for your use.

*\*Additional tickets can be purchased at a discounted rate of \$30 until March 9<sup>th</sup> or on the day of the event for \$35. Everyone working in your booth must have a paid ticket to the event.*

**The first day of registration will be January 23, 2012.**

**As you remember, space is limited and tables will be reserved upon receipt of payment. Those tables purchased last year will be held for you until February 6, 2011. After that date, the tables will be released for other vendors to purchase.**

Please indicate your first and second choice of table location on the following registration form. We will do our best to accommodate your choices.

**DEADLINE FOR RESERVATION OF DISPLAY TABLES IS FRIDAY, MARCH 2, 2011**

Visit [WWW.IESNA-MI.ORG](http://WWW.IESNA-MI.ORG) to see up to date product show info!

# Product Show Directory

As a registered participant in the 2012 IESNA Product Show, you will also receive a *full page advertisement* in the product show directory. Your advertisement will occupy a full **4-1/2" x 7-1/2"** space.

Directory ads will be printed in black on white paper stock and your ad copy or artwork must be photo ready for our printer to apply to their layouts. Typed copy and designs should be assembled on a single sheet which can be reduced or enlarged, if necessary, to fit the space. **Remember**, a quality ad copy will result in a quality ad in our directory.

**PLEASE RETURN THE PHOTO READY ARTWORK OR TEXT BEFORE *March 2, 2012* TO:**

**Lindsey Mehlberg  
Peter Basso Associates  
5145 Livernois Rd, Suite 100  
Troy, MI 48098  
LMehlberg@pbanet.com**

***\*\*Failure to do so will result in a forfeiture of your ad space.***  
**(Artwork sent as a jpeg for clearer printing, send to the above e-mail address.)**

---

## 2012 Product Show Raffle

This year we will be selling raffle tickets in addition to the 50/50 raffle. We would like to ask you to donate items that can be raffled off to the participants of the Product Show. This is a great incentive to get people in the door and looking at your products. All items need to be submitted by March 2, 2012 to be raffled off. Please bring your item(s) to the Product Show and turn them into Lindsey Mehlberg before the start of the show.

Great Raffle Ideas:

- IES Handbook
- IPOD/MP3 player
- TV
- Gift Baskets
- Gift Certificates to local restaurants

All raffle items donated will be listed in the Product Show Directory with special thanks to the companies that donated. A list items you intend to donate needs to be submitted by March 2, 2012 in order to be included in the Directory.

Thank you for considering a raffle donation.

# ***REGISTRATION FORM***

**2012 IESNA PRODUCT SHOW  
THURSDAY, MARCH 22, 2012**

YOUR NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (\_\_\_\_) \_\_\_\_\_

TABLE(S) NUMBER REQUEST:

FIRST CHOICE: \_\_\_\_\_

SECOND CHOICE: \_\_\_\_\_

# OF EVENT TICKETS REQUESTED (@ \$30.00 EACH): \_\_\_\_\_

TOTAL DOLLAR AMOUNT ENCLOSED: \_\_\_\_\_

IESNA MEMBER ON STAFF AND THEIR MEMBERSHIP NUMBER: \_\_\_\_\_

ITEMS DONATED TO BE RAFFLED: \_\_\_\_\_

*PLEASE TAKE A MOMENT TO PROVIDE ANY COMMENTS OR SUGGESTIONS YOU MAY HAVE TO MAKE THIS YEAR'S  
PRODUCT SHOW EVEN MORE SUCCESSFUL THAN LAST YEAR:*

---

---

---

MAKE CHECK PAYABLE TO: ***IES DETROIT SECTION***

MAIL CHECK TO:

**Lindsey Mehlberg  
Peter Basso Associates  
5145 Livernois Rd, Suite 100  
Troy, MI 48098**

NEW THIS YEAR – PAY WITH CREDIT CARD VIA PAYPAL – VISIT [WWW.IESNA-MI.ORG](http://WWW.IESNA-MI.ORG)

# IMPORTANT INFORMATION REGARDING DISPLAYS

We request that each exhibitor limit their "displays" to 8' table tops and back displays of similar size. If you would like to discuss or have questions about your display, please call or email:

Lindsey Mehlberg, Program Coordinator  
(248) 312-4559; LMehlberg@pbanet.com

If you are planning on having the manufacturer shipping display materials directly to Burton Manor, the following form must be completed and returned prior to the day of delivery of the materials. The IES Michigan Section **IS NOT** responsible for the charges incurred from Burton Manor for Drayage/Freight Handling.

For any questions regarding this matter please contact:

Sue Giffin  
Burton Manor  
27777 Schoolcraft Road  
Livonia, MI. 48150  
734-427-9110

# Burton Manor Conference Facility

# •DRAYAGE/FREIGHT HANDLING•

**PLEASE TYPE OR PRINT**

PLEASE DUPLICATE FORM FOR YOUR RECORDS BEFORE RETURNING ORIGINAL

EVENT NAME \_\_\_\_\_ EVENT DATE(S) \_\_\_\_\_ BOOTH # \_\_\_\_\_  
COMPANY NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
ORDERED BY (PRINT NAME) \_\_\_\_\_ SIGNATURE \_\_\_\_\_ ORDER DATE \_\_\_\_\_

**GENERAL INSTRUCTION**

- This form must be completed and returned prior to our receipt of any freight.
- Payment must accompany this order.
- Payments accepted by the following methods:  
Visa, MasterCard, Corporate Check, Money Order, Cash

**ALL SHIPMENTS MUST BE ADDRESSED AS FOLLOWS:**

Exhibiting Firm Name \_\_\_\_\_ Booth # \_\_\_\_\_  
Show Name \_\_\_\_\_  
C/o Burton Manor  
27777 Schoolcraft Rd.  
Livonia, MI 48150-2219

**INBOUND SERVICE**

- **Inbound Rate:** \$.30 per lb. 200 lb. (\$60.00) minimum charge. Outbound and all other charges are separate. There is never any overtime rate.
- Receipt of prepaid shipments up to 30 days prior to move-in day.
- Delivery of shipment to booth.
- Removal of all crates/boxes and storage of same during show.

\_\_\_\_\_ lbs. estimated/actual inbound freight (circle one):  
@ \$.30 per lb. or minimum of \$60.00 \$ \_\_\_\_\_ AMOUNT DUE

Please check how freight will be shipped in:

UPS Federal Express Other Courier \_\_\_\_\_ Air Freight \_\_\_\_\_ Motor Carrier \_\_\_\_\_

**OUTBOUND SERVICE**

- **Outbound Rate:** \$.30 per lb. 200 lb. (\$60) minimum charge. **Vendor must make all arrangements for outbound service.** It is not the responsibility of Burton Manor.
- Return of crates/boxes to booth upon completion of show.
- Removal of shipments from booth and reloading of same on outbound carrier.
- Please have your on-site representative verify your outbound service arrangements with our service desk prior to their departure from show.

\_\_\_\_\_ lbs. estimated/actual outbound freight (circle one).  
@ \$.30 per lb. or minimum of \$60.00 \$ \_\_\_\_\_ AMOUNT DUE

Please check how freight will be shipped in:

UPS Federal Express Other Courier \_\_\_\_\_ Air Freight \_\_\_\_\_ Motor Carrier \_\_\_\_\_

**CREDIT CARD INFORMATION**

NAME ON CREDIT CARD \_\_\_\_\_  
CARD NUMBER \_\_\_\_\_  
EXPIRATION \_\_\_\_\_ VISA MASTERCARD ONLY  
SIGNATURE \_\_\_\_\_

CREDIT CARD  
INFORMATION  
REQUIRED WITH  
ALL ORDERS

**TOTAL**

27777 Schoolcraft Road. • Livonia, MI 48150-2219 • (734) 427-9110 Fax (734) 427-9133