

SUBURBAN COLLECTION SHOWPLACE



AT-A-GLANCE

- ✓ **Consistent year-round attendance**
- ✓ **Broad demographic audience**
- ✓ **Multi-Year Marketing Opportunities**
- ✓ **Potential Promotional/Event Tie-Ins**
- ✓ **VIP Lounge for Special Events**
- ✓ **Annual Event passes to the Showplace**



Marketability

The central location is within an hour and ½ drive for 70% of the State Population



Visibility

Over 1 mile of frontage on I-96 visible to over 275,000 motorists daily



Accessibility

MDOT Directional signage at all expressway ramps and surrounding streets

SUBURBAN COLLECTION SHOWPLACE BY THE NUMBERS

700+

Yearly events at our facility

300+

Exhibitor booths at average weekend show

TOP 5

Novi and surrounding communities South Lyon and Lyon Township were in top five areas for growth in Oakland County

25+

NEW digital advertising screens through the facility

TWO

Million Annual Visitors (and Growing) from local, regional, statewide, national and international locations

70%

Public shows

50%

Expected attendance increase with new EVENTS CENTER

90,000

Additional square footage with opening of new EVENTS CENTER