CANNACON®

WHERE THE CANNABIS INDUSTRY DOES BUSINESS

June 1-2, 2018

Cobo Center

4420, 1 Washington Blvd, MI 48226

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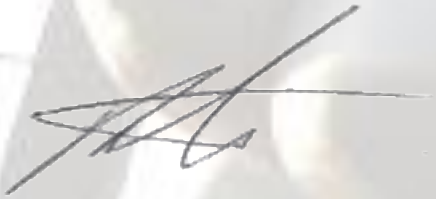
Welcome Letter
Cobo Center
June 1-2, 2018

Dear Exhibitor,

Welcome to CannaCon® Detroit 2018! We are very excited to partner with your business as we embark on our first expo in Detroit! On behalf of everyone at CannaCon® and our general services contractor, SER, I would like to express our appreciation for your participation. We are looking forward to another busy, energetic, and informative event. We are coming right off the heels of our most well attended show to date in Seattle. The exhibitor manual has been carefully planned and organized to help you prepare for a successful show. You will be receiving an Exhibitor Services Kit from SER under a separate heading, which will provide you with information on shipping and other exhibitor- related products and services.

The CannaCon® team, including our general services contractor SER, are available to help you with your exhibitor experience. If you have any questions or concerns, please feel free to contact your CannaCon® representative directly.
Let's have a great show!

Sincerely,



Robert Smart, CannaCon®
Founder| Managing Partner

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About Us
Cobo Center
June 1-2, 2018

The CannaCon® team is excited to host your business! This manual contains everything you need to know to plan your trip to Detroit. We look forward to spending an amazing weekend with you.

CannaCon®

CannaCon® is dedicated to creating and strengthening lifelong partnerships within the emerging cannabis industry. It is our mission to provide a global venue for cannabis businesses, entrepreneurs, investors, and community partners to showcase industry products, people and innovations; to cultivate business values within the cannabis industry through education and responsible community involvement.

SER exposition services

SER exposition services are committed to delivering the highest quality exposition services to meet your needs. Since their debut in 1985 SER has been a full-service New England contractor, they have grown to master the scripts for nationwide trade shows, conventions and special events.

Detroit, Michigan

Founded on July 24, 1701, Detroit is the oldest city west of the original thirteen colonies on this side of the Mississippi. Detroit is best known for cars and Motown, however it has so much more to offer. Head to Detroit a day early and explore the historic town.

Cobo Center

The Cobo Center named for Albert Cobo, mayor of Detroit from 1950-1957 is situated along Jefferson and Washington avenues in downtown Detroit, Michigan. The Cobo Center is home to the North American International Auto Show occurring annually in January. This event draws thousands of international press and suppliers. The total building has a footprint of 2.4 million square feet, offering 723,000 square feet of exhibit hall space.

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Contact List
Cobo Center
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Operations	Cassie Patrick	Cassie@cannacon.org	425.791.4467 X. 106
Exhibitor & Sponsorship Opportunities	Joe Kennedy	Joe@cannacon.org	425.791.4467 X. 104
Seminar Programing	Cassie Patrick	Cassie@cannacon.org	425.791.4467 X. 106

Exhibitor Services Contractors

Freight/Material Handling
General Services Contractor

SER Exposition Services
Ph. 508.757.3397 E. serinfo@serexpo.com
https://serexpo.com

Travel & Lodging

Detroit Marriott At the Renaissance Center	400 Renaissance Drive Detroit, MI 48243	Reservations: 877.901.6632 https://book.passkey.com/go/CannaConDetroit

The Detroit People Mover

The Detroit People Mover, an elevated and automated light-rail system, can help you get around downtown quickly, easily and safely. The 2.9-mile looped system has 13 stations, with automatic stops at key downtown locations.

Hours of Operation
6:30 a.m.-midnight weekdays, with an extension to 2 a.m. on Friday. 9 a.m.-2 a.m. Saturday. Noon-midnight Sunday.
Cost: one-way fare is just $0.75.

Skoot

Shuttle service to and from Detroit Metro Airport.
Phone: 855-WE-SKOOT
Hours of Operation
5:30 a.m.-8:30 p.m., 7 days a week

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Important Dates
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Due Date	Item	Submit To
April 1, 2018	Speaker Submission	https://cannacon.org/speaker-proposals/?detroit_proposals
April 15, 2018	Program Ad Submission	https://www.dropbox.com/request/NHr2faJrRFwUR3Uawb7o
April 15, 2018	CGL Insurance Certificate	cassie@cannacon.org
May 18, 2018	Last Day to Receive Advanced Pricing for SER	csr@serexpo.com
May 24,2018	Last Day for SER to receive advanced Shipments	csr@serexpo.com
May 31, 2018	SER exposition services will receive shipments at even facility. Shipment sent earlier will be refused	
May 31, 2018	Exhibitor Load In (7:00 a.m-5:00 p.m.)	Cobo Center
June 1, 2018	Expo (10:00 a.m-6:00 p.m.) Exhibitors in at 9:00	Cobo Center
June 2, 2018	Expo (10:00 a.m-5:00 p.m.) Exhibitors in at 9:00	Cobo Center
June 2, 2018	Exhibitor Load out (5:00 p.m-11:59 p.m.) **No tear down before 5:00 p.m.**	

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Rules & Regulations
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Aisle Space Exhibitors shall not solicit business in the aisle or engage in activity that leads to congestion in the aisles.
American with Disabilities Act Exhibitor shall ensure that their exhibit will be accessible to the full extent required by law.
Booth Staffing Exhibits must be manned at all times during official show hours. Booth representatives shall wear show identification badges provided by CannaCon®. No other identification will be considered valid.
Cannabis The Cobo Center Strictly prohibits any consumption of cannabis on their property (indoor or outdoor) included but not limited to smoking, vaping, and edibles.
Decimeter Guidelines
Sound presentations will be permitted if tuned to conversational levels and if not objectionable to neighboring exhibitors. Sound must not carry beyond the display area. Noise from exhibitor demonstrations or presentations should not interfere or disturb surrounding exhibitors and their patrons or cause aisles to become blocked.
Demonstrations/Booth Entertainment
As a matter of safety and courtesy, exhibitors shall conduct presentations and demonstrations in a manner that ensures all personnel and attendees remain within the limits of the contracted exhibit space. CannaCon® does not allow live music to be played on the show floor.
Dismantling/Load Out
All displays must remain intact until the official close of the show. No exhibitor may begin dismantling, packing or moving-out prior to the close of show at 5:00 p.m. on Saturday. Exhibits must be removed from exhibit hall by 11:59 p.m. on Saturday, June 2nd 2018. Objects that have been left behind in the exhibit space will be removed by DWA trade show and expo services at the expense of the exhibitor.
Electricity Exhibitors are responsible for ordering their own electricity for their booth. Please refer to the electrical ordering sheet.
Exhibit Booth Payment CannaCon® will permit no exhibit installation unless all fees are paid in full.
Exhibit Hall Access (For Exhibitors on show days)
Exhibitors will be allowed access one (1) hour before the show opens and must exit the show promptly at show closing. The security schedule will be set with this in mind so please be aware that you will not be allowed access to the hall at any other times.
Exhibitor Credentials
Exhibitors will retrieve their "Exhibitor Badges" from the CannaCon® registration desk upon check in on Thursday May 31, 2018. Credentials and additional badges can be purchased at the registration desk.
Exhibitor Service Desk
The exhibitor service desk will be located in the entry foyer and will be open during official show hours.
Exposed Walls
All exposed parts of constructed displays must be finished to present an attractive appearance, when viewed from aisles or other adjoining booths. Exposed back and sidewalls may not display logos or advertising.
Fire and Safety Regulations
Exhibitors are expected to comply with all city regulations in effect at the Cobo Center. All material used in the construction of an exhibit/display must be non-combustible and flameproof. Exhibit booths shall not interfere with access to emergency exits or restrict visibility of emergency exit signs. Exhibits and displays may not obstruct any aisles or public space. The Fire Marshal has final say on any jurisdiction disputes.
Floor Covering/Carpet
The exhibit hall aisles are carpeted. You may order custom carpet for your booth through SER trade show and expo services.
Gratuities
The solicitation of gratuities by service personnel for services rendered is against CannaCon® policy. Persons soliciting gratuities shall be reported to show management immediately. Exhibitors should note that advance gratuities given to service personnel (with or without their solicitation) will not expedite the service the exhibitor will receive.
Hanging Signs
No sings or advertising devices shall be displayed outside exhibit space. Nothing shall be posted, tacked or otherwise attached to columns, walls, floors, or other parts of the building or furniture.
Hosted Events by Suppliers/Hotel meetings/Hospitality functions As a courtesy to all conference participants, CannaCon® requires that companies planning to house hospitality events schedule them so as not to conflict with scheduled CannaCon® activities such as seminars, receptions, exhibit hours, award ceremonies, group meals, or other conference functions.

Installation
Installation of displays must be completed no later than 5:00 p.m. Thursday May 31st, unless otherwise discussed with show management. If installation has not been completed at that point, show management reserves the right to have the display installation completed at the expense of the exhibitor, re-sell or to assign the booth to another exhibitor.

Insurance & Liability
Exhibitors shall, at their sole cost and expense, procure and maintain throughout the term of their contract for exhibit space, comprehensive general liability insurance against claims for bodily injury and property damage occurring in/upon or resulting from the premises leased.

Literature/Product/Sample Distribution
Exhibitors must confine their exhibit activities to the space for which they have contracted. Distribution outside the booth space is strictly prohibited. Centerplate is the exclusive catering partner of the Cobo Center, please refer to their sampling guidelines sheet for sampling information. **Distribution of Cannabis products is strictly prohibited and includes flower, edibles and concentrates.**

Load-In
Load-in is scheduled for Thursday, May 31st from 7:00 am to 5:00 p.m. Exhibitors with special load-in requirements, or those who are unable to load-in during the scheduled time, should contact Cassie Patrick at Cassie@cannacon.org.

Marketing Resources
CannaCon® is committed to helping you have a successful experience. As a CannaCon® exhibitor, we will make resources available to you in the Exhibitor Resources section of our Website. Visit this section for ways to promote your participation and presence at CannaCon®. Easy ways to promote your presence at CannaCon® are posting a CannaCon® banner on your website, reference the show and your booth number in each sales representative outgoing email signature, and sending email campaigns to your customer base. Our team here at CannaCon® will work with you to create a marketing program that is unique to your business. Take advantage of our sponsorship and event marketing opportunities, and set yourself apart from your competition!

P.A. Announcements
Show Management will restrict announcements to general show and public safety information only.

Parking
Cobo Center has a couple options for parking garages. Cobo Center Washington Boulevard garage is conveniently located at the corner of Larned St. and Washington Blvd., underneath Cobo centers. The Cobo Roof Deck is located at the corner of Congress and Third Streets on the roof of Cobo Center.

Photography/Videotaping Photographing and videotaping within the exhibit hall is restricted to photographers and video crews engaged by exhibitors and registered with CannaCon® to photograph or videotape their specific exhibit. Contact Cassie Patrick at Cassie@cannacon.org for press, photographer, or videographer access and registration information.

Sales Display goods on exhibition may not be removed during the exhibition except by special permission of show management.

Smoking Policy The Cobo Center is a non-smoking facility. Smoking is allowed in designated areas only.

Storage Storage of any kind behind exhibit booths will not be permitted. Please contact SER trade show and expo services for accessible storage capabilities and rates.

Sub-Leasing Exhibitors' cannot assign this agreement, in whole or in part, without the prior written approval of CannaCon®. In the event of the merger of two exhibitors, CannaCon® will use reasonable efforts to consolidate the spaces contracted by the exhibitors. However, if that is not possible, the surviving exhibitor will be liable for the exhibit space at the original location contracted.

Use of CannaCon® Logo Exhibitor may not alter the CannaCon® logo. Exhibitors may use the show logo to promote their participation in the show. The show logo can be downloaded from the official show website http://www.cannacon.org/.

Violation of Show Rules and Regulations If an exhibitor is in violation of one or more of the rules listed above, the exhibitor may be asked to leave the show, removing his exhibit at his own expense and will jeopardize his right to exhibit at future CannaCon® events. Any and all matters or questions not specifically covered by the show rules and regulations shall be subject solely to the decision of show management. The rules and regulations may be amended at any time and all amendments made shall be binding on exhibitors.

a. CannaCon® herein referred to as Management and You and your company herein referred to as Sponsor/ Exhibitor:
b. Exhibitor is required to obtain all required license(s), permit(s), and to collect and report all sales tax generated at the show as required by local, state, and/or federal governmental agencies.
c. Exhibitor must abide by the published schedule of show hours, move-in and move-out times and may not terminate his/her exhibit early.
d. Exhibitor must occupy his/her booth prior to the opening of the show, otherwise Management may relocate or cancel Exhibitor's booth without further notice and with no refund or exchange.
e. Management assumes no responsibility and liability for any merchandise or exhibit left in exhibit hall.
f. Beyond the move-out time, an overtime charge of $200 per hour will apply. It is Exhibitor's sole responsibility to leave the rented space in its original condition, otherwise Management will charge a trash removal/damage/repair fee of at least $200. Exhibitor must have liability insurance and be responsible for his/her own action and/or liability inside his/her booth resulting from the operation of his/her exhibit.
g. Exhibitor must abide by all City, County, and State laws regulating marijuana.
h. Management prohibits any and all illegal actions and activities.
i. Exhibitor agrees to hold Management harmless from any and all liability including but not limited to any bodily injury, illegal activity, property damage and all other liabilities arising from the operation of the exhibit or products sold during the show.
j. Management will not be responsible for any loss of property due to theft, fire, accident, or other causes.
k. Exhibit space will be temporarily assigned until Management has received full payment.
l. It is understood that any projection/quotation on attendance is based on previous shows or like shows from other venues.
m. Management offers no guarantee on attendance or Exhibitor's performance.
n. No subletting of booth space is permitted without Management 's consent otherwise Exhibitor's right to exhibit will be forfeited without refund.
o. No taping, nailing, or painting is allowed on walls or pillars.
p. Management reserves the right to change exhibit hall , alter floor plan, and to re-assign exhibit space if deemed necessary for the commonwealth of the show.
q. If Exhibitor accepts a re-assigned space for any reason, the fulfillment of this contract is deemed completed with no other recourse possible
r. Management has the right to rent space to firms, companies, individuals and organizations engaged in similar or competitive business to Exhibitor.
s. Management will not offer exclusive rights to any Exhibitor.
t. Management reserves the right to refuse business to anyone or organization.
u. No selling of any marijuana products, leaves, or plants.
v. No sample distribution of any marijuana products, leaves, or plants.
w. No smoking of any marijuana products at the show facility.
x. No one under 21 allowed.
y. Due to the nature of trade show business, Exhibitor assumes full obligation of this contract including the full balance due once contract is signed.

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Terms & Conditions
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Cancellation Policy

Cancellation and Refund Policy: Cancellation and refund requests must be made in writing to our Management's Office for any refunds to be considered. Please note new cancellation policy effective on sales for the Detroit 2018 show and any show after.
Cancellations are subject to 15% penalty of the amount paid if canceled within 60 days from the date of invoice for the booth space.
Cancellations after 60 days of the invoice is non-refundable unless your booth is resold. There will be a 25% penalty of payment received if your booth is resold. This includes sales within 60 days prior to the show.
Customer can choose to transfer their credit towards another show instead of a refund without penalty. All refunds for any cancellations will be issued 30 days after the end of the show.

GENERAL PROVISIONS:

Best Efforts: Both Parties agree use their best efforts in the execution and performance of this Agreement. No Consequential Damages: Neither party will be liable to the other for any incidental, consequential, or indirect damages or for any loss of profit, revenue, data, business or use whether a claim is made in contract or tort, whether or not the possibility of such damages has been disclosed or reasonably foreseeable. Limitation of Liability: The parties' liability in respect of any services or any other items furnished under this agreement shall not exceed the cash compensation paid by the Sponsor/Exhibitor to Management under this agreement. Relationship of the Parties: Nothing contained herein shall imply any partnership, joint venture or agency relationship between the Parties and neither Party shall have the power to obligate or bind the other in any manner whatsoever, except to the extent herein provided. Notices: All notices, requests, demands, payments and other communications which are required or may be given under this Agreement shall be in writing and shall be deemed to have been duly given if delivered personally, tele copied or sent by nationally recognized overnight carrier, or mailed by certified mail, postage prepaid, return receipt requested. Entire Agreement: This Agreement (i) and Invoice (if any) constitutes the binding agreement between the Parties; (ii) represents the entire agreement between the Parties and supersedes all prior agreements relating to the subject matter contained herein and (iii) may not be modified or amended except in writing signed by the Parties.
Applicable Law\Venue: This agreement will be interpreted, construed and enforced in all respects in accordance with the laws of the State of Washington, USA. Further, each Party hereby irrevocably consents to the jurisdiction of such courts with venue laid in Snohomish County, State of Washington.

Out of State Exhibitors

Business Licensing Requirements for Selling

Exhibitors who are selling:
If your business is selling goods or services at CannaCon, you need to register to pay sales tax with the State of Michigan.

Click here to Register with the State of Michigan

All Exhibitors

Commercial General Liability Insurance

Each exhibitor is required to have Commercial General Liability Coverage
Please send certificates listing our company as an additional insure with the following information:

Smart Promotions CannaCon LLC
3707 168th St. Ne Ste. 1 Arlington, WA 98223

Please make sure your companies name is on the certificate. For inquiries please contact: cassie@cannacon.org

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Travel
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Airport

Detroit Metropolitan Wayne County Airport, usually called Detroit Metro Airport, or just DTW, is a major international airport in the United States covering 4,850 acres in Romulus, Michigan, a suburb of Detroit. Located at 1 Detroit Metro Airport, Detroit, MI 48242

Ground Transportation

Public bus service connects DTW Airport with the surrounding region from stops located at each airport terminal.

- North Terminal: Ground Transportation Center
- McNamara Terminal: Ground Transportation Center

Metro Detroit Area Transit (SMART)

Suburban Mobility Authority for Regional Transportation (SMART) provides public bus service to and from DTW Airport to points throughout Southeast Michigan. SMART currently serves the North Terminal with Routes 125,261 (FAST) and 280, and the McNamara Terminal with Route 125 and 261 (FAST).
For more information regarding SMART Bus service, visit www.smartbus.org

Rental Cars

Alamo (Vanguard) - 338 Lucas Dr Detroit, MI 48242 1-800-327-9633
Avis - 295 Lucas Dr Detroit, MI 48242 1-800-331-1212
Budget - 287 Lucas Dr Detroit, MI 48242 1-800-527-0700
Dollar - 334 Lucas Dr Detroit, MI 48242 1-800-421-6878
Enterprise - 330 Lucas Dr Detroit, MI 48242 1-800-325-800
Hertz - 289 Lucas Dr Detroit, MI 48242 1-800-654-3131

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Accommodations

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Detroit Marriott at the Renaissance Center
400 Renaissance Drive, Detroit, Michigan 48243
Reservations: Book Online Here or Call
877.901.6632 and mentions “CannaCon”

$184 Per Night-Standard Room

Cannacon® is pleased to partner with the Detroit Marriott at the Renaissance Center, located on the Riverwalk in the heart of downtown Detroit.
Place yourself in the heart of the city at Detroit Marriott at the Renaissance Center. Centrally situated on the Riverwalk, our downtown Detroit, Michigan hotel puts you within minutes of all the city's attractions. Hop on the People Mover - with a stop conveniently located right in the Renaissance Center - and attend games and events at Ford Field or Little Caesar Arena; visit the zoo and museums, or explore local shops. Within our convention hotel, you'll discover over 1,200 rooms featuring floor-to-ceiling windows with stunning city, river and Canadian views, delicious dining options, a fitness center, and over 100,000 square feet of indoor and outdoor conference venues. Host impressive trade shows in our hotel's own convention center, or walk next door to the Cobo Center for events. Celebrate with colleagues over cocktails in the Wintergarden or on the outdoor patio overlooking the Detroit River. Whether visiting for work or fun, we welcome you to the premier downtown Detroit hotel.

Dining in Detroit

Detroit's Downtown area has a large amount of up-and-coming restaurants, from fine dining to quick American fare Detroit has you covered.

California Burgerz 12045 Conant St, Hamtracmck, MI 48212 Phone: 313.703.8000
This Americana-inspired spot in Hamtramck offers a tight menu of halal burgers, plus necessary accoutrements like shakes and four styles of french fries. Diners can find a "classic" burger with a single patty, American cheese, lettuce, tomato, pickles, and onions with house sauce. However, the restaurant also offers specialized burgers like the hulking "quad" with four patties or the LA Bacon burger.

Flowers of Vietnam 4430 Vernor Hwy Detroit, MI 48209 Phone: 313.554.2085
The updated and expanded Flowers of Vietnam retains much of the charm and unpretentiousness of the original coney island pop-up in an expanded and refurbished space on West Vernor. The Vietnamese-influenced restaurant now features a separate bar space with views of the main dining room and open galley kitchen. Order a bowl of pho for one or share several dishes such as the extra crispy caramel chicken wings, whole fried fish, and egg cream coffee for dessert. At the bar, there's a little something for everyone from bottles of Tecate to sour beers to Lambrusco poured by-the-glass.

Fist of Curry 2547 Bagley Ave Detroit, MO 48216. Phone: 313.265.3325
The Huron Room partners made a splash in mid-February when they abruptly announced the departure of their seafood restaurant in favor of an international curry restaurant Fist of Curry. The revamped restaurant sports a distinctly '70s-inspired interior with plenty of fringe and graphic wallpaper, plus brown, orange, and red stripes. On the menu look out for plates of curry fried cauliflower, Jamaican jerk brisket, and coconut crab curry. Fist of Curry also offers lots of vegan and gluten-free options.

Founders Brewing Co. 456 Charlotte St Detroit, MI 48201 Phone: 313.335.3440
Detroit welcomed the second outpost of this much-loved Grand Rapids brewery in early December. The casual taproom pours from 32 taps and also offers a shop for those looking to take home a pack of All Day IPA or Breakfast Stout. Outside, Founders features a large patio area with drink rails and fire pits. On the menu look out for bar snacks like soft pretzels and a variety of sandwiches to accompany the beer. In the coming months, the brewery will even introduce a few Detroit-specific brews.

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Area Attractions
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Detroit Institute of Arts 5200 Woodward Ave Detroit, MI 48202 313.833.7900
Considered to house one of the best art collections in the United States, the Institute showcases everything from mummies to modern art and African masks to Monets in its outstanding collection of over 65,000 works. Don't miss the General Motors Center for African American Art, a part of the DIA which showcases 400 pieces, in various media, by African American artists.

The Guardian Building 500 Griswold St Detroit, MI 48226 313.963.4567
The Guardian Building is one of the most significant and striking Art Deco skyscrapers in the world. The building's taller north tower and smaller octagonal south tower are connected with a nave-like block similar to the plan of a cathedral. In fact, the Guardian Building was once promoted as "the Cathedral of Finance." Its grandeur was, and still is, unconventional. Visitors are awestruck by the explosion of color, craftsmanship and blending of Native American, Aztec, and Arts & Crafts influences.

The Ford Piquette Avenue Plant 461 Piquette St, Detroit, MI 48202 313.872.8759
Experience the Original Model T Factory Visiting the Piquette Avenue Ford Plant is a unique experience-it's the oldest auto plant open to the public anywhere in the world. Almost unchanged since Henry Ford's day, the plant is a three-story New England-style mill building. Each floor is divided into sections by the original metal fire doors, complete with the shadows of Henry Ford's "Positively NO Smoking" stencils. The old plank floors are worn from the 12,000 Model Ts built on them, so wear appropriate shoes for your visit. The plant is on the National Register of Historic Places, and is a designated National Historic Landmark and a Michigan State Historic Site. Walk the worn wood floors and touch the brick walls where Henry Ford and his team of automotive pioneers developed the car that led to an automotive and social revolution. See Henry Ford's office as it was in 1908 when he was on the cusp of fame. And learn why it still matters today. See a selection of rare Detroit-built cars from the first decade of the 20th century and learn their fates.

The Motown Museum 2648 W Grand Blvd, Detroit, MI 48208 313.875.2264
This old Detroit home belies the greatness that was born here: the Motown Sound. But one step inside Hitsville, USA, the original house where Berry Gordy lived and recorded the Motown hits, and you'll catch the beat and spirit of this booming music era. Photos, costumes, artwork, music and other memorabilia take you back to simpler times.

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Smart Promotions CannaCon® LLC
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Arlington, WA 98223

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