

EXHIBITOR MOVE-IN & GENERAL INFO

Equestrian Lifestyle Expo & Holiday Market
November 19-20, 2011
Lake County Fairgrounds' Expo Center
1060 E. Peterson Rd.
Grayslake, IL 60030

DIRECTIONS

Lake County Fairgrounds is halfway between Chicago and Milwaukee, 6 miles west of I-94, at the NW corner of Peterson Rd. and Midlothian Rd. Enter "Lake County Fairgrounds, Grayslake, IL" into Google or MapQuest for exact directions. (Note: GPS systems may not have correct location and directions to the current Fairgrounds.)

EXHIBITOR MOVE-IN

Friday: 9am – 9pm – vehicles Q-up at the N/E corner of the building where staff will direct exhibitors to available entrances to unload. Exhibitors get booth assignments at check-in; badges at noon Friday.

SHOW HOURS

Saturday: 10am – 7pm (NOTE: special activities for 5-7pm Saturday; details below)

Sunday: 10am – 5pm

Exhibitor Access: 9am on show days at north entrance; badge required.

EXHIBITOR MOVE-OUT

Sunday 5 - 9pm

Monday: 8am - Noon

EXPO ON-SITE PHONE: 847/680-7206

EXPO OFFICE HOURS: Friday 9am to 9pm; Saturday 8am to 7pm; and Sunday 8am to 6pm. The Expo office and vendor check-in is just inside the glass entrance doors at the front of the exhibit hall.

SALES TAX: Vendors are required to report and pay 7% tax to the Illinois Department of Revenue. Enclosed is a report form and payment coupon.

SATURDAY NIGHT LIVE-LY 5-7PM: Music, hors d'oeuvres, cash bar, best equestrian YouTube clips, Tally Ho Treasure Hunt for prizes (let us know if you wish to participate) and book signing by renowned veterinarian and father of foal imprint training, Dr. Robert M. Miller.

FREE WI-FI: password: fairgrounds (all lower case) WEBSITE: www.HorsemensCouncil.org/Expo

TICKETS: \$8 one-day, \$14 two-day, available at the door (credit cards accepted). Attendee parking is free, in the large lot in front of the building.

INSURANCE: Vendors are required to carry \$1,000,000 general liability insurance and provide a Certificate of Insurance. Certificate should be emailed to JM@TheMeierhans.com or faxed to: 630/557-2626. If you need insurance, short-term coverage is available for \$50 from Francis L. Dean & Assoc., Inc.: 800/745-2409; www.fdean.com.

BADGES: Badges will be ready at show office by noon Friday. Single commercial booth comes with three badges. Up to three additional badges at \$7 each can be purchased in advance.

EXHIBITOR MOVE-IN: There are three overhead doors: two 12' wide on the north side and one 20' wide on the west side. Also smaller "people" doors on the south side of the building. Exhibitor vehicles Q-up at the NE corner of the building, where Expo staff will direct you to OH doors as space becomes available. No wheeled carts allowed through the front entrance. There are 10 wheeled carts available for vendor use.

EXHIBITOR PARKING: This year, exhibitor parking is behind the building on the west side (see attached diagram).

CAMPER PARKING: Limited hook-ups: Electric: \$35/night per plug. Self-contained: \$20/night. Fairgrounds staff will spot campers, collect fees and issue permits.

ELECTRICITY: If you ordered electricity, bring long extension cords.

BOOTH FURNISHINGS: Booths have pipe and drape (hunter green/beige drape; 8' high at the back, 3' high on the sides), a skirted table (2'x8'), two chairs, one-line sign and wastebasket. Order forms for extra tables, carpeting, easels, etc., can be downloaded from www.ExcelDecorators.com using the password (grand -- all lower case) on the Equestrian Lifestyle Expo section. Excel's phone number is 800-329-4024. Advance orders require advance payment and earn lower rates; late orders can be handled at the service area from 2-5pm on move-in day.

SECURITY: Although the building will be locked and security will patrol the area, we suggest removing portable and desirable items (jewelry, laptop, etc.) each night.

HOUSEKEEPING: Janitors will clear all debris left in aisles at end of day. All empty boxes (broken down) and other garbage must be placed in aisles for pickup.

STORAGE: All exhibitor displays and packing materials must be contained in the exhibitor's space or in the separate (unsecured) exhibitor storage area.

HOST HOTELS OFFER SPECIAL RATES

Each Host Hotel has a group of rooms "blocked" at special negotiated rates for Expo exhibitors and attendees. **These rates are very good for suburban Chicago.** All have interior corridors and elevators. Reserve early as room blocks have cut-off dates. You must mention Equestrian Expo when making reservations to qualify for these special rates:

■▲▼★ Comfort Suites, 1775 E. Belvidere Rd. (IL 120), Grayslake, IL 60030

Less than 3 mi. N. on SE corner of US 45 and IL 120 (next to Country Squire Restaurant); property built in '09), deluxe hot breakfast.

Ph: (847) 223-5050 Rate: \$70 (1-4 people, 2 beds)

▲▼★ DoubleTree Hotel (former Crowne Plaza), 510 E. Rt. 83, Mundelein, IL 60060

Full service hotel, 5 mi. S. on IL 83 just W. of US 45 and E. of IL 60.

Ph: (847) 949-5100 Rate: \$69 (1-4 people, 2 beds)

■▲★ Super 8 Mundelein (a "Pride of Super 8" property 3 years in a row),

1950 S. Lake St., Mundelein, IL 60060

5 mi. S, on US 45, S of IL 60.

Ph: (847) 949-8842 Rate: \$45 (1-4 people, 1-2 beds)

■ Continental Breakfast ▲ Pets Welcome (some charge fee) ▼ Indoor Pool ★ High-speed Internet



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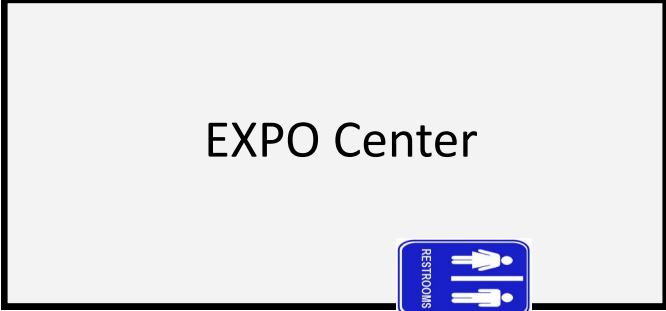


EXHIBITORS
AND
TRAILER
PARKING

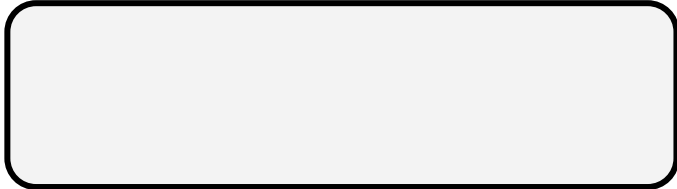
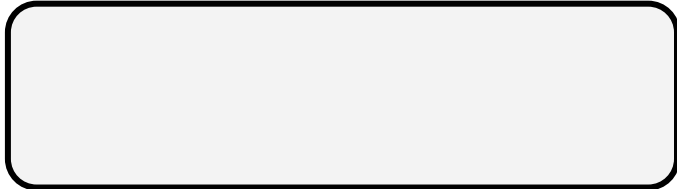
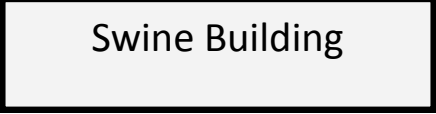
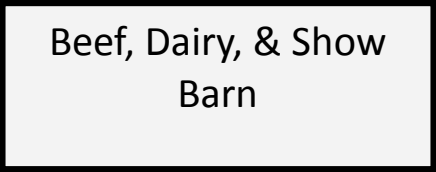
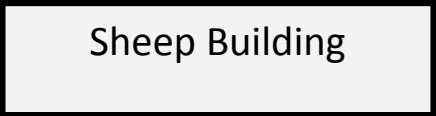
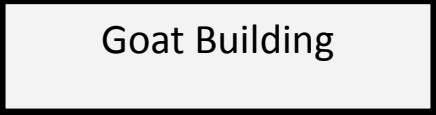
CAMPERS
Unfinished
BLDG



NO PARKING NO PARKING



CAMPERS



MIDLOTHIAN RD.

PETERSON RD.



Illinois Department of Revenue

Special Event Tax Collection Report and Payment Coupon

Form IDOR-6-SETR (N-6/07)

Read this first

Exhibitors: All exhibitors making sales in Illinois are required to report and pay all tax due based on their total receipts within ten (10) days of the close of the exhibit. The current tax rate for the location of the special event is printed on the coupon to assist you in calculating your tax due. If you have questions, call us at (847) 294-4475.

Event coordinators: Please distribute this form to each exhibitor making sales at your special event.

Special Event Information

Start Date: November 19, 2011

EQUESTRIAN LIFE STYLE EXPO &
HOLIDAY MARKET - GRAYSLAKE

End Date: November 20, 2011

1060 E PETERSON RD
GRAYSLAKE IL 60030-8808

04900081

15707-92352

Please complete the following coupon and send it with your payment to:

Illinois Department of Revenue
Collection Bureau
PO Box 19035
Springfield, IL 62794-9035



Illinois Department of Revenue Special Event Tax Payment Coupon

Form IDOR-6-SETR (N-6/07)

(133) Mail completed form to:
Illinois Department of Revenue
Collection Bureau
PO Box 19035
Springfield, IL 62794-9035

04900081

November 19, 2011 - November 20, 2011

15707-92352

Step 1: Identify yourself

Business name: _____

Telephone no. (____) _____ - _____

Name: _____

Social Security no. _____ - _____ - _____

Address: _____

FEIN: _____ - _____ - _____

<Other no.> _____

Step 2: Figure your tax due

Sales Related Taxes	\$	_____	X	0.07	= \$	_____
		Total receipts		Current Tax Rate for this Location		Amount tax due

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