Electrical Service

Flat rate usage charge for each size service. This will be your usage charge for the 9 day period of the fair.

All service will be fused as shown on sheet. Any over usage will blow fuses causing down time for your establishment. Any service calls will be charged a flat rate of $50 per hour. All materials will be charged at cost plus 20% overhead and profit.

Any service which must be enlarged because of erroneous information returned with your contract will result in replacement of service.

Anyone wishing to be connected and operating before the opening day of the fair or wishes to be operating for days following the fair will be charged a rate comparable to your usage needs.

Please mark service required for all your needs and return with your signed contract.

SERVICE		USAGE COST FOR 9 DAYS
20A/120V		$ 85
30A/120V		$105
20A/240V	single phase	$125
30A/240V	single phase	$160
60A/240V	single phase	$255
100A/240V	single phase	$360
200A/240V	single phase	$675
30A/240V	3 phase	$260
60A/240V	3 phase	$410
100A/240V	3 phase	$630

Please sign and return_____

2014 HEART OF ILLINOIS FAIR
JULY 11-19, 2014

Peoria & East Peoria Economic Outlook - Projections

Peoria MSA Population – 390,127
Households – 165,539
Peoria Population 112,936
Median Age - 34 years
Males 47.6%—Females 52.4%
Effective Buying Income - $4.4 billion

Heart of Illinois Fair Highlights

- Large Midway Carnival
- Ride Specials Offered Daily
- Children's Shows
- Petting Zoo & Wild Animal Show
- Horse Shows
- 65th Anniversary Special Events
- Livestock Shows
- Free Entertainment Tent
- Truck/Tractor Pulls
  3 Nights - Show Arena
- Farm Implement Exhibit
- Pick-Up Truck Pull
  1 Night – Show Arena
- Grounds Acts
- Semi-Truck Pull
  1 Night - Show Arena
- Demolition Derby
  2 Nights - Show Arena

HEART OF ILLINOIS FAIR

Exposition Gardens
P.O. Box 3334
Peoria, Illinois 61612

Phone: (309) 691-6332
Fax: (309) 691-2372
Website: www.hoifairhome.com OR
www.heartofillinoisfair.com
Email expo@mtco.com

Heart of ILLINOIS FAIR
PEORIA, ILLINOIS

CONCESSIONS INFORMATION

July 11-19, 2014
Welcome to the 2014 HEART OF ILLINOIS FAIR.

Dorothy Peer will continue in our concession office. She is here to welcome you and make your time at the Heart of Illinois Fair pleasant and rewarding. The Concession Department continues to plan new and innovative ways to make the fair the best ever.

We are celebrating our 65th Anniversary Fair. We have many special events to be announced and look forward to active vendor participation in many of these events. Some ideas include sneek-a-peek night on Thursday, Happy Hour 4-5 p.m., Bring a Friend to the Fair Free and advance sale promotions for 9 day passes and family passes.

We would like to invite you to be an active partner with us this year. We are offering a special sponsorship package to vendors only. "Friends of the Fair Vendors Program". This program will offer you an opportunity to receive 2-3 vendor passes at no charge and receive year round signage. An application to complete for the new "Friends of the Fair Vendor Program" is enclosed.

The independent concessions area will continue this year with our reconfigured food court area. A free entertainment tent will be located in the center of the area. We feel this layout helps to draw the public to our independent vendors and will increase your business.

The fair will open at 4:00 P.M on Friday, July 11 with the official ribbon cutting! PLEASE PLAN ACCORDINGLY FOR OPENING YOUR BUSINESS THAT DAY. Fair hours will be 12 p.m. - close Saturday July 12, Sunday, July 13 and Saturday, July 19. Weekday hours (Monday, July 14 - Friday, July 18) will be 4:00 p.m. to close. We hope that this continues to be a plus for your operation. Please note these hours are the fair hours and outdoor vendors should plan to be open during those times. Inside vendors operate on a different time schedule as noted later in this brochure.

We welcome your participation and hope our format will be helpful to you. If we can be of assistance in any way, please contact us.

Outside vendors please make a note of the new Peoria Fire Department Special Events Requirements. A copy is enclosed.

There will be a Vendors Meeting, tba Friday, July 18, 2014.

Sincerely,

Leslie Leach, President
Board of Directors
lesleach@comcast.net

Exhibit/Concessions Space Fee

AIR CONDITIONED BUILDING

INSIDE SPACE:

- **10' x 10'**
- **$600 per booth**

All concessions/exhibitors are required to provide a **$1,000,000.00 combined single limit, liability insurance policy naming Exposition Gardens, Inc. /dba Heart of Illinois Fair as an additional insured**. If there is a problem with this requirement, please contact our office for details on obtaining the insurance from our company.

Exhibitors will be allowed into the building 1 hour before the regular opening time.

Season tickets are $15.00 for concessionaire. Each person is required to purchase this ticket for themselves and their personnel.
No refunds on space deposits will be made.

50% of space cost is required before contract will be issued.

BOOTHS MUST BE OPEN FROM
12:00 P.M. - 9:00 P.M.
SAT. JULY 12
SUN. JULY 13
SAT. JULY 19

WEEKDAY HOURS
(FRIDAY, JULY 11 & MONDAY, JULY 14 – THRU FRIDAY, JULY 18)
WILL BE
4:00 P.M. - 9:00 P.M.

OUTSIDE SPACE:

- **$55 per front foot.**

Electric Hook Up & Refuse included in per front foot fee.

- **Minimum of 10 front feet.**

All concessionaires/exhibitors are required to provide a **$1,000,000.00 combined single limit, liability insurance policy naming Exposition Gardens, Inc. /dba Heart of Illinois Fair as an additional insured**. If there is a problem with this requirement, please contact our office for details on obtaining the insurance from our company.

Season tickets for concessionaires are $15.00. Each person is required to purchase this ticket for themselves and their personnel.

Electrical rates are stated on the following page.

Tents are available for rental. Contact our office for prices (309) 691-6332.

No refunds on space deposits will be made.

50% of space cost is required before contract will be issued.

OUTDOOR VENDORS MUST BE OPEN DURING REGULAR FAIR HOURS

WEEKDAYS 4:00 P.M. TO CLOSE
SATURDAYS & SUNDAY 12:00 P.M. TO CLOSE

PLEASE NOTE WE HAVE SOME SPECIAL DAYS WHEN YOU MAY WISH TO OPEN EARLY. CHECK UPON ARRIVAL.

General Information

TICKETS

Concession tickets are $15 each and punched each day used.

PARKING – Exhibit/Permit Parking Lot

All day parking for concessionaires and exhibitors is provided in the Permit Parking Lot west of the carnival area. Parking will be strictly enforced.

You will need your concession or Exhibitor/Permit Parking Sticker on your windshield to get into this lot. You will also need your Concession Ticket to get through the gate. YOU ARE NOT TO PARK INSIDE THE NORTHEAST GATE. There will be exhibits in this area. You can always park outside the gate with the general public which is free parking. There are no parking or live-in trailers permitted at your space.

REPLENISHING SUPPLIES

Having purchased your concession ticket and getting your one vehicle sticker free, you can drive on the grounds to replenish your stock each day, in the morning up until Noon. You must park your vehicle in the Permit/Exhibitor Parking area.

VENDORS

Many vendors will be on the grounds each day to take your orders for supplies. You will need to make up your own schedule with them for picking up your supplies when they are delivered. THE VENDORS MUST BE OFF THE FAIR GROUNDS BY 12:00 noon – MAKE YOUR PLANS ACCORDINGLY. Please Check Parking Areas. If a change in location is requested, a $100.00 fee will be assessed.

FIRST AID

First aid station is located at the northwest corner of the Opera House.

PUBLIC SHOWERS

There are showers in the rest rooms at the west side of the Commercial Exhibits Building.

MERCHANDISE DELIVERY

The delivery/shipping and storage of vendor merchandise will be limited due to the lack of space in the office. If you are having merchandise shipped it would be best to contact the office prior to delivery to confirm that we will be able to accept and store it.

2014 HEART OF ILLINOIS FAIR
JULY 11-19, 2014

FOOD VENDORS

Any Food Concessionaire using water needs to supply their own vacuum breakers in order to hook up to a water supply.

CHANGE

There is no "bank" on the fairgrounds, so be sure to have enough change to see you through your business day. This is especially true for Sunday.

HEALTH DEPARTMENT

A Peoria City/County Health License is required for all food locations. The fee is $100.00 per location. Licenses are required regardless of whether or not food is sold or given away. Information and applications are available at the office and on our website. The Peoria County Health Department requires that you apply for your license **prior to the opening of the fair**. You must do so directly with the Peoria City/County Health Department office. For more information 309-679-6161 or you may go to the following website www.peoriacounty.org and follow the health department links.

FIRE DEPARTMENT

All food vendors will be inspected by the Peoria Fire Department. New rules have been implemented. We are enclosing a copy of the last set of requirements received. Please check the office for updates.

MERCHANDISE SALES/DISPLAY & SIGNAGE

The sale or display of inappropriate and or offensive signs or merchandise is prohibited as determined by the Board of Directors of Exposition Gardens, Inc.

All free standing signs will be no larger than 24" x 36". Free standing signs are to be placed no more than 3 feet in front of your location and in no case outside of the frontage line.

TRAILER PARK

Located on the grounds, the cost is $30 per day. Full facilities are provided for trailers. Tent camping will be charged at $15.00 per day.

TRASH

Trash is picked up each morning at 8:00 a.m. Please have all waste in the appropriate containers by that time for pick-up.

If we can be of any help, please ask. We like to make things as comfortable as possible for our visitors during our fair. If we all cooperate, it will be more pleasant for everyone.

Thank you for your cooperation.

For questions or additional information: Phone: (309) 691-6332 * Fax: (309) 691-2372

Website: www.hoifairhome.com Email: expo@mtco.com

Heart of Illinois Fair

P. O. Box 3334

1601 W. Northmoor Road

Peoria, Illinois 61612

Phone: (309) 691-6332 Fax: (309) 691-2372

Email expo@mtco.com Website www.hoifairhome.com

Fair Dates: July 11-19, 2014

This application is not a proposal or guarantee of space. All questions must be answered completely before consideration can be given. PLEASE DO NOT SEND MONEY WITH THIS APPLICATION. This application is neither a commitment by the applicant nor an offer by the Heart of Illinois Fair to rent space.

Business Name:_____ Contact Person:_____

Address:_____ City:_____ State:_____ Zip:_____

Residence Phone:_____ Business Phone:_____

Exhibit Space Non-Food_____Food_____ (No Sales)_____ Concessions_____

Inside space preferred:_____ Outside space preferred:_____

Front footage required:_____ Include awnings, trailer tongues, etc. Tents require extra footage.

Water:_____ Sewer:_____Total electrical: 110V_____ Amps:_____ 220V_____ Amps:_____

List products which you wish to exhibit or sell:_____

_____

Please provide a diagram or layout of concession. Please attach photos. If this a food concession, indicate whether it is a front serve or a side serve and the tongue location and length. Is tongue removable?_____

If not, please include in space requirements.

Insurance Policy #_____ Agency_____

List any other information or reference. Use the back of this sheet if necessary.

_____

IMPORTANT - PLEASE INCLUDE PHOTOS.