



**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](mailto:expo@mtco.com)  
Website [www.hoifairhome.com](http://www.hoifairhome.com)

**Fair Dates: July 8-16, 2011**

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 (No Sales) \_\_\_\_\_ Non-Food Concessions \_\_\_\_\_ Food 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.**

## 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.**

<u>SERVICE</u>	<u>USAGE COST FOR 9 DAYS</u>
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 \_\_\_\_\_

2011 HEART OF ILLINOIS FAIR  
JULY 8-16, 2011

## Peoria Economic Outlook - Projections

Peoria MSA Population - 366,899  
Households - 143,607  
Peoria Population 112,936  
Median Age - 38.5 years  
Effective Buying Income - \$4.4 billion

### Heart of Illinois Fair Highlights

- ♥Large Midway Carnival
- ♥Ride Specials Offered Daily
- ♥Children's Shows/Clowns
- ♥Petting Zoo & Wild Animal Show
- ♥Horse Shows
- ♥Draft Horse Pull
- ♥Livestock Shows
- ♥Opera House Entertainment
- ♥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
- ♥Music Entertainment  
Tent

## HEART OF ILLINOIS FAIR

Exposition Gardens  
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Website: [www.hoifairhome.com](http://www.hoifairhome.com) OR  
[www.heartofillinoisfair.com](http://www.heartofillinoisfair.com)

Email [expo@mtco.com](mailto:expo@mtco.com)

## CONCESSIONS INFORMATION



July 8-16, 2011

Welcome to the 2011 HEART OF ILLINOIS FAIR.

Dorothy Peer will continue in our concession office with Vern Schlosser handling outside and set up concessions duties. They are 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.

The fair will open at 4:00 P.M on Friday, July 8 with the official ribbon cutting! **PLEASE PLAN ACCORDINGLY FOR OPENING YOUR BUSINESS THAT DAY.** Fair hours will be 12 p.m. - close Saturday July 9, Sunday, July 10 and Saturday, July 16. Weekday hours (Monday, July 11 - Friday, July 15) 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 new format will be helpful to you. If we can be of assistance in any way, please contact us.

Sincerely,

Thomas Kelley, President  
Board of Directors

**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 \$10.00 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 9  
SUN. JULY 10  
SAT. JULY 16**

**WEEKDAY HOURS  
(FRIDAY, JULY 8 &  
MONDAY, JULY 11 –  
THRU FRIDAY, JULY 15)  
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 \$10.00. 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 THAT YOU MAY WISH TO OPEN EARLY. CHECK UPON ARRIVAL.**

**General Information**

**TICKETS**

***Concession tickets are \$10 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 is 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. **NO VEHICLES ARE ALLOWED ON THE GROUNDS AFTER 1 P.M.** 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 1:00 P.M. – 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.

**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 \$75.00 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](http://www.peoriacounty.org) and follow the health department links.

**MERCHANDISE SALES/DISPLAY**

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.

**TRAILER PARK**

Located on the grounds, the cost is \$20 per day. Full facilities are provided for trailers. Tent camping will be charged at \$10.00 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. **REFUSE FEE HAS BEEN ELIMINATED.**

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:**

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