

# 20th Illinois



## DEER & TURKEY CLASSIC and Shooting Sports Show

- ★ Archery
- ★ Black Powder
- ★ Firearms

**ILLINOIS Deer & Turkey Classic**  
**February 26-27-28, 2010**  
INTERSTATE CENTER  
2301 W. Market St., Bloomington, IL 61704

# 2010 Exhibitor Manual

*This Exhibitor Manual contains information and forms you may need to complete for exhibitor booth planning. Please check the website for updates:*

[www.deerinfo.com](http://www.deerinfo.com)

<b>EVENT HOURS (incl. Tradeshow Friday)</b>	<b>Friday Feb. 26</b>	<b>2 pm - 9 pm</b>
	<b>(Open to Public and Dealers - same hours)</b>	
	<b>Saturday Feb. 27</b>	<b>9 am - 7 pm</b>
	<b>Sunday Feb. 28</b>	<b>9 am - 4 pm</b>

### *Target Communications' Mission Statement*

*We are proud of our reputation -- that we produce top-quality, focused expos that provide information and entertainment the public seeks.*

*We believe an attendee has the right to know what to expect when he/she walks in the door. We want each expo to offer the widest selection possible of hunting products, accessories and services; hunting-related lifestyle items; quality seminars and outdoor appreciation, in a clean, attractive setting for men, women and youth. In doing so, we provide for you -- the exhibitor -- an effective marketing, promotion and sales development environment.*

***We are DEER & TURKEY EXPOS!***

### ***Here is what you'll find inside:***

#### ***Item***

Important Deadlines  
Facility Rules and Regulations  
TCC Expo Information  
Exhibitor Badge Registration Form

**Event Office: 309-829-8921**

(incoming calls only)

We will take important messages for exhibitors at this number

**1-800-324-3337**  
**www.deerinfo.com**

**TARGET COMMUNICATIONS CORPORATION**

# 2010 Illinois Deer & Turkey Classic

## IMPORTANT DEADLINES

- **Payment Balance to Target Communications to qualify for refunds** **January 15, 2010**
  
- **Booth Insurance Certificate to Shoff-Darby** (our insurance agent) **ASAP**
  - Send prior to 5:00 pm Eastern Time, the Wednesday prior to each expo (forms enclosed)
  
- **Peoria Flag Co. [www.peoriaflag.com](http://www.peoriaflag.com) or 309-685-8989** **ASAP**
  - Internet / Phone Service
  - Tables & Chairs Order form
  
- **Interstate Center** **ASAP**
  - Electrical Service Form
  
- **Hotel Reservations** (go to [www.deerinfo.com](http://www.deerinfo.com) for hotel listings) **ASAP**
  
- **Advertising Deadlines- Deer & Turkey Preview Online Magazine**
  - Michigan January 4, 2010
  - **Illinois** **January 5, 2010**
  - Ohio February 4, 2010
  - Wisconsin February 18, 2010
  
- **Advertising Deadlines-- Giant Postcard (pre-expo)**
  - Michigan January 4, 2010
  - **Illinois** **January 5, 2010**
  - Ohio February 4, 2010
  - Wisconsin February 18, 2010
  
- **Advertising Deadline-- WEBSITE** ([www.deerinfo.com](http://www.deerinfo.com))  
Any time, beginning NOW! Begins when ad is posted.
  - Hunting Season (Aug., Sept., Oct., Nov)
  - Expo Season (Dec., Jan., Feb., Mar)
  - Summer (Apr., May., June., July)
  
- **Concession fee** (food consumed on-site) call **Donna at the Interstate Center** 309-829-3976
  
- **Exhibitor Badge Registration Form** **February 19, 2010**
  - ***No one can sell your product or service like you can.***
  - ***No one knows your product or service like you do.***
  - ***The valuable face-to-face contact you have with prospects at expos creates season-long sales ripple effects.***

***This is Grassroots Marketing at its Best!***

# 2010 Illinois

## Facility Rules and Regulations

- **INTERSTATE CENTER**                      2301 Market St. Bloomington, IL 61704  
Ph: 309-829-3976; Fax: 309-829-8129
  
- **EXHIBITOR ENTRANCE**
  - Man-door at the north end of Main Building. Side door on north side of Mini-Expo. Doors will be marked.
  
- **PETS**
  - Live animals are not allowed in the building unless they are an integral part of an exhibit.
  
- **FIREARMS:**
  - Firearms in displays accessible to the attending public must be modified so they cannot be discharged. Ammunition sales regulations vary from facility to facility; check with Facility Management (Ph: 309-829-3976)
  
- **GASOLINE ENGINES:**
  - Gas tank caps must be taped over; gas tanks cannot be more than 1/8 full; batteries must be disconnected in the booth.
  
- **DRIVE IN POLICY**
  - **SET-UP:** No driving in allowed.
  - **TEAR-DOWN:** Will check with facility on Sunday.
  
- **PARKING**
  - Parking fee is \$10.00 per vehicle for all weekend / \$5.00 daily. Exhibitor parking is on the north side of the main building and in and around sheep barns on the west side of the main Building. Go to **[www.interstatecenter.com](http://www.interstatecenter.com)** for a map and directions. **Do NOT park in front lots; they are for your customers - the ticket buyers.**
  
- **RAFFLES**
  - Anyone holding a raffle in which money is exchanged is required to obtain a license from McLean County Administration Office, phone: 309-888-5110 or go to **[www.mcleancountyil.gov/admin/](http://www.mcleancountyil.gov/admin/)**
  
- **TAXES**
  - Illinois Tax Rate -- 7.75%. If you have questions, contact the Illinois Department of Revenue at **[www.revenue.state.il.us](http://www.revenue.state.il.us)**
  
- **CAMPING, RV's**
  - Comalara Park (McLean County park), 1301 Recreation Area Dr., Hudson, IL 61748. (309-726-2022)
  
- **BLOOMINGTON-NORMAL CONVENTION & VISITORS CENTER**
  - Information on the cities of Bloomington & Normal, including restaurants, sights, additional hotels. Call 1-800-433-8226 or visit them at **[www.bloomingtonnormalcvb.org](http://www.bloomingtonnormalcvb.org)**

# 2010 Illinois TCC EXPO INFORMATION

## • CANCELLATION OF BOOTH SPACE

- Cancellations received on or before January 15 -- deposit will be forfeited. (See contract.)
- Cancellations received after January 15 -- forfeit entire booth payment. (See contract.)

## • MOVE-IN & MOVE-OUT HOURS

### • MOVE-IN:

Thursday	Feb. 26	1 pm - 7 pm
Friday	Feb. 27	8 am - 1 pm

### • MOVE-OUT:

Begins at 4:00 pm Sunday. No early tear-down.  
All exhibits must remain in place until the official close of the show. Anyone leaving early will lose their booth choice for next year.

**Please bring your own hand carts. Facility does not supply.**

## • YOUR BOOTH INCLUDES

- Back draping - 8' height , side draping - 3' height
- Security (day and night) and aisle janitorial service.

## • BOOTH DRAPERY COLORS

- Hunter Green & White

## • FOOD SALES IN BOOTH

- Call for temporary food permit 309-888-5482
- Call Donna at 309-829-3976 for more information.

## • NEW PRODUCTS REGISTRATION FORM

- Pick up form at New Product Area beginning at 1:00 pm Friday

## • ANTLERS & MOUNTS

### • Whitetail deer antlers, mounts

displayed in any booth must be identified accordingly. Pick up the tags in the Event Office when you check in. This is a security measure to identify exhibitor displays as separate from trophy contests. Contest entries cannot be displayed in an exhibitor's booth; they must be on contest boards.

## • HOTELS Go to our web-site [www.deerinfo.com](http://www.deerinfo.com).

## • EXHIBITOR LOUNGE

See the floor plan in the Event Office.

## **EXHIBITOR RECEPTION**

7:00 pm Saturday, in the front lobby at the main entrance.

Complimentary beer, soda and snacks. Please join us.

**BADGE PICK-UP**

- DURING SET-UP -- Event Office
- FRIDAY AFTER 2:00 pm -- Exhibitor  
Entrance at back door of Main Building

***BADGE Submission Deadline: FEBRUARY 19, 2010***

# EXHIBITOR BADGE REGISTRATION

## 2010 Illinois Deer & Turkey Classic

**EXHIBITOR BADGE REQUIREMENTS & RULES**

**NOTE: Register at Show office and pick-up badges.**

- You cannot unload or set-up without exhibitor badges.
  - Lost, misplaced or forgotten badges will **NOT** be replaced. You will need to purchase a new badge.
- 1) Exhibitors must **pre-register** all booth workers by name, using this form. **No name ... no badge.**
  - 2) Badges are given to registered individuals upon arrival. See specific location in BADGE PICK-UP box above.
  - 3) **LIMITS: Commercial Exhibitor --**
    - a) First 10'x10' booth Four (4) free badges
    - b) Additional 10'x10' booths . . . . . Two (2) free badges / each 10' of space
  - Non-Profit Organization --**
    - a) First 10'x10' booth . . . . . Six (6) free badges.
    - b) Additional 10'x10' booths . . . . . Two (2) free badges / each 10' of space
  - 4) If **additional badges** are needed, they **can be purchased**. Each badge is \$15.
  - 5) Badges are not mailed.

• • • • • **Please print legibly** • • • • •

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_ BOOTH #(s): \_\_\_\_\_

PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**• First 10'x10' Booth -- Free Badges**

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

**Non-Profit Organizations only --**

5) \_\_\_\_\_

6) \_\_\_\_\_

**• Additional 10'x10' Booths and/or Purchased Badges**

Booth 2 1) \_\_\_\_\_

2) \_\_\_\_\_

Booth 3 1) \_\_\_\_\_

2) \_\_\_\_\_

Booth 4 1) \_\_\_\_\_

2) \_\_\_\_\_

Booth 5 1) \_\_\_\_\_

2) \_\_\_\_\_

**PAYMENT -- ADDITIONAL BADGES**

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Check #: \_\_\_\_\_ or Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code #: \_\_\_\_\_

Signature: \_\_\_\_\_

# of Badge \_\_\_\_\_

Cost/Badge \$15.00

TOTAL \$ \_\_\_\_\_

Use additional sheet of paper if you have names for more than five booths.

***Return this form by FEBRUARY 19***

**TARGET COMMUNICATIONS**  
7626 W. Donges Bay Rd.,  
Mequon, WI 53097

**FAX: 262-242-7391**  
**E-Mail: anna@deerinfo.com**

***If you have any questions please call: 800-324-3337***