



Lake Home & Cabin Show[®]

March 16-18, 2012

Schaumburg Convention Center - Schaumburg, Illinois

EXHIBITOR GUIDE

LOCATION

Renaissance Schaumburg Hotel & Convention Center
1551 Thoreau Drive
Schaumburg, IL 60173
(847) 303-4100

EXHIBITOR MOVE-IN

Thursday, March 15 10 a.m. - 6 p.m.
Friday, March 16 8 a.m. - noon

We provide a labor crew and carts to assist your move-in. Please adhere to your scheduled move-in time located on your "Move-In Permit". Vehicles **CAN NOT** drive onto the show floor during move-in/out unless pre-arrangements are made with show management.

EXHIBIT HOURS

The Lake Home & Cabin Show will officially open at 2 p.m., Friday, March 16, 2012. Daily show hours are as follows:

Friday, March 16 2 p.m. - 8 p.m.
Saturday, March 17 10 a.m. - 6 p.m.
Sunday, March 18 10 a.m. - 4 p.m.

On Saturday, March 17 and Sunday, March 18 exhibitors with badges will be admitted into the show beginning one hour prior to the show opening in order to maintain complete security.

EXHIBITOR MOVE-OUT

Sunday, March 18 4 p.m. - 10 p.m.

Our crew will assist you as quickly as possible. Your patience and cooperation are essential for an efficient move-out. All exhibits and materials must be out of the building no later than 10 p.m. Sunday, March 18. During the move-out it is very important to secure any valuables such as computers, electronics or merchandise. Don't make it easy for someone to walk out with part of your display.

EXHIBITOR PARKING

Parking for exhibitors is free.

SHOW OFFICE

The show office will be located outside the show entrance. Staff will be available to assist you with Exhibitor Badges and questions. The office will be staffed from Thursday, March 15 through Sunday, March 18. The phone number is (952) 471-1192.



DIRECTIONS

From The North

Take 294 South or 94 East. Take 90 (Northwest Tollway) West. Exit on 53 North. Take first exit - Algonquin Road – and turn right/West. Turn left on Thoreau Drive or Meacham Road.

From Chicago

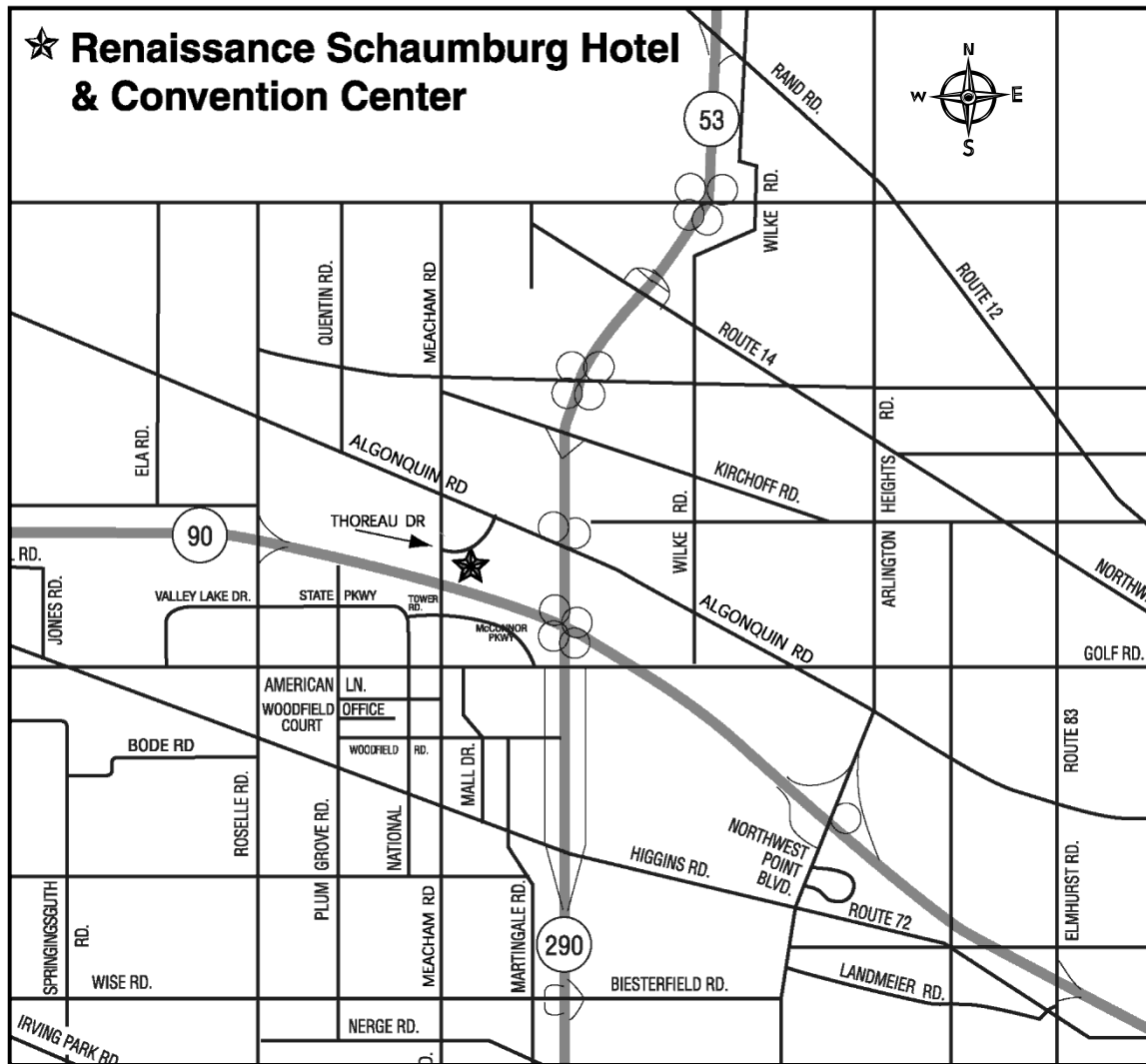
Take I-90 (Northwest Tollway) West from Chicago. Exit on 53 North. Take first exit - Algonquin Road – and turn right/West. Turn left on Thoreau Drive or Meacham Road.

From O'hare Airport

Exit airport and take I-90 (Northwest Tollway) East Exit on 53 North. Take first exit - Algonquin Road – and turn right/West. Turn left on Thoreau Drive or Meacham Road.

From The West

Take I-90 (Northwest Tollway) East. Exit on 53 North. Take first exit - Algonquin Road – and turn right/West. Turn left on Thoreau Drive or Meacham Road.



BOOTH FURNITURE & CARPET

Hubbell/Tyner
1810 Como Avenue
St. Paul, MN 55108
(800) 947-9750 or (651) 917-2632

If you need to order carpet, tables, chairs or other booth furnishings you can download all forms at: www.lakehomeandcabinshow.com. Completed forms should be sent directly to Hubbell/Tyner.

DISCOUNT ADMISSION TICKETS

Regular \$12 tickets may be purchased for \$8. These tickets are to be used by exhibitors for their guests only, and under no circumstances are to be resold. Upon receipt of your order and payment, the tickets will be mailed to you, or you can purchase them at the show office.

ELECTRICAL SERVICE

Viper Tradeshow Services
200 Berg Street
Algonquin, IL 60102
(847) 458-9984

Order form is available online at www.lakehomeandcabinshow.com. Completed form should be sent directly to Viper Trade Show Services.

EXHIBITOR BADGES

All exhibitor personnel need to have their own Lake Home & Cabin Show Exhibitor Badge to enter the show.

The Exhibitor Badge application should be completed online ASAP to avoid any delay in processing your badges. From our website click on Chicago Show, click on Exhibiting at the Show, click on Exhibitor Forms and Materials, click on Exhibitor Badge Request. We will not be mailing badges to you prior to the show. Badges will be available at the show office beginning Thursday, March 15, 2012.

Exhibitor Badges are issued in the company name of the exhibitor and are for the sole use of the people assigned by the company to work the exhibit. They are not for use by customers or another exhibitor (see Discount Admission Tickets). Persons whose names do not appear on the Exhibitor Badge Application WILL NOT be issued badges.

HEADQUARTERS HOTEL

Renaissance Schaumburg Hotel

1551 Thoreau Drive
Schaumburg, Illinois 60173
Phone: (847) 303-4100
\$109.00 single or double occupancy
(offer expires February 15, 2012)

A direct link for making your hotel reservations is located in the "Exhibiting at the Show" section on our website.

REMOVAL OF EXHIBITS

While we realize that you will be tired and anxious to pack your exhibit and get started for home, our policy is that no goods, literature, exhibit material or portions of exhibit material can be removed from the exhibit space, nor can the exhibit be dismantled prior to the closing of the show at 4 p.m., Sunday, March 18. PLEASE ADHERE TO THIS SHOW POLICY.

SHIPPING EXHIBIT MATERIALS

If you are shipping exhibit materials to the show, the least expensive way is to schedule shipments to arrive on or after Thursday, March 15. "Collect" shipments will not be accepted.

For Shipments To Arrive On Or After Thursday, March 15:

Instruct your common carrier, van line, Fed Ex or UPS – Do Not Deliver Before March 15, 2012. Put March 15, 2012 on the shipping label and Bill of Lading. Your shipment will be delivered from the loading dock to your booth. You will incur a material handling charge for this service through Hubbell/Tyner.

Ship To:

Lake Home & Cabin Show - Hubbell/Tyner
Your Company Name & Booth #
Schaumburg Convention Center
1551 Thoreau Drive
Schaumburg, IL 60173

For Shipments To Arrive Before Thursday, March 5:

You will incur a material handling charge for this service through Hubbell/Tyner. For rates please contact Hubbell/Tyner at (800) 947-9750.

Ship To:

Your Company Name & Booth #
Lake Home & Cabin Show
Hubbell/Tyner c/o Yellow Transportation – North Chicago
1000 Chaddick Drive
Wheeling, IL 60090

SALES TAX

Illinois Law requires that any vendor selling merchandise must apply for a state sales tax permit. You can register online at: www.revenue.state.il.us/app/ibri. For more information call (217) 785-3707. The tax rate is 9.5%.

SECURITY

We are not responsible against loss. We suggest that you provide a trunk or box equipped with a lock where small items you want to leave overnight can be safely kept. It is wise to secure a cover over your exhibit at the close of each show day.

TELEPHONE & INTERNET SERVICE

Swank Audio Visual
1551 Thoreau Drive
Schaumburg, IL 60173
(847) 303-4325

Order form is available online at www.lakehomeandcabinshow.com. Completed form should be sent directly to Swank Audio Visual.

DIMENSIONS POLICY FOR 10' WIDE X 10' DEEP BOOTHS

To create a fair and equal sales environment for all exhibitors the following booth dimensions policy will be enforced.

HEIGHT: No part of a booth or display may extend higher than eight feet.

WIDTH: You may extend the sides of your booth up to eight feet, but only within three feet of the back of the exhibit space. The maximum side height beyond three feet from the back of the exhibit space is three feet (the height of the draped side rail).

