

# 2024 LAKE COUNTY FAIR

GRAYSLAKE, IL



# INDOOR VENDOR GUIDE



**INDOOR VENDOR**  
**FAIR**  
*hours*

**WED. JULY 24**

10AM-8PM

**THURS. JULY 25**

10AM-8PM

**FRI. JULY 26**

10AM-9PM

**SAT. JULY 27**

10AM-9PM

**SUN. JULY 28**

10AM-6PM

\*TIMES SUBJECT TO CHANGE

## **VENDOR ELIGIBILITY AND RESPONSIBILITIES**

- All Fair vendors are selected through a juried process and must submit a completed application in order to be considered. Applications will be accepted until all available vendor spaces have been assigned. LCFA reserves the right to reject vendor applications for any reason.
- All Fair vendors are located indoors (Expo Hall) or outdoors throughout the Fairgrounds.
- The Lake County Fair Association reserves the right to assign vendor locations to achieve the optimal mix of attractions and to enhance the overall attendee experience at the Fairgrounds.
- Space changes or using a space not occupied by another vendor is prohibited. Only the LCFA-approved vendor may exhibit in their assigned space. Space may not be donated or sold to another party.
- All Fair vendors are required to provide the LCFA with a certificate of insurance showing liability coverage in the amount of \$1,000,000.00 USD naming the Lake County Fair Association as additionally insured. There are no exceptions to this rule.
- No vendor shall exhibit any goods or services other than those specified, and approved, on the contract.
- To ensure the quality of the Fair, all vendors will be inspected by LCFA staff during set-up and throughout the Fair.
- LCFA staff reserves the right to reject all, or any part of, the vendor's concession or display if found in its judgment to be unethical, misleading, designer "knock-offs", extravagant, questionable, in poor taste or otherwise inappropriate or incompatible with the character of the Fair.
- Violation of the eligibility rules and regulations will result in item removal or booth closure. No refunds will be issued to a vendor if any item or display part is removed.
- Payments may be made by cash, money order, certified check, credit card (3.2% transaction fee applies) or personal/business check. Checks should be payable to the Lake County Fair Association. All Fair vendors must be paid-in-full by July 1, 2024. NSF checks are subject to a \$35.00 fine

### **BEFORE SUBMITTING YOUR VENDOR APPLICATION:**

- Please review the VENDOR LICENSE CATEGORIES below. Categories may have changed since last year. If you have any questions about which category applies to your business, please contact the Fair Office.
- Review the FAQs located at the end of this document. By submitting an application, the applicant agrees to abide by all rules, regulations and stipulations if selected to participate in the Lake County Fair.
- If you are submitting multiple businesses, please submit a separate application for each business.

### **THIS IS NOT A CONTRACT.**

If your application is approved, you will be emailed a 2024 Lake County Fair contract outlining the terms of the agreement, rules and regulations and required payments amount.

# 2024 INDOOR VENDOR LICENSE CATEGORIES

## RETAIL CONCESSIONAIRE

# F

Space will be used for selling retail, food, or amusements.

Non-corporate. Independent distributors.

**10'x10' Standard: \$450      10'x10' Prime: \$725**  
**(Electric available for prime spaces only)**

## NON-PROFIT

# G

These license holders will not be permitted to engage in retail sales, accept any type of payment, or solicit contributions/donations.

Proof of non-profit status is required.

**10'x10' Standard: \$400**  
**(No electric available)**

## CORPORATE MARKETING

# H

Space will be used for the purpose of promoting a product, service, or business. Corporations, chain stores, franchises, product brands, healthcare, hospitals, field marketing & promotional companies, marketing agencies, home renovation companies, public relations firms, activations/sampling or giveaways.

**10'x10' Standard: \$1500      10'x10' Prime: \$2025**  
**(Electric available for prime spaces only)**

## FREQUENTLY ASKED QUESTIONS

### **How many people attend the Lake County Fair?**

Up to 100,000 guests are expected at the 2024 Fair.

### **What types of vendors are accepted at the Lake County Fair?**

LCFA accepts applications from a wide variety of businesses, artisans, craftspeople, and attractions. Generally speaking most vendors fall into the following categories:

- Amusements & Attractions
- General Merchandise – Retail
- Food & Beverage – Retail
- Information (Non – Profit Organization)
- Marketing/Promotional (For Profit Enterprise)

### **When do I need to pay for my booth?**

Upon acceptance of your application, a contract will be sent to you by LCFA. Your vendor contract will not be considered final until LCFA receives a 50% deposit along with your signed contract. Full payment – including tickets, parking passes, equipment and other services is due by July 1, 2024. No refunds will be issued after the vendor has been accepted.

### **How do I know what space has been assigned to me?**

A vendor contract and confirmation of booth space location will be returned to you when it is processed.

### **Do you provide electricity?**

A limited number of indoor vending spaces will have access to a 20 amp outlet for a fee. Indoor vendors must provide properly – rated extension cords for the equipment in their display to reach the outlets. Indoor vendors must specify their electrical needs in advance.

Outdoor Fair vendors must request electricity for an additional charge. Indicate on your application how much electricity you will require for the Fair – electrical requirements above-and-beyond what is stipulated on the contract will result in a \$100.00 service fee that must be paid prior to the electrician providing the hook – up. You must bring your own extension cords. You may NOT bring your own generator. Any vendor who does not comply with these rules may lose the privilege of participating in future Lake County Fairs.

### **How does my staff gain entry?**

LCFA will issue (20) single day passes for indoor vendors and (25) single day passes for outdoor vendors. Additional single day tickets may be purchased for \$13.00 each. These tickets are for vendor employees only. It is your responsibility to make sure your staff has the tickets prior to entering as we do not have a “will call” at gates. Vendors are responsible to explain this to their staff PRIOR to fair. Vendors may pick up their tickets after July 1<sup>st</sup>, if available, and after full payment is made and all required documents are received by LCFA. Otherwise, vendors will receive their tickets in the main lobby of the Expo Hall during load in dates. Tickets will not be mailed.

**Where does my staff park?**

The Commercial Parking Lot is located on the West end of the Fairgrounds and is accessible through the Commercial Gate off of Peterson Road. Each vendor shall receive (1). Additional parking passes are available for \$30.00 for indoor vendors and \$15.00 for outdoor vendors. YOU MUST HAVE A VENDOR PARKING PASS TO PARK IN THE COMMERCIAL LOT DURING ACTIVE DAYS OF THE FAIR. All vendors will be required to have a commercial parking pass to park in the commercial lot.

**When and where can I unload and load?**

Indoor fair vendors (Expo Hall) may load – in on Monday, July 22, 2024 from 8:00 am until 4:00 pm and on Tuesday, July 23, 2024 from 8:00 am until 8:00 pm. During the Fair, a designated vendor entry to the Expo Hall will open each morning at 8:00am to allow vendors to refresh their display before the public enters at 10:00 am. Vendors must depart the Expo Hall 30 minutes after it closes each night. At the end of the Fair, indoor vendors must break down their booths on Sunday, July 28, 2024 from 6:30 pm until 9:00 pm or Monday, July 29, 2024 from 8:00 am until 12:00 noon.

Outdoor Fair vendors with food trailers may load – in on Sunday, July 21, 2024 through Tuesday, July 23, 2024 after they have checked in with the Fair Office. All other outdoor Fair vendors may load – in Monday, July 22, 2024 or Tuesday, July 23, 2024. All outdoor vendors must be set up by Tuesday evening. Electricity will be installed 2pm on Tuesday, July 23, 2024.

**Is help available to transport my product to my booth space?**

LCFA does not have any carts or staff to assist you with load – in. Vehicles are allowed on the grounds from 8:00am – 9:45am during the Fair dates; there is no vehicle access at night.

**If I sell out of my product or don't have any staff, may I break down early?**

No. Vendors may not break down until the end of the Fair on Sunday, July 28, 2024. Breaking down a booth early will disqualify you from being accepted for future fairs.

**What are my nearby hotel and camping options?**

Please call the Fair Office at (847) 680 – 7200 for assistance with local lodging.

**May I make an announcement over the Fair PA system to promote my product or attraction?**

No. Only Fair Staff will be allowed to make announcements on the public address system.

**Can I have a raffle, accept donations, or sell chances at my booth?**

Selling of chances and/or asking for donations are prohibited. Free drawings are allowed and all drawings must be held on – site and names handed into the Fair Office.

**Is Wi – Fi available?**

Yes! And it is FREE for vendors! Please visit the Fair Office upon your arrival for the password.

**Can I have mail and packages sent to the Fairgrounds?**

Yes, but there are restrictions. US Mail Delivery will not deliver to the Fairgrounds from Friday, July 19, 2024 through Monday, July 29, 2024. UPS, Amazon and FedEx will deliver during the

Fair. Please ensure that all packages include your company name/vending space location. Check with the Fair Office if you are expecting a delivery.

**Will other vendors be selling similar products?**

While we do our best to ensure that a wide variety of products are represented during the Fair, there may be other vendors selling the same or similar products. If you are interested in becoming an exclusive sponsor for a certain category (i.e. “The Official Jewelry of the Lake County Fair”), please contact the Fair Office.

**What is the procedure for adverse weather?**

The Fair is held rain or shine. There is no rain date, storage, or indoor location for vendors that have selected outdoor spaces.

**What kind of beverages can I sell?**

No alcohol may be served by any vendor. Vendors are allowed to sell any soft drink products that they would like and should bring beverage products with them to load in. There will be no beverage representatives on site to order from. There is a Sam’s Club and Costco within 25 minutes of the Fairgrounds should you need to restock any beverage products during Fair.

**Can I bring my own tent?**

All vendor tents must be sourced through the Lake County Fair Association to ensure public safety. Business and/or branded tents must be approved by LCFA management prior to load – in. Any tent or vendor installation deemed unsafe by LCFA management or safety personnel will need to be immediately removed. **NO EXCEPTIONS.**

**Do I need a Food Service Event Permit?**

**YES!** The Lake County Health Department will be on – site throughout the Fair to inspect all food and beverage vendors. This includes indoor vendors who are giving away edible samples consumed during Fair hours, but does not apply to pre – packaged food products. All food and beverage vendors (and those vendors giving away edible samples consumed during Fair hours) must obtain a **2024 Temporary Food Service Event Permit** issued by the Lake County Health Department. Applications and relevant Health Department regulations will be available here in Spring 2024.

- We strongly urge all food and beverage vendors to take care of this by July 1, 2024. A late fee will be imposed by the Lake County Health Department for all applications received while on – site.
- All vendor employees engaged in food service must have a valid food safety certificate.