



It's going to take more than the Luck of the Irish to grow your festival in 2010. So, why not have fun in the process?



We are hosting a **Special Event and Festival Workshop** on **Wednesday, March 17, 2010** in **Rockford, Illinois**. We are targeting a diverse audience...event planners, festival organizers, park districts, property owner association representatives, party planners, tourism representatives and more throughout Northern Illinois. All of these attendees are looking for vendors to supply products and services for their events – and with the changing times facing events in 2010, new partnerships are being sought as cost-cutting and cost efficiencies are being asked and demanded by the planners.

We are seeking businesses who want the attention of our attendees by sending us your best promotional items to be used in the **Attendees Information (goodie) Bags**.

This workshop will be presented by Northern Illinois Tourism Development Office (NITDO) and Illinois Special Events Network (ISEN). Due to limited space, the returning regional workshop will NOT be able to host a traditional Vendor Expo. This is our solution to allow the dialogue and exposure between our attendees and potential vendors. There is absolutely no facility space available or time allocated in the day's schedule, so special request for exhibiting or showcasing cannot be honored.

If interested in participating, we need the following from your business or organization:

- ✓ **80 pieces of promotional literature or materials**
- ✓ **80 trinkets or novelties (who doesn't like trade show freebies)**
- ✓ **Complete contact information provided as Info Bag Participant**
- ✓ **Participation fee is \$40 (made payable to ISEN)**

Upon the conclusion of workshop, we will supply you with a detailed attendee list for follow-up communication. For more info call or email Bonnie Heimbach at Northern Illinois

Tourism (815-547-3740) or bonnie@visitsouthernillinois.com.

Don't forget to send your information by March 12th to be included!



Complete this form and mail with your promotional items to:
Northern Illinois Tourism Development Office, 200 South State Street, Belvidere, IL 61008



Contact Person: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Fax: _____

Office Phone: _____ Cell Phone: _____

Website: _____ E-Mail: _____

*Workshop co-sponsored by the Northern Illinois Tourism Development Office and Illinois Special Events Network

