



### WHAT?

#### WOOFSTOCK is...

- a quirky, fun, free admission event for dogs and the people who live with them
- a festive showcase for demonstrations
- a consumer show, with booths set up for product sampling and sales
- a chance to show off your creative side in the My Doggie and Me Fashion Show
- a day of entertainment featuring contests, raffles, food and more!

### WHEN?

**Saturday, June 19, 2010 from 11 a.m. to 4 p.m.**

### WHERE?

This day of doggy love will be held at Lambs Farm, a popular and well known family attraction, in Libertyville, Illinois near our renowned Pet Shop established in 1961.



### WHY?

**LAMBS FARM:** Woofstock benefits and is produced by Lambs Farm, a 501(c)(3) not-for-profit organization dedicated to empowering people with developmental disabilities to lead personally fulfilling lives.

**VISITOR PROFILE:** The year-round business operations and events held at Lambs Farm draw a steady stream of visitors. Approximately 300,000 people visit our campus annually. The following is some demographic information derived from our last customer base survey:



Gender: 66% female, 34% male  
 Homeowners: 68% live in a single family dwelling; 70% own their home  
 Marital Status: 71% are married  
 Children: 23% have one child; 31% have two children; 21% more than two  
 Age: 69% between the ages of 25 - 44  
 Education: over 63% have college degrees  
 Household Income; over 62% have incomes between \$65k — \$140k/year  
 Employment: 46% have executive, managerial or administrative jobs  
 Over 40% of our guests come at least twice in a twelve-month period.  
 Over 85% of our guests are aware of our mission.

# Woofstock 2010 Vendor Participation Form

Yes! I would like to participate in Woofstock '10. Please sign me up for:

10 x 10 Booth Space      \$100 (qty. \_\_\_\_)

Vendor booth area is a grassy lawn. Electricity is not available. Vendor responsible for bringing own tables, chairs and/or free-standing tents (no stakes allowed) and for setting up products. Vendor responsible for handling and reporting taxes. Vendor responsible for picking up all trash and ensuring space is clean at the end of the event. No items may be left behind. Booth space must be manned at all times. Woofstock is a rain or shine event. Lambs Farm reserves the right for final approval of all exhibitors. Set up begins at 8:30am. All vehicles must be removed by 10:30am. Tear down begins no sooner than 4:00pm.

Please accept my donation of \$\_\_\_\_\_ to support Lambs Farm.

I am interested in greater exposure for my business by becoming a Woofstock sponsor.

I would like to participate in the event in another way, please contact me.

## VENDOR INFORMATION

Company Name: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Contact: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Products I will be selling/promoting: \_\_\_\_\_

## PAYMENT INFORMATION

I have enclosed \$\_\_\_\_\_

**Please make checks payable to Lambs Farm**

Please charge my credit card account in the amount of \$\_\_\_\_\_

Visa®     MasterCard®     Discover®     American Express®

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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



**Return vendor participation form and payment to:**

Event Coordinator

LAMBS FARM | 14245 W. Rockland Rd. | Libertyville, IL 60048

Phone: 847-990-3750 | Fax: 847-362-0742 | [www.lambsfarm.org](http://www.lambsfarm.org)