

**Little Wars 2012**  
**“Technology, Innovations & Advancements”**  
**27-29 April 20112**

**Dear Vendor:**

The time has come to make your reservations for Little Wars. Remember we have moved; the convention site is still: The DuPage Expo Center at The Pheasant Run Resort, 4051 East Main Street, St Charles, Illinois, 60174. The Pheasant Run Resort is convenient to both Chicago and any of the surrounding communities. Enclosed in the envelope are your registration form and a copy of the event registration form.

We continue to strive to increase our attendance in these hard economic times. Our plans include trying to bring additional tournaments to Friday and or Sunday, as this will increase attendance on both days. We will be posting on several websites and running adverts in many local Universities/Colleges/Jr Colleges & Trade Schools. We also plan on having flyers sent out to many business and vendors. Our goal is an increase in both experienced gamers and to reach out to those individuals that may be interested in the hobby, and have never attended a convention before.

Yes, Little Wars has moved for those that did not attend last year. We were faced with a price increase of 300% by the Lincolnshire Marriott for rental of the racquetball facility. After several months of negotiation they were only willing to come down in price to what would have been a 250% increase over last years price. The BOD looked at several other facilities and felt that the Pheasant Run Resort would provide for an excellent convention site.

The Pheasant Run Resorts' DuPage Expo Center has 25,000 square feet of floor space in one room. There is an additional (storage) room in the facility that will be used for the Flea Market & War College. The facility has a grill that will offer the usual convention food items and an area where gamers can sit and eat, or take a break. There are also two soft drink machines and ATM located in the lobby. The facility has two restrooms and the building is well heated/air conditioned as needed. The building is wired for internet service at a fee. The building also has overhead access doors at each end of the facility that provide easy access for the loading/unloading of goods. Parking is adjacent to these doors for vendor vehicles.

Room rates are again \$89.00 a night for all rooms within the Pheasant Run Resort. The Pheasant Run Resort offers a shuttle service from the hotel to the DuPage Expo Center. Parking is available at both of the hotel sites and DuPage Expo Center. If you are booking a room at the Pheasant Run Resort I recommend the tower guest rooms, they have recently been renovated and have both microwave ovens and mini-refrigerators. The room block is open, rooms are being held under Little Wars 2012.

We have retained the 2010 vendor SOP.

- 1) All interested vendors receive the registration packets at the same time. "Interested Parties" are defined as the immediate prior year's vendors plus any new inquiries.
- 2) Prior year vendors have a brief lead-time preference. We will not sell your space to another vendor during this time. For 2012, receipt of your table payment by 02/17/12 (postmarked) ensures you space in the dealer hall.
- 3) After 02/17/12 (postmarked), remaining table space will be sold to both new and returning vendors on a first come, first served basis. Priority will be determined by postmark date/time.
- 4) Vendors requesting new table assignments will be accommodated after the lead time preference has passed. Competing requests (eg, for wall space or tables next to doorways) will also be prioritized based on postmark date/time.
- 5) Wall space is limited by the number of doorways, none of which may be blocked. As noted in 4) above, wall space will be assigned based on postmark date/ time.
- 6) If you are unable to complete your trip to LW due to weather conditions, we will credit your table fees to the 2013 show. Such a credit will only be issued after confirming both the presence of a storm and road closures on the affected highways. Not leaving soon enough, vehicle breakdowns and other last minute crises are your items to manage as businessmen. No credit will be issued for these items, but if notified in advance, efforts will be made to resell the tables to other potential vendors.

As in the past, these additional Standard Practices apply for Little Wars:

- Full day Convention Operations of Friday & Saturday
- Vendor Hours: Friday 1pm – 7pm, Saturday 10am – 6pm, and Sunday 9am – 1pm.
- Thursday night registration and dealer set-up available
- Realistic costs for phone and electric drops. We have contracted with the hotel to provide these at \$70 for electric drops and \$50 for phone connections. Connection to the Internet will be \$50. The building is set up for WIFI connectivity.

To all of you who have supported us in the past, present & future, THANK YOU from all of us. The vendors are a big part of our show, and we really appreciate your support. We have taken every effort to maintain our price structure and not increase our prices.

Please, look over the package and if you have any questions please feel free to contact me directly.

Thank you,

Robert Bowling  
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John Barsanti  
Convention Director, Little Wars '2012'

**MIDWEST**