

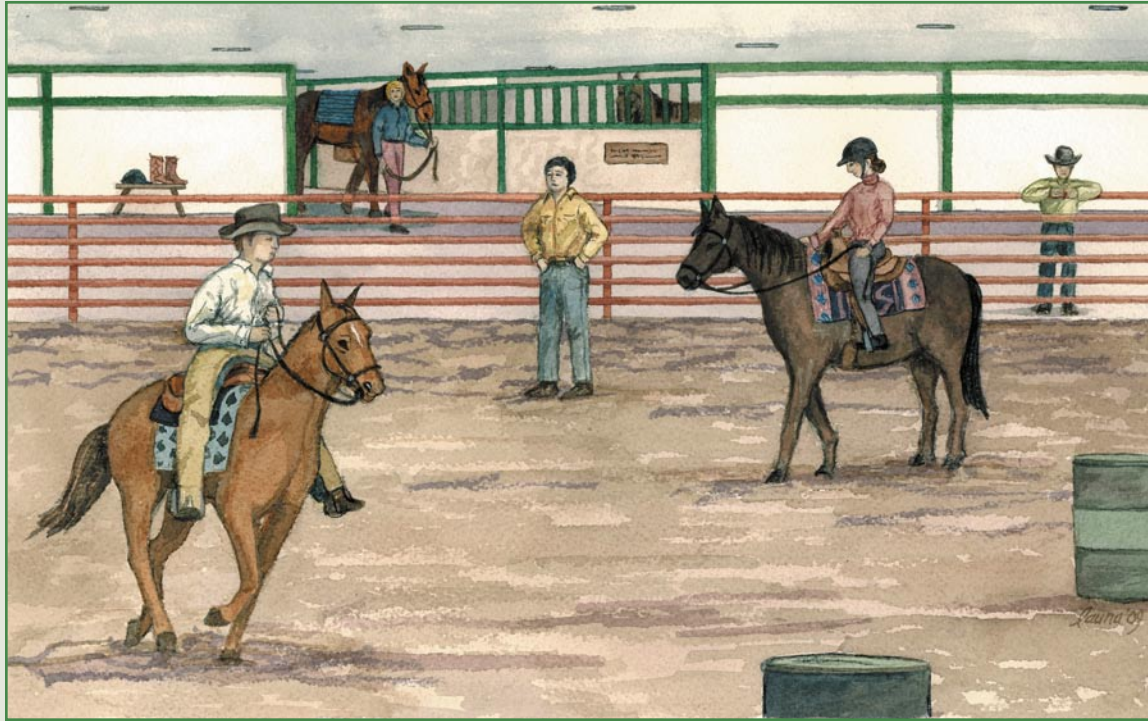


THE EXPO ARENA AT THE BERRIEN COUNTY YOUTH FAIR

Completion Date: Spring, 2012



THE STABLES & STALLING AREA



The Berrien County Youth Fair in Berrien Springs, Michigan is renowned nationally and internationally as the host of some of the best outdoor equestrian shows and expositions in the United States. Berrien County is also rated one of the top counties in the country for per capita ownership of show horses.

It will soon be home to the Expo Arena at the Berrien County Youth Fair, a 6.1 acre complex that includes the Stable and Stalling Area, the Main Arena, and the Hospitality Center.

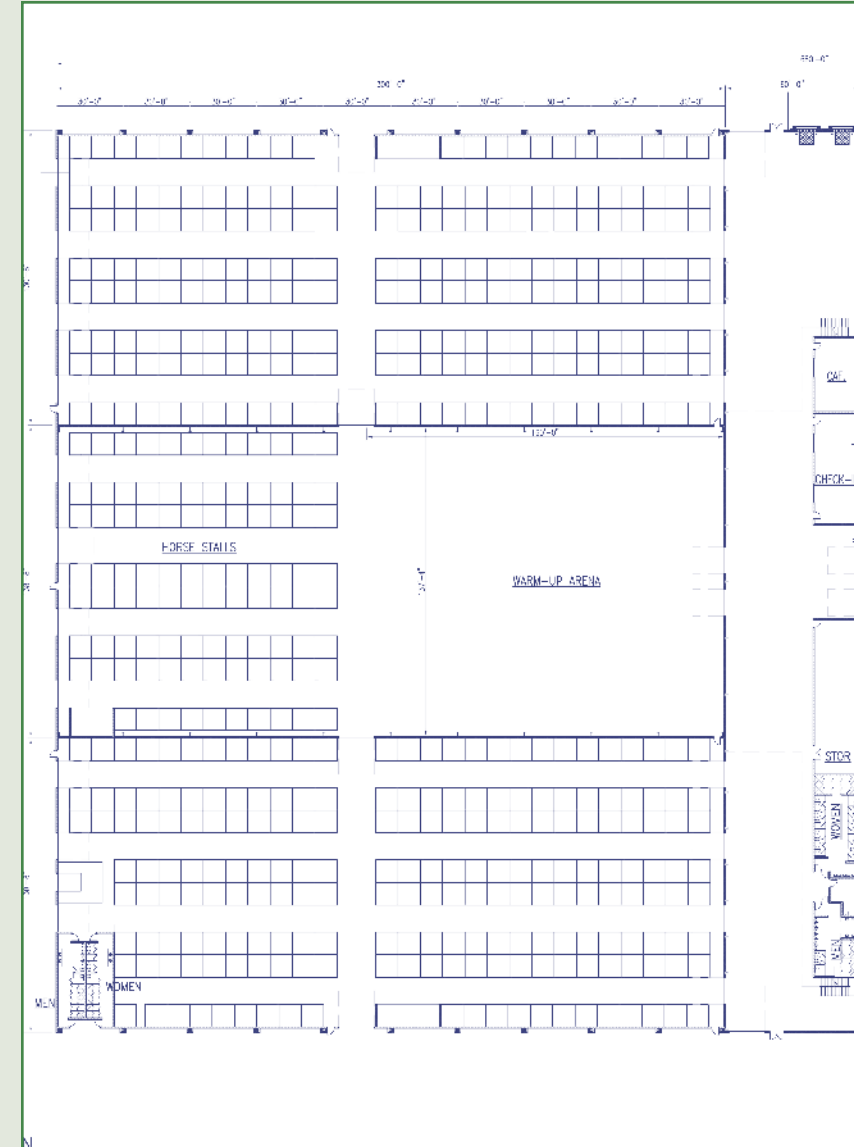
The Stables and Stalling Area of the Expo Arena at the Berrien County Youth Fair will accommodate more than 500 horses under one roof.

Horse owners and riders will be able to expect dry conditions year round inside the stable and stalling area that includes a 140' x 160' indoor warm-up ring. They will still have access to the six existing outdoor riding arenas and the covered Berrien County Youth Fair grandstand.

When completed, the Expo Arena at the Berrien County Youth Fair will be able to host equine events for over 1,000 horses.

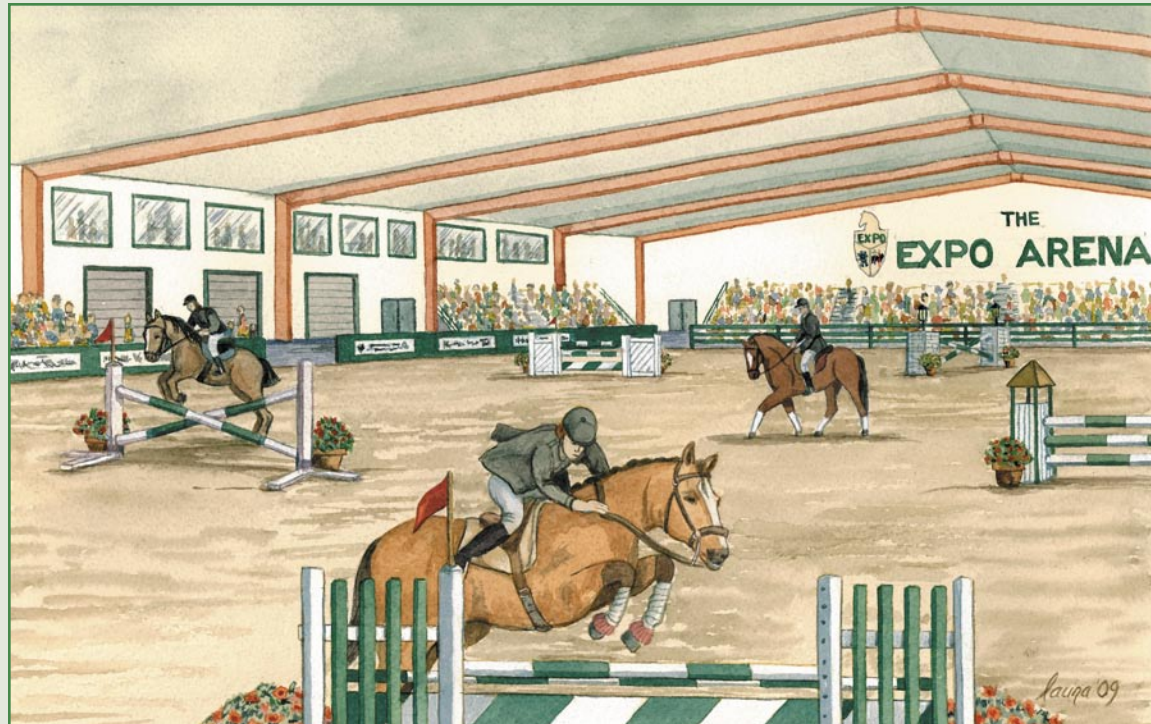
By utilizing removable stalls and climate controls, the Stables and Stalling Area will create a year-round venue for not only equestrian events, but livestock shows, boat shows, farm implement shows, RV shows, home and garden shows and other trade events.

THE STABLES & STALLING AREA



- 300' x 400' stable & stalling area (120,000 square feet)
- 504 stalls (removable for multi-purpose exhibit use)
- 140' x 160' indoor warm-up ring
- 3 wash bays
- Veterinarian Office
- Judges' quarters
- 400' x 60' connecting corridor with loading docks, restrooms, event office, café, announcer's office and 20' x 40' storage room

THE MAIN ARENA



The centerpiece of the Expo Arena at the Berrien County Youth Fair is the Main Arena. Measuring 240' by 400', the Arena will include comfortable stadium seating for over 1,866 along with an additional 1,010 bleacher seats.

The upper deck area of the Main Arena will include 12 skyboxes measuring 25' x 40' and 6 skyboxes measuring 25' x 20'.

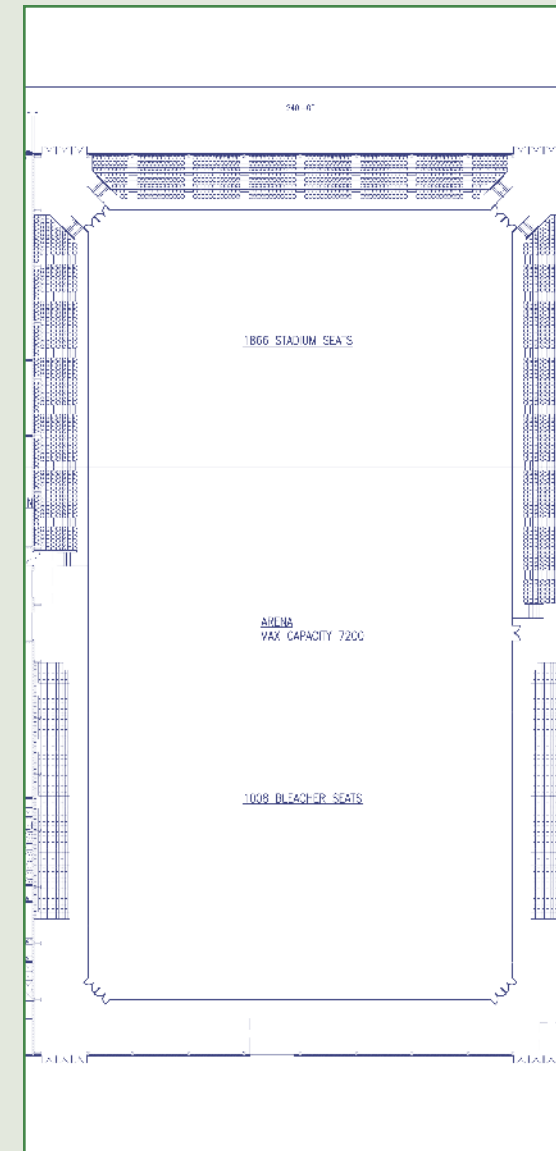
The 190' x 350' riding area in the arena (66,500 square feet) will meet the requirements for all equine and nearly all rodeo events.

The Main Arena will also be used for tractor-pull events, truck events and competitions, circuses, livestock shows, boat shows, farm implement shows, RV shows, home and garden shows and other trade events.

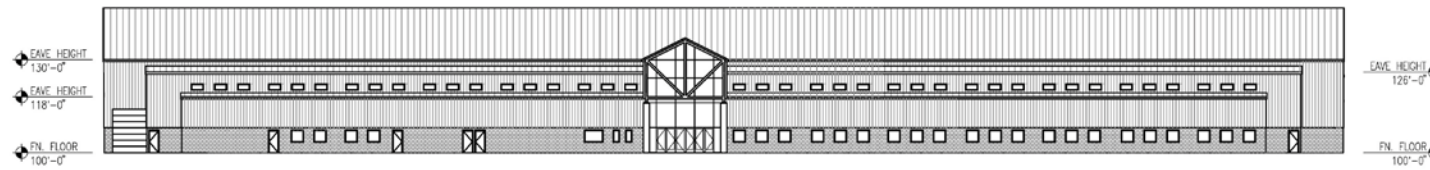
Combining the Main Arena floor space with the available floor space in the Stables and Stalling Area, the Expo Arena at the Berrien County Youth Fair can house events in excess of 186,500 square feet.

With floor seating for concerts and other large events, the entire Main Arena can seat over 7,200 people.

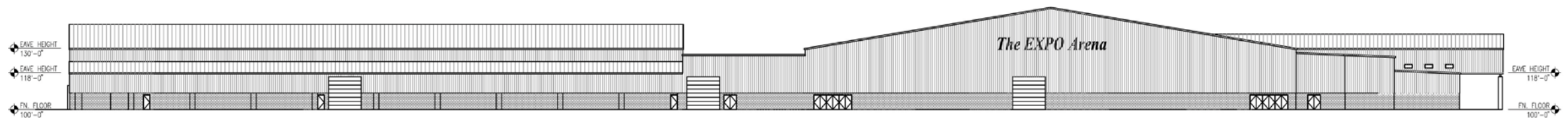
THE MAIN ARENA



- 240' by 400' Main Arena
- 190' by 350' floor space (66,500 square feet)
- 1,866 stadium seats
- 1,010 bleacher seats
- (12) 25'x40' skyboxes
- (6) 25'X20' skyboxes
- restrooms
- concession stands
- advertising signage



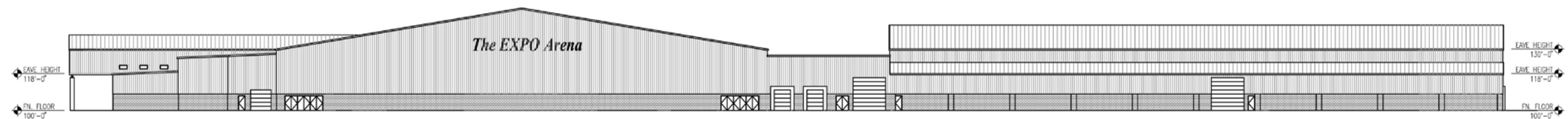
1 BUILDING ELEVATION
SCALE: 1" = 30'-0"



2 BUILDING ELEVATION
SCALE: 1" = 30'-0"



3 BUILDING ELEVATION
SCALE: 1" = 30'-0"



4 BUILDING ELEVATION
SCALE: 1" = 30'-0"

EXTERIOR AMENITIES

Loading docks accommodating large trucks and farming equipment will line the exterior walls of the stables and the arena.

Adjacent to the Expo Arena at the Berrien County Youth Fair will be a modern RV Park and Campground with water and electrical hook-ups and restroom facilities.

Parking lots around the 6.1 acre building will be paved and lighted.

Two large digital marquee signs will be erected at the Shawnee Road entrance to the Fair and at the entrance on Old U.S. 31.

NAMING RIGHTS FOR EXPO ARENA

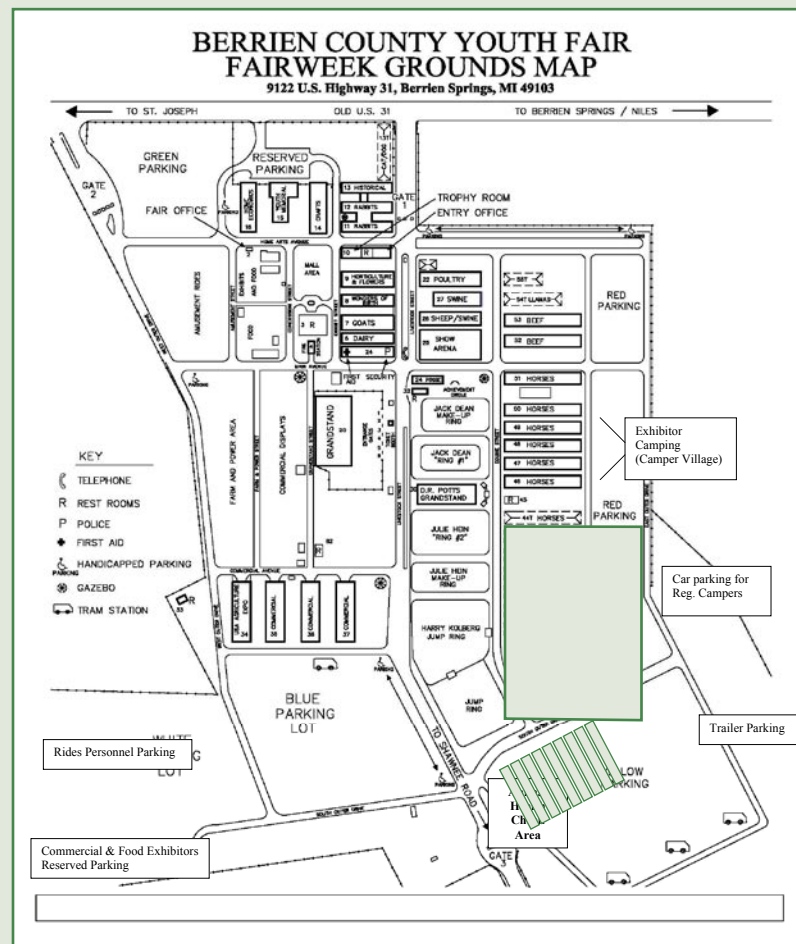
Name on Building	\$2,000,000
Foyer & Box Office.....	\$ 500,000
12 Sky Boxes 25' x 40' @ \$250,000.....	\$3,000,000
6 Sky Boxes 25' x 20' @ \$175,000.....	\$1,050,000
All Purpose Room (banquet room).....	\$1,000,000
Dining Hall / Kitchen	\$2,000,000
Main Arena	\$3,000,000
Public Address/Lighting/Electronics	\$ 500,000
Stadium Seats.....	\$ 400,000
Bleacher Seats	\$ 200,000
Mid-Cafeteria	\$ 200,000
Check-in Office.....	\$ 100,000
Storage Room / Store	\$ 100,000
Stables & Stalling Barn.....	\$2,000,000
Warm-up Arena	\$ 200,000
Veterinarian's Office.....	\$ 300,000
Judges' Quarters.....	\$ 100,000
RV/Camping Sites.....	\$ 250,000
Loading Docks	\$ 100,000
Parking lots	\$ 100,000
2 Digital Marquee Signs @ \$100,000	\$ 200,000
TOTAL:	\$17,000,000

LOCATION AND DIRECTIONS

The Expo Arena at the Berrien County Youth Fair site is located in Berrien Springs, Michigan in the lower southwestern portion of the State of Michigan. Berrien Springs is bordered on the west by U.S. Highway 31. U.S. Highway 31 connects with I-94 at Benton Harbor 11 miles to the north, Niles, 7 miles to the south, and with South Bend, Indiana, 25 miles to the south of Berrien Springs.

Within a 150-mile radius of Berrien Springs are the cities of Grand Rapids, Kalamazoo, Battle Creek, and Holland, Michigan; Michigan City, LaPorte, Fort Wayne, Elkhart and all of northern Indiana, Indianapolis, Toledo, Milwaukee, and the Greater Chicago Area.

Communities adjacent to Berrien Springs include Niles, St. Joseph, Benton Harbor, Eau Claire, Sodus, Watervliet, Stevensville, Baroda, Buchanan, Dowagiac, and Cassopolis.



LOCATION AND DIRECTIONS





For More Information Contact:

**Jack Strayer
Director of Development & Marketing
Expo Arena at the Berrien County Youth Fair
9122 Old U.S. 31
P.O. Box 7
Berrien Springs MI 49103
269-473-1662-phone
269-473-4203-fax**

The Berrien County Youth Fair Association Inc. is a 501 (c) (3) non-profit organization and a portion of your gift is tax deductible.