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**CHICAGO'S FIRST LADY CRUISES INCREASES SPECIAL EVENT MARKET SHARE
FOR TRADE SHOW, ASSOCIATION AND CONVENTION BUSINESS WITH
LUXURY CRUISES**

**Custom Yacht are Elegant Venues for Private Dockside Receptions,
Major Lakefront Party Cruises and Unique Exhibitor Showcases**

CHICAGO –The appeal of a *Chicago's First Lady Cruise* private luxury yacht; the evening allure of Chicago's world-famous sparkling skyline; a captivating Lake Michigan sunset; the stunning Chicago River "grand canyon" of skyscrapers at night and Chicago's summer fireworks spectacles all enhance summer conventions and trade shows in Chicago, the American "city of lights." The *Chicago's First Lady Cruises* fleet of four luxury yachts capitalizes on Chicago's world-renown sights delivering memorable one-of-a-kind events for its clients, and increasing its share of convention and trade show special event business.

The three flagship vessels, 225-passenger *Chicago's First Lady*, and 149-passenger *Chicago's Fair Lady* and *Chicago's Little Lady* regularly accommodate a variety of convention events including: exhibitor cocktail cruises, product showcases and introductions, client entertaining, as well as V.I.P. Board dinners.

The fleet is conveniently docked at Riverside Gardens, at the lower level and southeast corner of the Michigan Avenue Bridge and Wacker Dr., within walking distance to the hotels on Chicago's "Magnificent Mile." Motorcoach and limousine arrivals and departures can be accommodated in an area adjacent to the dock. Additionally, the fleet can dock at both McCormick Place and Navy Pier to welcome guests of hosts participating trade shows or events at either venue.

Dockside receptions for exhibitor entertaining are also available and allow the host to offer guests flexible arrival and departure times enabling a comfortable flow to the event. The fleet can dock at Riverside Gardens as well as the back promenade for the Sheraton, Chicago Hotel and Towers

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Chicago's First Lady

Add one

The custom-designed CFL yachts feature both open-air upper decks, and elegant, climate-controlled carpeted salons decorated in hunter green and burgundy with brass and mahogany-toned accents. Upholstered chairs and round bistro tables are positioned throughout allowing guests panoramic views of Chicago's lakefront through large, oblong windows. Each vessel has a full-service bar, galley kitchen and restrooms. Chairs are also available on the upper deck to expand seating capacity. Additionally full-service bars on the upper decks are options available.

Chicago's First Lady's 20' X 50' can seat up to 75 guests for a formal dinner or accommodate a total of 225 guests for larger events. Seated buffet dinners aboard *Chicago's Little Lady* and *Chicago's Fair Lady* can range from 10 to 60 with a total reception-style capacity of 149 guests on each vessel.

At 48 feet, the mahogany beauty, *Lady Grebe*, is the smallest member of Chicago's *First Lady Cruises* with capacity for two to six passengers. Her convenient Burnham Harbor dock location is appealing to McCormick Place attendees who desire a more intimate private venue to entertain important clients with either a gourmet lunch during a trade show; a sunset cocktail cruise; a dinner cruise; or, as with one recent *Lady Grebe* client, a dockside "floating trade show booth" to unveil future products to key clients.

The graceful 1961 Chicago-bred *Lady Grebe* is built on a double-planked mahogany hull with a white oak frame, teak fore and aft decks, and features paneled salons, large staterooms, tiled baths, Bose- CD/radio system, a full galley and crew facilities.

Chicago's First Lady Cruises partners with some of Chicago's top catering companies to create the precise tone for each event. *Food Network's* Hearty Boys, The Entertaining Company, Harry Caray's Catering & Events, and Catering by Max's offer a wide array of custom and innovative menus from casual to upscale reflecting the desired mood and geared toward specific tastes and budgets. They also work closely with clients to highlight the focus of the event whether it is a special product introduction or to creatively incorporate the company's food products or logo in the culinary display.

Chicago's First Lady Cruises is also the official partner with the Chicago Architecture Foundation for its critically-acclaimed river cruise, it offers, by special arrangement, commentary by a certified Chicago Architecture Foundation volunteer docent as an exclusive cruise amenity with a portion of the fee going to support CAF educational and public programs.

Chicago's Fireworks Cruises are available Wednesday evenings at 9:30 pm and Saturday evenings at 10:15 pm. The three-hour minimum cruise offers an opportunity to dine, socialize and toast a successful trade show or meeting with the lakefront as the background, full of thousands and thousands of twinkling skyline "stars."

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Chicago's First Lady
Add two

Electronic amenities include a complimentary iPod digital sound system with more than 1,000 musical choices or each vessel can also accommodate personal iPod systems. ***Chicago's First Lady's*** salon accommodates a baby grand piano. ***Chicago's Fair Lady*** and ***Chicago's Little Lady*** feature handicapped restrooms. A complimentary guest check-in table can be provided for each client. There is no guest minimum for private charters.

Crews for the vessels include a licensed captain, first mate, bartender, cruise director and food and beverage manager. The vessels are inspected annually by the United States Coast Guard and carry lifesaving equipment for 100% of passenger capacity. Chicago's First Lady Cruises is certified by the City of Chicago as a WBE business.

To reserve a cruise date, contact a personal cruise coordinator at 847-358-1330 or at chartersales@cruisechicago.com. For more information, please visit our Web site: www.cruisechicago.com