

January 23rd, 2008

Dear Exhibitor/Concessionaire:

Fair season is right around the corner and it is with great pleasure that I am extending an invitation for you to join us at the 2008 Fond du Lac County Fair which will be held July 16th – 20th. The fair board, along with all volunteers and everyone involved in the fair, has been working hard to ensure the 2008 fair will be another success.

The fair will kick off with a Tuesday night family night event. Fair hours will be 5:00 to 11:30pm. There is a \$2.00 admission and all aspects of the fair are to be open excluding the barns. Like last year, this includes the Expo Building which will be open from 5:00 until 10:30. Wednesday through Saturday there will be national acts on the grandstand as well as musical events and other entertainment on the Sound Stage and throughout the grounds. Tip Top show again will be providing the Midway entertainment.

As this is going to be my fourth year as space manager, I am becoming accustomed with your needs as well as the needs of the fair. I felt last year ran with the fewest glitches and after set up things ran somewhat smoothly. All though things are never perfect, I will strive to get closer to that. The first step to a smooth fair is ensuring that you read through the materials in this packet and understand the expectations we have for you as well as what we will provide to you. If you ever have questions, comments, or concerns don't hesitate to bring them to my attention.

- This year all food concessions will be inspected and assessed a fee yet to be determined by the county health department. This is a county fee the fair has nothing to do with it.
- The contract this year is the same as last year. Please fill out items you wish to sell completely. If a problem arises the contracts will be looked at to see who listed what products and a final decision will be made from there. **The fair board is not limiting anything other than food so general merchandise is fair game to have numerous vendors with the same item on the grounds.** Please complete the contract and return both the yellow and white copies along with your down payment for rental space and fees to the address on the contract. Also complete any of the other forms that apply to you. Again, I ask that you read through things thoroughly.
- Be aware that upon receiving your contract I will only contact you if there was a problem. If you want to ensure that we have received your contract please feel free to call or email me. Your vendor packet can be picked up on the Monday or Tuesday of set up upon your arrival to the grounds. That will have

- your tickets and other information with it as well. Set up times are listed on the Rules and Regulations sheet.
- A contract with Pepsi will be enforced again this year. We have discussed this and it is the only way to handle this problem. All vendors on the grounds must buy from Pepsi and sell the sizes and kinds of soda Pepsi supplies. See the letter from Pepsi enclosed. No Coca-Cola propaganda will be allowed. (This includes cups)
- If you want to drive on the grounds after the hour of 10am you are going to have to purchase a truck and driver pass. All morning drop-offs should enter through the 12th Street gate and all vehicles dropping off supplies must be off the grounds by 10am.
- One new procedure will be collecting an additional \$50 from all vendors as insurance that they will stay open and set up until the identified take down time. If you follow the rules you will get the \$50 back on the Sunday of the fair in the form of cash.

Again, welcome to the Fond du Lac County Fair and I hope this year is very successful for you. This letter is intended to inform you as well as help you understand how we run our event. Like I mentioned above if you ever have any questions do not hesitate to contact me. Email is the best way to reach me or call after 7:00 at night. I hope this letter finds you all happy and healthy. I look forward to seeing you all in July.

Sincerely,

Lisa Immel
Fond du Lac County Fair Space Manager

Enclosure

Fond du Lac County Fair Rules and Regulations

- The Fond du Lac County Fair is in no way responsible for the damage of property of exhibitors due to theft, fire, water and natural causes such as weather conditions; including any personal injury of exhibitors and their employees.
- Exhibit booths and concessions must be manned during the fair hours except for the unmanned booth area in the Expo Building. Daily upkeep of display booth is required.
- The daily Expo hours are from 10:00am to 10:30pm **INCLUDING** Tuesday night from 5:00pm to 10:30pm. The daily grounds hours are 8:00am to 12:00 midnight daily.
- Indoor booth space includes electrical hook-up, tables and chairs in the rental fee.
- Outdoor booth rental spaces must purchase electricity if needed.
- No animals/pets are permitted in the exhibit areas or adjacent to areas. Exclusions do not apply to patrol dogs accompanying security and guide dogs for the handicapped.
- Changing the layout of the Expo Building booths and fair grounds areas will be done to best meet the needs of all parties concerned after taking into consideration **ALL** input.
- The fair space manager “reserves” the right to re-rent space not occupied by the concession/exhibit by the appointed start time of the Fond du Lac County Fair with **NO REFUND** of monies paid to the Fair for the deposits or rental of location.
- Set up is Monday before the fair from noon to 7pm and Tuesday from 8:00am until the start of the pre fair event that night.
- ***Payments made after June 1, 2007 must be in the form of cash or money order. If payment is not received by June 1, the previous year’s location **CANNOT** be guaranteed.
- No exhibit or any part of any exhibit may be dismantled, taken down or removed from the assigned location prior to the specified take down time. Violation of this rule will ensure that you are not given your \$50 deposit back as well as jeopardize your return to the fair in the future years or if you are allowed to return your spot is no longer guaranteed. Take down times:
 - **Expo Building = Sunday, July 22nd, 2007 after 7:00pm**
 - **Fair Grounds = Sunday, July 22nd, 2007 after 9:00pm**
- The fair grounds electrician must do all electrical hook-ups.
- No helium-filled balloons in the Expo Building (it creates ceiling fan problems)
- No sale of weapons of any type (such as knives, throwing stars, chains, guns that shoot small beads, etc.); laser lights; offensive named or odorous products; and any products deemed not safe or of poor image – final decision is up to the fair space manager. Also the usage of laser lights on the grounds is not permitted; they will be confiscated due to safety.
- No subletting of your space/location is permitted; nor is it transferable.
- No parking or camping on the fairgrounds – except in the designated areas.
- All exhibitors/concessionaires must have a ticket to enter the grounds. Any vehicles delivering items on the grounds after 8am must have a vehicle pass or enter through the 12th street gate for drop off purposes only. **The fair begins taking tickets at 8am Wednesday, July 18th. No ticket refunds will be given and no lists will be in ticket booths. Everyone who enters the fair must have their own ticket. Additional tickets and any vehicle passes may be purchased from the fair space manager.**
- Applicant shall not interfere with other exhibitors by the excessive use of loud speakers, amplifiers of sound, radios, other broadcasting devices, and sound attracting gimmicks with final decision up to the fair space manager.
- No soliciting or selling merchandise, including passing out of brochures/literature, outside of the rental location.

Camping/ Supply Truck/Additional Ticket Application

There are three areas for camping on the grounds. One area is located north of the grandstand near the Blue Line hockey arena, another area is located to the west of the Sound Stage near the Poultry barn, and the third is near the Horse Barn. Electricity and water are available to all spots; sewer will only be available for a few spots in the Blue Line camp area. There is a \$75 camping fee and a \$25 electricity fee. These fees are the same for both camping areas. If you would like a camping spot reserved for you please fill out the following information and add these two fees onto your total amount due.

_____ - I need a camping spot for the 2006 Fair.

_____ - I need an electrical hook-up (circle one). 110V or 220V

To help me assign spots please answer the next two questions:

Where would you like to camp this year? _____

My camper is _____ ft. long.

If you want to park a supply truck inside the gates on the grounds for the duration of our event you must purchase a \$50 Concessionaire Supply Truck Pass. This must be displayed in your window during the week of the fair. Spots will be assigned on a first come basis during set-up the week of the fair. Please indicate if you would like a Concessionaire Supply Truck Pass below and add the \$50 fee to your total amount due. (Upon your arrival to the fair grounds, do not park your supply truck until you have talked to me. The look of the grounds and electrical issues need to be addressed, and some of you will not be parking your supply truck in the same spot it has been in the past.)

_____ - I need a supply truck pass.

Tickets needed:

- Tickets at \$15.00 - # needed _____ X \$15.00 = \$_____ (maximum of 3 & before June 1st)

- Tickets at \$30.00 - # needed _____ X \$30.00 = \$_____ (after June 1st)

- Truck and driver pass - # needed _____ X \$35.00 = \$_____

- **\$50 refundable fee for take down at the specified time = \$ 50.00**

Total amount due from this application = \$ _____

2008 Fond du Lac County Fair – Concessionaire/Exhibitor Space Contract

Fond du Lac County Agricultural Society
PO Box 1466
Fond du Lac, WI 54936-1466

Phone: 920-539-1852
(Space Manager)

The **Fond du Lac County Agricultural Society** for the dates of July 16th to July 20th enters into this agreement with:

_____	_____
Business Name	Contact Person
_____	_____
Address	City
_____	_____
State Zip Code Phone #	*Email Address – (this is where your confirmation will be sent)

SPACE RENTAL INFORMATION:

Inside Booth Space –

10 X 10ft - \$150.00 (Electricity Included) - # of Spaces ____ X \$150 = \$ _____

Outside Booth Space & Electrical Hook-ups–

Main Street & Liberty Street - \$30/frontage ft. - # of ft. ____ X \$30 = \$ _____

Expo Lane, 17th Street, First Street - \$20.00/frontage ft. –

of ft. _____ X \$20.00 = \$ _____

110V electrical hook-up – 2 hook-ups for \$60. Every hook-up after that is \$25 a hook-up.

220V electrical hook-up – Each hook-up will be \$85 a piece.

of 110V needed - _____ # of 220V needed - _____

Total due for electrical hook-up = \$ _____

“NO” SUBLETTING IS ALLOWED. The Exhibitor Space **MUST BE OCCUPIED BY THE ABOVE BUSINESS NAME &** limited to listed activities & products only. Please list below and realize this portion **MUST** be filled out! (If this section is not completed this contract will not be accepted; attach a menu if that is the easiest):

All vendors shall furnish Seller’s Permits (if applicable) and certificate of insurance for general liability with limits of \$1 million. Food vendors shall also have product liability naming the Fond du Lac Agricultural Society as an additional insured to be furnished it with your final payment. You will be responsible for the required compliance of local and state regulations pertaining to your concession including your temporary food service application (enclosed with this contract). You are responsible to follow the guidelines set forward by Pepsi as well.

RESERVE your space location by signing your contract & submitting your first half of payment due now. (Keep the Pink copy of the contract for your records.) Mail all, plus any required forms to the Fond du Lac Country Agricultural Society, Box 1466, Fond du Lac, WI 54936. Final payment is due no later than June 1.

Exhibitor and/or concessionaire understands and agrees that this contract shall become binding between both parties under the terms and conditions stated in the contract and abide by the rules and regulations on the attachment and cover letter enclosed with this contract.

Contract Signatures:

Exhibitor/Concessionaire: _____ Date: _____

Fair Space Manager: _____ Date: _____

SEE THE ATTACHED COMMERCIAL RULES & REGULATIONS

Any changes to this contract will cause it to be null & void.

For Office Use Only
Total Due: \$ _____
Amt Paid: \$ _____
Remaining Amt Due: \$ _____