

January 20, 2010

Dear Outdoor Concessionaires:

The 2009 Fond du Lac County Fair is right around the corner. The fair board has been working hard to schedule yet another successful event. This year the fair dates are **July 20-25, 2010**. The fair will also have a Family Night reduced admission event on Tuesday **July 20** from 5pm until 11pm. Wednesday through Saturday there will be national acts on the grandstand as well as musical events and other entertainment throughout the grounds all week. Tip Top shows again will be providing Midway entertainment. We would like to invite you to be a part of our event this year.

Effective 1/1/2010, I have been hired as the manager of the Fond du Lac County Fair. I have been on the fair board for the past 6 years and have had the pleasure of working with many of you for several years. My sister, Lisa Immel, whom many of you have worked with in the past, will be present at the fair to assist me during set up and tear down times. I am excited to work with the fair as the manager to make it the best event it can be for the exhibitors, vendors, and fair-goers!

Please take the time to read through the remainder of this letter, the rules and regulations, a contract, and look over the map for the grounds as layout will be slightly different this year.

- This year all food concessions will be inspected and assessed a fee yet to be determined by the County Health Department. The fair board has no control over this fee.
- The contract included in this package has not changed from 2009. Please fill out all the necessary information and read it thoroughly. ****If you are a new vendor please pay \$20.00/ft and we will adjust your final payment upon your arrival at the fair.****
- The fair board is not limiting any items sold other than food. This means there will be no more than two specialty items allowed to be sold on the grounds unless they have been “grandfathered” in. General merchandise has no limit to the number of vendors allowed on the grounds.
- I will only contact you if there is a problem upon receiving and reviewing your contract. If you would like confirmation, please email me at fdlfair@dotnet.com.
- Your vendor packets – which include your tickets onto the grounds, space location, camping location (if applicable), and payment receipt – can be picked up during the following designated set-up times:
 - Monday July 13th from 8:00am to 6:00pm.
 - Tuesday July 14th from 8:00am to 4:00pm. (The grounds open at 5:00)
- ONLY Pepsi products will be sold on the grounds – see Pepsi contract.
- If you want to drive on the grounds AFTER 10am during the fair, you MUST purchase a truck and driver pass. All morning drop-off must come through the 12th street gate near the pool and midway entrance.
- Outdoor Vendors can start take down after 7:30pm. There is a night demo derby that begins at 6PM. We ask that you do not start tear down before 7:30pm.

Again, welcome to the Fond du Lac County Fair. I hope this year is very successful for you. If you ever have any questions do not hesitate to contact me. Email is the best way to reach me but feel free to call any time. I hope this letter finds you all happy and healthy and look forward to seeing each of you all in July.

Sincerely,

A handwritten signature in black ink, appearing to read "Mathew".

Mathew Immel
Fond du Lac County Fair Manager/Treasurer
P = 920.251.1199

Enclosure