

February 1, 2011

Dear Outdoor Concessionaires:

The 2011 Fond du Lac County Fair is right around the corner. The fair board has been working hard to plan our 160th annual Fair! This year the fair dates are **July 19-24, 2011**. The fair will also have a Family Night reduced admission event on Tuesday **July 19** 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.

This past year, the county has expanded and renovated our Expo Building. The expansion of the building combined with other goals and plans for the fair has led to a revision of the ground layout for 2011. Our intent is to have all the musical venues and all stands that serve alcohol in the same area away from our Kids Carnival Corale area. Many of the food vendors will be located right in the heart of this new entertainment area. Vendors who have contracted with us in the past will have preference for new location if their prior spots have been moved or eliminated. Please email me with your questions and concerns.


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 changed slightly from 2010. Please fill out all the necessary information and read it thoroughly.
- The fair board is not limiting any items sold other than food. This means there will be no more than three 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 info@fonddulacountyfair.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 18th from 8:00am to 6:00pm.
 - Tuesday July 19th from 8:00am to 4:00pm. (The grounds open at 5:00)
- ONLY Pepsi products will be sold on the grounds. This year, The Fair will purchase all the Pepsi products and bill you for the product used. Your bill must be settled before leaving on Sunday. Distribution of Pepsi product will still be handled on site by the Pepsi distributor. Cases of soda will be sold to vendors at \$25 a c case, water will be sold at \$15 a case, and sports drinks will be sold at \$30 per case. All cases are 24-count 20-oz bottles. Vendors may sell soda for \$2 per bottle, water for \$1.50 per bottle, and sports drinks for \$2.50 per bottle. Bag-in-a box prices will be available closer to the event.

- 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 or the Fond du Lac Ave gate near the Hockey Arena.
- Outdoor Vendors can start take down after 7:30pm on Sunday. 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,



Mathew Immel
Fond du Lac County Fair Manager/Treasurer
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Enclosure