

February 1, 2011

Dear Expo Building Vendors:

The 2011 Fond du Lac County Fair is right around the corner. The fair board has been working hard to schedule our 160<sup>th</sup> 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<sup>th</sup>** from 5:00pm 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.

The expo building has undergone a major renovation and expansion this past fall and winter. The building was expanded, a new HVAC system was added, a dropped ceiling was added, new restrooms were installed, and a new kitchen and meeting rooms were installed. With the additional space in the building, the fair will host its first ever Wisconsin Products Pavilion. If you have ever traveled to the Wisconsin State Fair, you would have seen the crowds that flock to this building at State Fair Park to enjoy a piece of all things grown and made in Wisconsin. We feel that splitting the Expo Building between our traditional vendors and Wisconsin Products Vendors will attract larger crowds to the new building thereby increasing the traffic flow to your booths. We are excited for the business opportunity this new attraction presents to the Fair and to our loyal vendors from years past.

***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.***

- The daily Expo hours are from 10:00am to 10:30pm **INCLUDING** Tuesday night from 5:00pm to 10:30pm and **EXCLUDING** Sunday night which has hours of 10:00am to 7:00pm. You cannot take down until 7:00pm on Sunday or you will not receive your \$50 gratitude check back. The daily grounds hours are 8:00am to 12:00 midnight daily. Please note your booth must remain completely set up until 7PM to be eligible for the gratitude check.
- The contract included in this package is similar to the 2010 contract. Please fill out all the necessary information and read it thoroughly.
- The fair board is not limiting sales on any items 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 the fair at [info@fonddulaccountyfair.com](mailto:info@fonddulaccountyfair.com).
- Your vendor packets – which include your 2 complimentary tickets and additional purchased tickets, space location, camping location (if applicable), and payment receipt – can be picked up upon arrival at the fair during the following set-up times:
  - Monday July 18<sup>th</sup> from 12:00pm to 6:00pm.
  - Tuesday July 29<sup>th</sup> from 8:00am to 5:00pm. (The grounds open at 5:00)

- ONLY Pepsi products will be sold on the grounds – all Pepsi products will be purchased directly from the Fair.
- If you want to drive on the grounds AFTER 10am, you MUST purchase a truck and driver pass. All morning drop-off must come through the 12<sup>th</sup> street gate near the pool and midway entrance.

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 you are always welcome to call me. I look forward to seeing you all in July.

Sincerely,



Mathew Immel  
Fond du Lac County Fair Manager/Treasurer  
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Enclosure