



June 28, 2018

Dear Tulsa State Fair Concessionaire,

Pepsi Beverages Company (PepsiCo) couldn't be more excited to be the new partner of the Tulsa State Fair. In hopes of facilitating an easy transition, we have taken the time to prepare this packet that will guide you through how our companies will be doing business together. Thank you for being a concessionaire at the Tulsa State Fair and we look forward to working with you!

Product Ordering & Delivery

PepsiCo will have a local representative onsite to help facilitate any issues that may arise during the Tulsa State Fair. To complete orders in a more productive manner, an online portal will be available. Orders have to be received by 12pm (Noon), to be available for delivery or pick-up the following morning. Please call the following number for emergency orders only, 918-688-1596, and a \$25.00 service fee will apply to all emergency orders.

There will be 2 options for receiving your product; (1) A temporary Warehouse or "dock pickup" will be onsite at the Tulsa State Fair; this allows you to save the cost associated with deliveries, (2) Delivery service will be available, but each delivery made to your concession stand will have a \$25.00 service fee, due at the time of delivery.

Setting Your Business Up As a Customer

Each concessionaire that will be receiving product and/or equipment will need to be set up with an individual customer number. To complete customer information, product and equipment orders, please refer to the links listed on page 2 of this letter. In order to ensure we are able to get your customer number activated, we will need this information submitted by August 3. If you already have a customer number with PepsiCo from an approved location, there will be a place to note that information on the form. We will only be able to use customer numbers that were set up in Oklahoma, Texas, NW Arkansas and Louisiana.

Once your information has been entered into the portal, and if you have indicated to be put on charge, PepsiCo will send you a credit application. Once your credit application is completed, it will need to be scanned and emailed to teresa.brock@pepsico.com or faxed to the Attention of: Teresa Brock, at 918-445-8126, on or before August 3. Only for the Tulsa State Fair, PepsiCo will have the capability to accept credit cards. If you do not wish to be set up on charge or pay

via credit card, forms of payment for product and services are; Check, Cashier's Check, or Money Order. NO CASH WILL BE ACCEPTED at the Tulsa State Fair. Payment is due at the time of pickup or delivery.

Equipment Rental Fees & Service Policy

PepsiCo will offer Tulsa State Fair Concessionaires equipment and service during the days of the Tulsa State Fair.

1. Fountain equipment will be available for lease at a rate of \$150 for the duration of the Tulsa State Fair.
2. Cooler equipment will be available for lease at a rate of \$75 for the duration of the Tulsa State Fair.
3. Service for all equipment will be available during the Tulsa State Fair. Service on non-PepsiCo equipment will incur a fee of \$75.00 per hour, plus parts. There will be a PepsiCo Service Technician onsite at all times during the Tulsa State Fair and will have a direct line to call which will be provided.
4. All rental fees must be paid at the time of installation.
5. All service fees must be paid at the time of service.

Please note that all PepsiCo equipment that is used during the Tulsa State Fair by concessionaires are to only be used to display and sell product provided by PepsiCo at the Tulsa State Fair or EXPOSERVE Facilities. You may not use PepsiCo's equipment for any external product (including, but not limited to Sam's, Costco, Walmart, etc.). If at any time there are any other brands being displayed or sold, it will be reported to the Tulsa State Fair Commercial Space Sales Supervisor and may result in the removal of the loaned equipment; there will be no reimbursement for the rental amount.

Copy and paste the link into your web browser;

August 3	Customer Information Form	Tulsastatefair.com/pepsicustomer
August 10	Equipment Order Form*	Tulsastatefair.com/pepsiequipment
September 7	Product Order Form*	Tulsastatefair.com/pepsiproduct

***Customer Information Form must be submitted on or before August 3, prior to completing order forms for equipment and products.**

Equipment Available:

	<p>Pepsi Countertop Cooler</p>	<p>\$75 rental fee</p>
	<p>Pepsi 12 Cubic Feet 1-Door Cooler</p>	<p>\$75 rental fee</p>
	<p>Pepsi 26 Cubic Feet 1-Door Cooler</p>	<p>\$75 rental fee</p>
	<p>8 Valve Freestanding Fountain Unit</p>	<p>\$150 rental fee</p>

You must have an active customer number prior to ordering equipment. Equipment needs have to be submitted on or before August 10, to ensure we are able to source the equipment from our warehouse and schedule installation before the Tulsa State Fair.

2018 Product List

Pepsi Product List - Tulsa State Fair 2018		
1 LITER PL 1/12 (LOOSE)		
PREMIUM LIFEWTR		
16OZ CN 1/12 (LOOSE)		
MTN DEW KICKSTART BASE	MTN DEW KICKSTART BLACK CHERRY	MTN DEW KICKSTART FRUIT PUNCH
MTN DEW KICKSTART MANGO LIME	MTN DEW KICKSTART MIDNIGHT GRAPE	MTN DEW KICKSTART ORANGE CITRUS
MTN DEW KICKSTART ULTRA		
20OZ PL 1/24 (LOOSE)		
PEPSI	DT PEPSI	PEPSI ZERO SUGAR
DR PEPPER	DT DR PEPPER	MIST TWST LEMON LIME
MTN DEW	DT MTN DEW	MTN DEW ICE LEMON LIME
CRUSH ORANGE	MUG ROOT BEER	
LIPTON ICED GREEN TEA CITRUS	DT LIPTON GREEN TEA CITRUS	LIPTON ICED TEA PEACH
20OZ PL 1/24 SHELL (LOOSE)		
AQUAFINA WATER		
20OZ WM PL 1/24 (LOOSE)		
GATORADE FRUIT PUNCH	GATORADE LEMON LIME	GATORADE ORANGE
GATORADE COOL BLUE	GATORADE G2 GRAPE	GATORADE G2 COOL BLUE
5 GAL BIB		
PEPSI	DT PEPSI	MIST TWST LL POS
MTN DEW	DT MTN DEW	MUG ROOT BEER
DR PEPPER	DT DR PEPPER	CRUSH ORANGE
TROPICANA LEMONADE	SUNKIST CHERRY LIMEADE	BIG RED
700ML PL 1/12 (12 LOOSE)		
PREMIUM LIFEWTR		
CO2		
20LB FULL TANK		
CUP		
C 16OZ 1200C	C21OZ DP 1200C	32OZ CUP 480 DPM
LID		
L16/24 SBCH 1000	32OZ LID 960 SL	

Indicates required brands

*MIST TWST LEMON LIME has changed to Sierra Mist

Product Buy Back Policy:

All sales of product before and during the Tulsa State Fair are final.

2018 Pricing

Pepsi Pricing List - Tulsa State Fair 2018			
Package	Unit/Case	Price/Case	Per Unit
200z CSD	24	\$29.81	\$1.24
200z Aquafina	24	\$18.14	\$0.76
1 Liter Life WTR	12	\$17.00	\$1.42
700ml Life WTR	12	\$14.00	\$1.17
200z Gatorade	24	\$25.82	\$1.08
200z Lipton	24	\$29.81	\$1.24
16oz KickStart	12	\$15.07	\$1.26
Package	Unit/Case	Price/Case	Per Gallon
5G BIB	5	\$75.50	\$15.10
5G BIB (Dr Pepper and Diet Dr Pepper)	5	\$77.85	\$15.57
Package	Unit/Case	Price/Case	Per Pound
CO2	1	\$23.78	\$1.19
Package	Unit/Case	Price/Case	Per Unit
16oz Cup	1200	\$64.62	\$0.05
21oz Cup	1000	\$75.93	\$0.07
32oz Cup	480	\$60.38	\$0.13
Lids (16oz/21oz)	2400	\$31.75	\$0.01
Lids (32oz)	960	\$40.28	\$0.04

It is our goal to create a positive experience in doing business with you, we are looking forward to a great year at the Tulsa State Fair.

Thank you for your business!

Teresa Brock
 PepsiCo Sales Representative – Tulsa, Oklahoma
 918-520-0929
 teresa.brock@pepsico.com