



## Bremer County Fair July 28<sup>th</sup> – August 3<sup>rd</sup>, 2019

Hello Previous and Prospective Commercial Exhibitors and Concessionaires,

January 29<sup>th</sup>, 2019

The Bremer County Fair invites you to participate in the 2019 fair!

This year contracts will be available online at [www.bremercountyfair.com](http://www.bremercountyfair.com) and can be sent, if requested. Completed applications can be emailed to [eric.versteegt@bremercountyfair.com](mailto:eric.versteegt@bremercountyfair.com) or mailed to Bremer County Fair C/O Eric Ver Steegt - 2780 Hawthorne Ave – Janesville IA 50647. Payment will need to be mailed; we only accept checks and cash.

The exhibit spots in the Droste Exhibit Hall will be setup with the larger booths (10x10) along the middle aisle and the smaller booths (10x8) along the North and South walls. We will also use the security fence to section off the east end as we have in past years so that the Bremer County Dairy Promoters can be open from 9:00 AM to 10:00 PM each day. If you would like to be open for the extended hours, please check the blank on the contract indicating that you would like to be open during this time and I will place you in the east end of the building.

NOTE: The Bremer County Fair Association does NOT have excess tables and chairs for use for exhibitors. You must bring what you will need for your booth spot. There is an electrical outlet at each booth inside Droste Hall. Droste Hall is air conditioned and we try our best to provide free wi-fi for vendors.

Outside commercial exhibitors will be located either South of the office in the grassy area or in the parking lot just West of the office. There are no power hook ups available with these spaces and vendors need to be self-contained.

NEW for 2019! In an attempt to increase foot traffic and business for vendors, Business Hours will be from 12pm - 7pm Monday July 29<sup>th</sup> - Friday August 2<sup>nd</sup> and 10am - 7pm on Saturday August 3<sup>rd</sup>. The reason for this is the audience attendance from livestock shows, (livestock shows typically run from 8am-2pm) have been increasing and it is our hope that by changing Droste Hours, foot traffic increases as well, meaning more business for you!

Another NEW EVENT that I would like to add this year for commercial exhibits/vendors is offering to fairgoers daily drawings, scavenger hunts, and BINGO of vendors. The hope is to get more foot traffic to your booth and in return, more business! The drawings and prizes would consist of small products or giveaways donated by the vendors themselves. Please note, if you are a 2019 vendor, it is not a requirement to donate a giveaway but I hope you take the opportunity to participate. The more participation, the more promotion we can provide and more business for you! As a Thank You to those who participate by donating a giveaway, you will be mentioned in extra BCF Social media posts and advertising! Details on this are still being worked out, please feel free to contact me with questions or suggestions!

Food vendors will be placed near the entertainment pavilion and Cattlemen and Pork Producers buildings. Back by popular demand will be the 2<sup>nd</sup> annual Battle of the Food Vendors to help promote and gain foot traffic for vendors. This contest is free to participate in and I hope many, if not all, of the food vendors will take this opportunity to promote themselves with this fun and friendly competition. More details are available in the contract. The Bremer County Fair is becoming a green fair. Vendors MUST recycle cardboard. Please place cardboard outside your unit and we will pick it up daily.

Please refer to the appropriate contract for the applicable rates and deadlines. Set up will be from 8am to 8 pm on Sunday, July 28<sup>th</sup> and from 8:00am to 12pm on Monday July 29<sup>th</sup>. If you need to make special arrangements for set up, please contact me. Removal of all commercial exhibits from the exhibit halls may begin at 7 PM on Saturday and must be completed by 12:00 PM on Sunday. The Fair Board respectfully requests that no exhibitors leave until Saturday at 7 PM.

Please consider being a part of our fair and return the contract and payment in a timely manner. I'm looking forward to hearing from you! If you have any questions, please do not hesitate to contact me. Thank You!

Sincerely,

Eric Ver Steegt

Commercial Exhibits & Concessions Manager - Bremer County Fair  
eric.versteegt@bremercountyfair.com \* Phone: 319-404-8400