

March 23, 2019

Dear Expo Building Vendors:

The 2019 Fond du Lac County Fair is right around the corner. The fair board has been working hard to plan our 168th annual Fair! This year the fair dates are **July 17-21, 2019**. We would like to invite you to be a part of our event this year.

The Fair will feature several new additions as well as numerous time-honored traditions this year. We will again offer FREE general gate admission to ALL fairgoers. The Expo Building vendors spoke positively about this change regarding the effect it had on 2018 attendance and Expo Building traffic flow. Again, this year, we are offering daily FREE bingo in the Expo Building to help boost traffic flow! Visit our website for our complete event line-up as it is released. The board is also currently working on filling empty space with some exciting other ideas. With this being said, The Expo Building layout may change but we will keep past vendor booth in similar proximity to last years space.

The Fair Board is also interested in filling the Expo stage with more entertainment that in past years. This allows for a new opportunity for you. Any interested indoor vendor can sign up for stage space to put on a public educational presentation about your product, business, etc.... This may not be for all, but we would give those that are interested stage time as they'd like it. If you are interested please send an email to the address listed in the signature of this letter and we will assess the interest in this offer.

Parking for Expo Building vendors will again be in the 17th street lot due to the retention ponds that are located on the west side of our property. There are no contract pricing changes this year for indoor vendors.

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 may be slightly different this year.

- The daily Expo hours are from 10:00am to 9pm except for Sunday which has hours of 10:00am to **7:00pm**. You cannot take down until **7:00pm** on Sunday or you will not receive your \$25 gratitude check. There is a limit of one gratitude check per contract.
- The contract included in this package is similar to the 2018 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 vendors@fonddulaccountyfair.com.
- Your vendor packets – which include your 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 15 from 12:00pm to 6:00pm.
 - Tuesday July 16 from 8:00am to 6:00pm.
- **It is your responsibility to bring any needed extension cords to bring electrical to your booth.**
- **Any soft drinks, sports drinks, and water sold by vendors MUST be of the approved brand and size of the contracted supplier of the Fair which will be Coca-Cola. All soft drinks and water sold by vendors MUST be purchased directly from the Fair. No carry-ins will be allowed. Violations of this rule are subject to a \$250 fine and potential forfeiture of the ability to sell beverages.**
- All morning drop-off must come through the 17th street gate.

Again, welcome to the Fond du Lac County Fair. We hope this year is very successful for you. If you ever have any questions do not hesitate to contact Lisa Immel. Email and text messages are the best way to communicate, but you are always welcome to call. We look forward to seeing you all in July.

Sincerely,

Lisa Immel Fond du Lac Fair Space Manager
Fond du Lac County Fair
vendors@fonddulaccountyfair.com
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