

January 20, 2010

Dear Expo Building Vendors:

The 2010 Fond du Lac County Fair is right around the corner. The fair board has been working hard to schedule yet another successful event. This year the fair dates are **July 20-25, 2010**. The fair will also have a Family Night reduced admission event on Tuesday **July 20<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.

Effective 1/1/2010, I have been hired as the manager of the Fond du Lac County Fair. I have been on the fair board for the past 6 years and have had the pleasure of working with many of you for several years. My sister, Lisa Immel, whom many of you have worked with in the past, will be present at the fair to assist me during set up and tear down times. I am excited to work with the fair as the manager to make it the best event it can be for the exhibitors, vendors, and fair-goers!

***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.
- The contract included in this package is the same as the 2009 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 [fdlfair@dotnet.com](mailto:fdlfair@dotnet.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 19<sup>th</sup> from 12:00pm to 6:00pm.
  - Tuesday July 20<sup>th</sup> from 8:00am to 5:00pm. (The grounds open at 5:00)
- **ONLY** Pepsi products will be sold on the grounds – see Pepsi contract.
- 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.

· Entertainment has yet to be determined for the Expo Building stage. But I assure you volume will not be an issue. We are aware that your rental is purchased so you can communicate with potential customers. Please be aware that we are correcting this issue.

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  
P = 920.251.1199  
Enclosure