



## Bremer County Fair July 25<sup>th</sup> – July 31<sup>st</sup>, 2021

Hello Previous and Prospective Commercial Exhibitors and Concessionaires,

March 1<sup>st</sup>, 2021

The Bremer County Fair invites you to participate in the 2021 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.

First, to answer everyone's big question. How big is your fair? We are a 7 day fair, Running Sunday-Saturday with vendors starting on Monday. We are a Free Gate Fair and do not charge a gate fee. We only charge a gate for our grandstand events. Due to being a free gate fair it is sometimes challenging to get a good idea, but we estimate we average 35,000 -40,000 people total have visited our fair by the end of day seven.

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 limited power hook ups available with these spaces.

Commercial Exhibit/Vender Business Hours will be from 12pm - 7pm Monday July 26th - Friday July 30th and 10am - 7pm on Saturday July 31st. 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 keeping these Droste Hall Hours, foot traffic increases as well, meaning more business for you!

NEW FOR 2021. Ticket Giveaway Promotion. In an attempt to increase foot traffic and business, The Bremer County Fair Board will be doing a drawing for 4 Free Grandstand Tickets each night! (M, W, TH, F, S). The sign up for the drawing will be placed in the back of Droste Hall and we hope to see much increased foot traffic due to this daily drawing! I will also be working to add additional signage around the fairgrounds promoting the many great vendors as well as getting bigger and better signage promoting "vendors inside" placed ON Droste Hall as well.

Food vendors will be placed near the entertainment pavilion and Cattlemen and Pork Producers buildings. Back by popular demand will be the 3rd annual Battle of the Food Vendors, (Now on Tuesday Night) 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.

Food vendor Hours are 4:30pm-9:30pm M-F and 12pm-9:30pm on Saturday. I also encourage you to try out the Lunch Ruch from 11am-1pm. I recommend you let me know day of if you plan to open for lunch, so we can properly promote!

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. Set up will be from 8am to 10 pm on Sunday, July 25th and from 8:00am to 4pm on Monday July 26th. 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. Release of Food Vendors is 9:30pm, Saturday July 31st.

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