

February 2025

Dear Expo Building Vendors,

The 2025 Fond du Lac County Fair is fast approaching, and we're excited to welcome you to our 174th annual event! The fair board has been working hard to plan another fantastic year, filled with new attractions and cherished traditions.

Fair Dates & Expo Building Information

Fair Dates: July 16-20, 2025

Sneak Peek Night: Tuesday, July 15

Expo Building Open for Sneak Peek & Judging:

- Tuesday, July 15 – Open for judging at 1:00 PM
- Booths will be accessible to judging participants and the public from 1:00 PM to 9:00 PM
- Vendors are responsible for securing merchandise during this time, as the building will not be locked

Contracts will begin to be sent out in late February. If you are unable to return for the 2025 Fair, please notify us as soon as possible. Spaces from non-returning vendors will be filled with new exhibitors who will receive the first right of refusal for future years.

Referral Program

We are continuing our vendor referral program. If you refer a new vendor who signs a contract, you will receive a \$50 credit (paid with your gratuity check on Sunday night). Help us grow the Expo experience!

2025 Fair Highlights

We're thrilled to bring back popular features, including:

- Free General Gate Admission for all fairgoers
- Traditional carnival rides & attractions
- Ag Education & Moo-ternity Ward
- Free pony rides & chainsaw carving

Additional 2025 Fair highlights will be announced soon. Stay tuned for updates on our website and social media.

Expo Building Vendor Parking & Setup

Reserved Vendor Parking: Located at the 17th Street & Martin Ave intersection. Additional passes are available for \$40.

Electricity: Vendors must bring their own extension cords.

Vendor Setup Times:

- Monday, July 14 – 12:00 PM to 6:00 PM
- Tuesday, July 15 – 8:00 AM to 12:00 PM (after 12:00 PM, no vehicle traffic due to judging and Sneak Peek event)

Expo Building Hours:

- Wednesday – Saturday: 10:00 AM – 9:00 PM
- Sunday: 10:00 AM – 6:00 PM (Early teardown is not allowed; violators forfeit the \$25 gratuity check)

Vendor Requirements & Policies

Insurance: Vendors must provide a Certificate of Insurance for general liability (\$1M per occurrence), naming the Fond du Lac County Agricultural Society as an additional insured. No vendor may set up without an approved certificate. If you need assistance, contact us.

All vendors must complete the S-240 Form, Wisconsin Temporary Event Operator & Seller Form. No vendor may set up without completing this form.

Beverage Sales: Any soft drinks, sports drinks, and bottled water must be purchased directly from the fair's contracted supplier. No outside beverages are allowed. Violations will result in a \$250 fine.

Morning Deliveries: Must enter through the 17th Street Gate. Vehicles must be off the grounds by 9:00 AM.

Sponsorship Opportunities

Looking to elevate your brand at the Fair? Sponsorships are available for a variety of events and attractions, offering exposure to thousands of attendees. Let's discuss how we can create a lasting impact for your business.

We look forward to another successful and exciting Fond du Lac County Fair! If you have any questions, please feel free to contact Pat Immel at the information below. Email and text are preferred for quick responses, but calls are always welcome.

Sincerely,

Pat Immel

Executive Administrative Assistant

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