

February 2024

Dear Expo Building Vendors:

The 2024 Fond du Lac County Fair is right around the corner. The fair board has been working hard to plan our 173rd annual Fair! This year the fair dates are **July 17-21, 2024 with a Sneak Peak night July 16th**. Contracts will start to be sent out in late February. The Expo building will be open on Tuesday, July 16th for the sneak peak as well as judging. Judging will begin in the Expo at 1pm. All vehicles must be off the grounds and out of the building by noon. The building will be open to judging participants and staff at 1pm and will open to the public from 5pm to 9pm. From 1pm to 9pm, your booths will be accessible to judging participants and the general public. The building will not be secure and it is your responsibility to secure your merchandise or be present during this time.

Again this year, we will be using the referral program. The referral kickback program is intended to increase the number of commercial vendors in the building to enhance the experience for the Fairgoer as well as our current exhibitors. We will offer one \$50 credit to be paid at the same time of your gratuity check on Sunday night for any referrals that result in a signed vendor agreement.

The Fair will feature new additions as well as numerous time-honored traditions this year. We will again offer FREE general gate admission to ALL fairgoers. General parking for 2024 will be \$10. This year the Fair will welcome back free pony rides, chainsaw carving, our Ag Education and Moo-ternity ward exhibit, and the traditional carnival. **NEW** to the Fair will be the Dialed Action Sports BMX Bike Show and Prehistoric Dinosaur Adventure. Grandstand line-up will be released in the coming weeks, visit our website for our complete line-up as it is released.

Parking for Expo Building vendors will again be reserved in the lot at the intersection of 17th street and Martin Ave. Additional parking passes will be \$40. There are no contract pricing changes this year for indoor vendors.

Like in 2023, the Expo Building will house the youth and open class exhibits. We are still analyzing the layout of the Expo Building, however vendor contracts will remain the same for 2024. If you are unable to return for the 2024 Fair, the spot you have occupied in previous years will be filled with a new vendor who will have the first right of refusal going forward. Due to the judging of exhibits, **all vendors must be set up by noon on Tuesday**. You may work in your booth Tuesday afternoon, but no load in or vehicle traffic will be allowed in the building afternoon due to safety concerns.

Please take the time to read through the remainder of this letter, the rules and regulations, and your contract.

- All vendors shall furnish Certificates of Insurance for general liability with limits of \$1 million per occurrence, naming the Fond du Lac County Agricultural Society, PO Box 1466, Fond du Lac, WI 54936 as an additional insured. No vendor will be allowed to set up until a valid Certificate of Insurance has been filed and acknowledged. No exceptions.
 - If you need assistance securing insurance, please reach out and we can work to assist you in that process.
- The daily Expo hours are from 10:00am to 9:00 pm except for Sunday which has hours of 10:00am to **6:00pm**. You cannot take down until **6:00pm** on Sunday or you will not receive your \$25 gratitude check back. ***There is a limit of one gratuity refund check per contract.***
- The contract included in this package is similar to the 2023 contract. Please review the information, sign and return with payment by the due date.
- 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. General merchandise must be appropriate for our family-friendly event. No knives (other than cutlery) or firearms are allowed to be sold.
- 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 8:00 am to 12pm. Setup can continue after 12PM, however NO VEHICLES will be allowed on the grounds after 12pm due to exhibitor judging and the sneak peek event. The Expo is open for the Tuesday night sneak peek.
- **It is your responsibility to bring any needed extension cords to bring electricity to your booth.**

- Any soft drinks, sports drinks, and water sold by vendors MUST be of the approved brand and size of the general beverage supplier contracted by the Fair in 2024. 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.
- All morning drop-offs must come through the 17th street gate. Vehicles must be off the grounds by 9am.
- Sponsorship opportunities are available for many areas, events, and sectors of the Fair each year as well as multiple years. Vendor opportunities through sponsorships is one way to heighten your brand and create lasting impressions in the community while interacting with hundreds of thousands of fair patrons throughout the run of our 5-day event. If you are interested in exploring the opportunities that we can provide to your company please let us know.

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 Pat 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,

Pat Immel

Executive Administrative Assistant

Fond du Lac County Fair

vendors@fonddulaccountyfair.com or pcimmel@gamil.com

920.923.0278