

Dane County's FAIR



July 14 - 18, 2010

Ahh-Mazing!

Plans are underway for the 2010 Dane County Fair, July 14-18! The Fair offers you an excellent marketing opportunity – it is your chance to promote your product to more than 60,000 Madison and Dane County residents from all walks of life. The Dane County Fair is not your typical county fair!

Dane County Fair has a rich history of offering some of the most exciting free entertainment in the area. We bring in some of the biggest stage shows around – the type of entertainers usually reserved for State Fairs! This year will be no exception as we bring together crowd favorites and latest stars. There will be over a dozen free live stage shows a day! Add in the Youth & Community Stage, strolling entertainers and big name entertainment on the Main Stage to create the best entertainment value in the State!

There's more to see at the Fair than just stage acts. We've got a huge number of youth exhibits – over 7,000, a large interactive Kiddie Farm with animals and an air conditioned Exhibition Hall full of activities and vendors. The Fair also features a selection of the best fair food vendors around!

This is a great year to join the fun and take advantage of the tremendous marketing potential offered by the Dane County Fair. To submit your booth reservation, please complete and return the application. All applications are reviewed beginning March 1 once the previous year's exhibitors are re-contracted.

If you have questions, please contact Susan Orth at 608-224-0500 or sorth@wdexpo.com.

Dane County
FAIR™



Exhibit Locations and Services

Why the Dane County Fair? Dane County Fair offers attendees summertime fun for all ages resulting in a great marketing opportunity for you! It has been a Madison favorite for over 150 years, making it the oldest and one of the largest annual community events.

Here is a summary of what is available to exhibitors:

Indoor Marketplace

The comfortable, air-conditioned Exhibition Hall is a great place to showcase your company. This building is home to the Youth Exhibits, Kiddie Farm, Youth & Community Stage and over 50 commercial exhibits.

Indoor booth rates are \$360 for non-food and \$400 for food or beverage. If you need more than a 10'x10' exhibit, additional spaces are just \$200 each. Bulk space is a possibility if you have a really big exhibit. Corner booths are an additional \$75. Special rates are available for non-profit organizations. Call Susan at 608-224-0500 to learn more.

The Exhibition Hall is open 11:00 a.m. to 10:00 p.m. Wednesday through Saturday and closes Sunday at 6:30 p.m. As an inside exhibitor, you get the advantages of the exciting Fair environment and crowd without having to worry about the elements. Plus, the building is completely secure overnight.

Outdoor Trade Mall

Dane County Fair is very fortunate to have a wide variety of surfaces. Exhibits outside may be on cement or grass, depending on location, although most are on asphalt. This unique combination of surfaces helps reduce dust and mud while providing a sturdy, level base for even the heaviest exhibits.

Outdoor rates are \$360 per 10' frontage for non-food or \$400 per 10' frontage for food or beverages. Some high traffic areas may be higher priced. Bulk space is available for large or unique exhibitors.

Outdoor exhibits hours are 11:00 a.m. to 11:00 p.m. Wednesday through Sunday. Exhibitors are free to open earlier and remain open later in the day. Most stay in operation until the carnival closes, which may be 11:00 – 12:30 p.m. depending on crowd size.

Services Available

Exhibitor services and materials of all varieties are available at an additional cost. Electricity, tables, chairs, carpet, water, etc. can be ordered through the Alliant Energy Center. Tents are available for rent from Capital City Tent Rental for a very reasonable fee. Exhibitors may bring their own materials. Generators are not allowed.

A folder of information and important details, including the Exhibitor Manual and Service Order Kit, will be mailed to all exhibitors in early June. For cost information prior to receiving the kit, call the Alliant Energy Center at 608-267-3950 or review service options at www.alliantenergycenter.com.

Publicity

Dane County Fair is very fortunate to be in a highly competitive news market. Typically, TV crews from all local affiliates are on-site doing stories from the Fair, and they often feature our new or exciting exhibitors. We are also partnered with Midwest Family Broadcasting, the largest radio group in the market.



Special Features and Applications

Special Features

Military Appreciation Day – Thursday, our military men and women, along with their immediate families, will receive free admission to the Fair. Special programs and activities will be held throughout the day.

Safety Day – Fire trucks and rescue vehicles on parade will kick off Safety Day on Saturday! These vehicles will be on display, allowing Fairgoers to climb up and see what it is like to sit in the “hot seat”. Other special activities will be held throughout the day.

Hybridfest Green Drive Expo – The world’s largest hybrid car event takes place in Madison each year as a part of the Dane County Fair. Hundreds of hybrids and hybrid enthusiasts come to the Fair for seminars, contests and to see the latest in hybrid technology!

Tractor Parade – Celebrating our agricultural roots, the Dane County Fair plays host to one of the State’s largest tractor parades. This Saturday feature is a great opportunity to get up close and personal with some classic farm machines!

La Movida Sunday – Dane County’s Hispanic community comes out in force on Sunday at the Fair for special events and a full day of Hispanic music sponsored by La Movida WMLV 1480.

Application Process

Applications are accepted on a year-round basis. All applications are reviewed beginning March 1 once the previous year’s exhibitors are re-contracted.

Only the products, services, menu items and booth activities listed on your application will be sold, handled or take place at the Fair. Additional products, services, menu items and booth activities must be submitted in writing to be considered by the Fair.

The Dane County Fair goes through a great deal of effort to ensure that product categories do not become oversaturated. However, product category exclusivity is generally not available.

The Fair has many opportunities for promotion and product marketing that go well beyond booth space. The Fair can do it all – from banners to naming rights to customized admission tickets for your customers.

If you would like to learn more about some creative and unique ways to tap into the Dane County audience, please contact Susan Orth at 608-224-0500.

We’re happy to answer your questions or to brainstorm ideas with you. Thank you for your interest in being a part of the excitement at the Dane County Fair!



Application for Exhibit Space
Dane County Fair, Madison, WI, July 14-18, 2010

Mailing Address: 3310 Latham Drive, Madison, WI 53713
 Telephone: 608-224-0500 * Fax: 608-224-0300 * Email: sorth@wdexpo.com * Web: www.danecountyfair.com

Company: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Products/Services to be displayed/sold within your space (be specific): _____

Inside Exhibit Space –

Size	Cost	x	Number Requested	=	Cost
10'x10'	\$360	x	_____	=	\$ _____
Corner space <i>(call for availability)</i>	\$435	x	_____	=	\$ _____
Additional 10'x10'	\$200	x	_____	=	\$ _____
Bulk Space	Call for quote!		_____	=	\$ _____
Non-profit 3'x10' (tabletop)	\$150		_____	=	\$ _____

Outdoor Exhibit Space –

Size	Cost	x	Total Size	=	Cost
10' frontage (food vendor)	\$400	x	_____	=	\$ _____
10' frontage (non-food)	\$360	x	_____	=	\$ _____

Exhibitor Agrees to pay the Dane County Fair for the right to exhibit the sum of \$ _____

**** Space is almost sold out. Please call Susan at 608-224-0500 to check on availability.*

**** If space is available, cash payment is due at check-in.*

**** Electricity, tables, chairs, water, etc. can be ordered/rented through the Alliant Energy Center.*

Special space requests - please let us know if you have any specific space requests: _____

By signing below, I acknowledge that I wish to become an exhibitor at the 2010 Dane County Fair and agree to be bound by all exhibitor rules and regulations.

 Exhibitor Signature

 Date

 Dane County Fair Signature

 Date

FOR OFFICE USE ONLY	
Date Accepted:	_____
Full Payment:	_____
Booth#	_____

DANE COUNTY FAIR COMMERCIAL EXHIBIT RULES AND REGULATIONS

CONTRACT. Exhibitor agrees to conduct privilege granted by this contract without infringement upon the rights of others; not to handle or sell any commodity on the Dane County Fair site other than that expressly stipulated in the contract and will confine all operations to the space and privilege as herein set out. The Dane County Fair is a family event. Exhibitor agrees to not display, promote or sell any item deemed objectionable by Dane County Fair Staff. This contract, or any part thereof, cannot be assigned or otherwise disposed of without the written endorsement of the Dane County Fair upon the face of the same. Subletting of any part of space herein granted is not permissible. All exhibits must be staffed during published exhibit hours, unless special arrangements are made and approved by the Fair Staff.

Exhibitor agrees to leave the premises and property covered by this contract in the same condition as when exhibitor took possession. Exhibitors may not conduct activity of any kind that leads to congestion of aisle traffic or disturbs neighboring exhibitors. The use of microphones and amplification requires written permission from the Dane County Fair.

CANCELLATION/RELEASE. Any rental space assigned and/or contracted for, which is canceled by Exhibitor after May 15th each year will cause forfeiture of all deposited moneys and fees. Further, any space assigned and not occupied by opening time of the first day and every day of the Dane County Fair will cause forfeiture of all deposited moneys and fees, as well as all fees previously paid will be forfeited as liquidated damages. No exhibit nor any part of any exhibit, may be dismantled, torn down or removed from the assigned exhibit space or the Dane County Fair site until closing the last day of the Dane County Fair, except in emergency, upon which written release must be obtained from the Dane County Fair. All Exhibitor materials must be removed by 5:00 p.m. Monday following the Dane County Fair. The Exhibitor will remain responsible for all property left on the grounds and will be held liable for any personal injury, property damage, fines and removal, storage and disposal costs caused by the abandoned property.

SALES/HANDOUTS. Cash sales are allowed; sales are subject to the Wisconsin Consumer Act, Wisconsin Statutes Section 423, including notice requirements of a consumer's three day right to cancel. This applies to any sale of cash or contract that is consummated at the Dane County Fair. The sale of intoxicating beverages is strictly prohibited. No items may be sold by a competitive bid process (auction). No helium balloons, stickers, permanent adhesive, laser pointers or potentially dangerous or nuisance items may be handed out or sold.

EXHIBIT SIZE/LOCATION. All exhibits must be contained within rented space. In the Exhibit Hall, in-line non-perimeter booths may have no higher than 8 feet. If the product you sell, sitting on the floor, is taller than 8 feet, it may be up to 12 feet tall. Written permission is needed for any deviation from this 8/12 foot guideline. Nothing opaque/solid is to be higher than 42" within three feet of the aisle so as not to block the view of neighboring exhibits. Outdoors, there is no height restriction. In any location, nothing may extend out into the aisle or block the view of neighboring exhibits. The Dane County Fair reserves the right to relocate any Exhibitor before and/or during the Dane County Fair. Exhibitor reserves the right to decline the said relocation, thus terminating this contract and lease.

INSURANCE/LIABILITY. The Exhibitor warrants that they have in effect and shall maintain for the period of the agreement for the mutual benefit of both parties a policy of general public liability insurance against claims for personal injury or death or damage to property occurring upon, in or about the herein rented premises, in limits of not less than \$1,000,000. It is the responsibility of Exhibitor to provide the Dane County Fair with a copy of certificate and proof of \$1M of liability insurance coverage with the Dane County Fair listed as "additional insured" for the period of the agreement. The Dane County Fair is not liable for loss or damage to any Exhibitor or property of the Exhibitor due to fire, tornado, weather conditions, water from any source or other causes. Exhibitor agrees to indemnify and hold harmless from any loss, damage or expense of whatever nature on account of claims for damage to persons or property caused wholly or partially by Exhibitor, or employees of Exhibitor, agents, subcontractors or volunteers, in connection with the leasing of the space described in this contract. Exhibitors are responsible for loss of liability from theft, fire, storm damage, or vandalism for the display, materials and exhibit.

SERVICES. Electricity, water hook-ups, booth materials, drayage, etc., must be ordered from the Alliant Energy Center. No loud speaker, amplifier, mascot, outside of booth or other undignified methods of attracting attention are permitted except with written permission from the Dane County Fair. Due diligence must be exercised to prevent fire, accidents or other damage. This includes no generators, open flames or smoking in any building and using no combustibles in display. Any display vehicle must have battery disconnected and gas tank locked or taped shut. Exhibitor will comply with all laws of the United States and State of Wisconsin, all municipal ordinances and lawful orders of the police and fire departments or other municipal authorities and will obtain and pay for all necessary permits and licenses, and will not do, nor suffer to be done, anything on said premises during the term of contract that is in violation of any such laws, ordinances, rules, or orders.

TERMINATION/PENALTIES. Dane County Fair reserves their right to terminate lease due to natural disasters, fire, inappropriate exhibits, policy changes or any other reason deemed necessary. Noncompliant or disruptive exhibitors, as determined by the Dane County Fair, may be moved, evicted, barred from future fairs and/or other action deemed appropriate for the violation. The Dane County Fair reserves the right to retain any prepaid sums, seek damages in court, as well as interest on delinquent accounts, costs of collection and attorney fees. All rights not expressly granted herein are reserved to the Dane County Fair. It is the responsibility of the Exhibitor to meet all local codes and requirements or the contract is void.