

MADISON COUNTY LIVESTOCK AND FAIR ASSOCIATION
FAIR 2017 – JULY 19 – 23, 2017
APPLICATION DEADLINE IS JUNE 1, 2017

The 2017 Madison County Fair Dates – Wednesday July 19 through Sunday, July 23, 2017. Once again there will be no parking/gate admission fees charged for entry into fair.

Below you will find an application for booth space/food space and/or other vendor space rentals.

The Madison County Fair Board reserves the right to inspect (at any time) and approve all exhibit materials and remove those that may be considered inappropriate. The display, sale or distribution of knives and/or weapons of any type, drug paraphernalia or promotional items, counterfeit materials of any kind, are prohibited by the Madison County Fair Board.

Returning Outside and Varied Industries Vendors: It is critical that your application is returned by June 1, 2017 to reserve the space you occupied in 2016

Fees for 2017 are as follows:

Outside Vendors are **\$5 per frontage footage**. (You provide your own cover) + \$25 Flat fee for vendors using Electric hookups + \$100 if using refrigeration or air conditioning.

Food Vendors \$150 + \$75 trash. = **\$225 + plus \$100 if using Air Conditioning and/or Refrigeration.**

Varied Industries Indoors will be **\$15 per foot** (minimum of 4 ft.). You need to provide your own table and chairs. Please note that there are numerous changes this year, aimed at driving more traffic to our building:

- VI hours are 10:00 am – 8:30 pm daily; tear down is at 4 pm Sunday afternoon. Changes reflect peak traffic patterns in the building in previous years.
- Building is now air conditioned.
- We are running ads in The Shopper and The Exchange, the week before and the week of the fair, and we will also be included in the fair flyer.
- A Facebook “Event” page titled “Madison County Fair Varied Industries Exhibits” has been created so that you and other vendors may invite/interact with your friends and fans.
- Vendors are encouraged to advertise a “Daily Deal” to encourage repeat visits from fair-goers.
- We reserve the right to decline future applications for vendors who tear down prior to 4 p.m. on Sunday.

We aspire to incorporate additional improvements and welcome suggestions, all in the name of driving traffic to and improving the visibility of our building.

Shari Bush, Vendor Coordinator
515-468-1266
slbush@aol.com

*****Keep this page to reference rates and hours*****

2017 VENDOR APPLICATION - COMPLETE THE INFORMATION BELOW IN ITS ENTIRETY – RETURN BY JUNE 1, 2017

Organization/Vendor Name _____

Type of Space Requested ___ Varied Industries ___ Outdoor Vendor ___ Food

Contact Name _____

Mailing Street Address _____

City, State and ZIP _____

Please give a short description of what your booth represents _____

Phone Number w/Area Code _____

Alternate Number w/Area Code _____

Email address: _____

Please reserve the following for the 2017 Madison County Fair:

Varied Industries # of feet required _____ x \$15.00 = \$_____ (min. requirement is 4ft x \$15 = \$60)

Outside Vendor # of feet required _____ x \$5.00 per foot = \$_____ + _____ Electric + _____ AC/Refrigeration = \$_____

Food Vendor \$150 + \$75 Trash + \$100 AC/ Refrigeration = \$325 \$_____

****New food vendors must call for prior approval.**

Payment is required with this application by **June 1, 2017**. Make checks payable to Madison County Fair. Call if you have any questions: cell 515-468-1266 or email: slbush@aol.com

Please mail application and payment to:

Madison County Fair
C/O Shari Bush
711 N. 14th Avenue
Winterset, IA 50273