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Dear Outdoor Concessionaires:

It is again time to make plans for the 2017 Waupaca County Fair to be held **August 23-27, 2017**. The fair board and fair manager have been working hard to plan our 144th annual fair. The 2017 Waupaca County Fair Theme is, "The best kept secret until now." We encourage you to utilize our theme in your planning. Our focus is on growing the fair by having an attractive layout, entertainment, exhibits and opportunities for all. At this time we would like to extend an invitation for you to be part of our fair this year.

The fair will feature many traditional favorites as well as several new additions in 2017. We have worked hard to bring new events for 2017 while respecting and honoring many traditional favorites of annual fairgoers. Our pricing is focused on families by allowing all children 11 years of age and younger free into the fair and into several of the grandstand events and by providing several interactive and fun exhibits daily for youth and families throughout the grounds. We have also reduced our grounds admission rate for fairgoers to better provide opportunities for all to experience our great fair. Our grandstand will be including national recording artists in 2017 with two nights of great live music. We expect continued growth in our youth and adult exhibits throughout the grounds in a variety of areas. Please visit our website www.WaupacaCountyFair.org for complete information, schedule and line-up as are made available. Additionally, visit our Face Book, Instagram or YouTube to stay current with our entertainment and other information releases and updates.

As we continue to improve our fair we may be making some adjustments to our grounds layout to improve safety, security, appearance and customer mobility to create the best possible experience for all. If you have been a part of our fair in the past we will try to honor past locations but know that there may be some movement in preparation for our future goals and objectives. It is our understanding that there will be a new building erected sometime during the spring of 2017 and we are busy working with the county on this. This project will enhance our fair but will require us to plan accordingly noting the space needs which is why some concessionaires and other areas may need to be moved around.

Please take appropriate time to read and review the rules and regulations, the contract and all other necessary supporting documentation to ensure a complete understanding and preparedness to maximize your experience at the 2017 Waupaca County Fair. Take special note of the Waupaca County Fair Business contact information located above for your records. We look forward to our time with you during the 2017 Waupaca County Fair August 23-27, 2017. Please do not hesitate to call or email me with any questions and I will gladly respond as efficiently as possible.

Best regards,

Jeremy D. Schroeder
Waupaca County Fair Manager

The Waupaca County Fair Mission

To continue the great tradition of educating youth and the general public about agriculture, mechanical and household sciences while creating a fun and interactive environment for all ages.