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Dear Outdoor Concessionaires:

It is again time to make plans for the 2018 Waupaca County Fair to be held **August 22-26, 2017**. The fair board and fair manager have been working hard to plan our 145th annual fair. The 2018 Waupaca County Fair Theme is, "Waupaca County Fair is all for you." 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 2018. We have worked hard to bring new events for 2018 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 maintained our lower 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 2018 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 Twitter 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. The new Grandstand Pavilion building is now complete and will be filled with commercial vendors which were previously in the red building near gate 1.

Please carefully take appropriate time to read, review and/or complete 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 2018 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 2018 Waupaca County Fair August 22-26, 2018. 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

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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.