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Dear Commercial Building Vendors:

It is again time to make plans for the 2020 Waupaca County Fair to be held **August 27-30, 2020**. The fair board and fair manager have been working hard to plan our 147th annual fair. The 2020 Waupaca County Fair Theme is, "There is no time like fair time." 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 2020. **Please note that the fair is now Thursday through Sunday!** We have worked hard to bring new events for 2020 while respecting and honoring many traditional favorites of annual fairgoers. Our focus remains on families by providing affordable family friendly events through several interactive and fun exhibits daily for youth and families throughout the grounds. Our grandstand will include three outstanding high-quality motorsports that will surely get all excited with the speed, smoke and power and conclude with an exciting wrestling event from Brew City Wrestlers. We are bringing the national and local music out onto the midway in 2020 free of charge for fairgoers with their paid grounds admission. 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/building layout to improve safety, security, appearance and customer mobility to create the best possible experience for all. Continuing in 2020 will be the use of the Grandstand Pavilion for commercial vendors. From the feedback I received the building was highly enjoyed by all vendors and fairgoers and provided a new more comfortable atmosphere that landed more traffic and more sales. **Those indoor vendors that require electricity will be on a first come first serve bases as only the perimeter booths in the building will have opportunity for 110v outlet electricity at this time.** There is also an outdoor porch that can be available for vendors to have displays. The outdoor porch area will not have pipe and drape but does offer electricity. **Booth set-up times will be August 24-26 from 9:00am-5:00pm each day. The building will be open for fairgoers from 10:00am-9:00pm Thursday – Saturday and 10:00am-6:00pm on Sunday.**

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 2020 Waupaca County Fair. **Please adhere to all deadlines to avoid late fees or loss of spot.** 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 **2020 Waupaca County Fair August 27-30, 2020**. 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.