

# THE PUYALLUP FAIR 2010

Dear Potential Exhibitor,

Thank you for expressing your interest in exhibiting at the 2010 Puyallup Fair scheduled for September 10<sup>th</sup> – 26<sup>th</sup>. We have planned an exciting fun-packed 17 days of non-stop entertainment, rides, food, exhibits and more.

**WE NEED YOUR HELP!** As you are filling out your application, please include a product listing, pictures or brochures of the products (*including Brand name*) you intend to sell or display. These product listings are extremely important; we develop a product listing that identifies each exhibitor, so we can refer the public (*your customers*) to your booth. A product listing also helps us reduce duplications or over-saturation of the market area. Please keep in mind that we **do not guarantee exclusivity** for any products exhibited at the fair. If the product listings, pictures, or brochures are not included, we will consider the application incomplete. Incomplete applications may not be considered. Please remember to include this important information with your application.

Some product categories may be transferred to the Sponsorship Department for their consideration.

General Liability Insurance for \$1,000,000 per occurrence, \$3,000,000 aggregate and product liability limit is included in the booth fee. The following products and/or services will be required to provide a certificate of insurance with the same limits naming the Western Washington Fair Association as additionally insured: *permanent tattoos, henna tattoos, body piercing & massages; wheelchair/stroller rentals; medical/dental services/screenings/testing; climbing walls; herbal supplements, weight loss/stop smoking patches/pills, auto or auto parts, inflatable amusements; amusement rides/devices*. Booth fees are as published even if you have or are required to supply insurance.

Please note that there may be large exhibits or activities placed outside of buildings or in specific areas such as Showplace Way & Grand Avenue or at the South end of Grandstands. These exhibits are important to the overall presentation of the Fair. We thank you for your understanding and cooperation.

For your convenience, we have included with this letter:

Application (use back to list products)  
2010 Rate Schedule/Map of Fairgrounds  
2010 Participant Fact Sheet

Please return your application for the Puyallup Fair as soon as possible. Do **NOT** send any money at this time. If you are selected to participate in this event you will be issued a contract and payment schedule beginning in the month of May. We will not be contacting you before this time unless we have questions regarding your application.

We require fifty percent (50%) of the deposit to be paid within 15 days of the contract being issued, with the remaining balance due July 1<sup>st</sup>. Failure to adhere to the payment schedule may forfeit your contract and any funds paid. Contracts issued after July 1<sup>st</sup> require full payment with returned contract.

***Western Washington Fair Association DOES NOT accept payment by bankcards (Visa, MasterCard, or Discover) towards booth space.***

Return your application to:

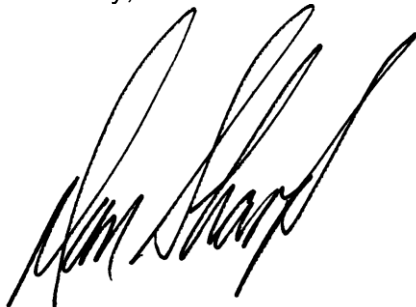
Western Washington Fair Association  
**Commercial Exhibits & Concessions**  
110 9<sup>th</sup> Avenue SW  
Puyallup, WA 98371-0162

Or by fax to:

Fax: (253) 841-5390

Again, thank you for your interest in participating in the 2010 Puyallup Fair. If you have any questions, feel free to contact us at (253) 845-1771.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dan Sharp', written in a cursive style.

Dan Sharp, Manager  
Commercial Exhibits & Concessions Department  
Western Washington Fair Association  
[dan@thefair.com](mailto:dan@thefair.com)    [www.thefair.com](http://www.thefair.com)