

THE PUYALLUP FAIR 2012

Dear Potential Exhibitor,

Thank you for expressing your interest in exhibiting at the 2012 Puyallup Fair scheduled for September 7th – 23rd. 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.

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 your own 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:

Application (use back to list products)
2012 Rate Schedule/Map of Fairgrounds

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 license agreement 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 1st. Failure to adhere to the payment schedule may forfeit your contract and any funds paid. Contracts issued after July 1st require full payment with returned contract.

Return your application to:

Western Washington Fair Association
Commercial Exhibits & Concessions
110 9th Avenue SW
Puyallup, WA 98371-0162

or by fax to:

Fax: (253) 841-5390

or **available soon**: a link on our website that will allow you to apply on-line:

<http://www.thefair.com/utility/vendor-info.php>

Again, thank you for your interest in participating in the 2012 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, CFE
Commercial Exhibit & Concession Manager
Puyallup Fair & Events Center
110 9th Avenue SW, Puyallup, WA 98371-0162

253 841-5012 office | 253 841-5390 fax

dan@thefair.com www.thefair.com

Spring Fair in Puyallup April 19 – 22, 2012 | **Puyallup Fair** September 7 - 23, 2012