February 2017,

Dear Commercial Booth Exhibitors,

We are reaching out to you early this year as we have a lot of exciting new options for you to consider. These options are designed to lower your booth cost, provide a positive Fair experience and drive even more guest to your booth.

NEW FOR 2017

1. **EARLY BIRD DISCOUNT** This is a win-win scenario! It allows Fair workers to plan early and the Exhibitors (YOU) to lower your booth cost. See the attached contract for details. The contract will also be available on our website. *Early bird participants will be included in the scavenger hunt! See item 4 below.*
2. **REFERRAL PROGRAM** Receive a $25 refund for securing a new vendor/exhibitor. New is defined as a vendor/exhibitor who has never previously rented a booth at the Fair. The new vendor must list you as the referring business on their signed contract and contract returned with the appropriate payment. **Exhibitors sharing a booth are excluded from this promotion.**
3. **BOOTH SHARING** It can be a struggle for a smaller business to staff a booth for the entire Fair weekend. No problem! Commercial for-profit exhibitors and not-for-profits can now rent a booth (limited availability) for one day. See the attached contract for details.
4. **ATTRACTING FOOT TRAFFIC** We will drive guest to your booth(s) for you! We are going to organize a **scavenger hunt** in which ***Early Bird*** exhibitor booths will have a needed item. Guest will be coming to your booth looking for answers to scavenger hunt questions. Participants who complete the hunt will be entered into a raffle. Get your 30 second elevator speech ready!!
5. **WEBSITE** Provide us with your business logo. We will add your logo to our Fair Website and Facebook page. All *artwork* must be emailed to Laureen (contact information below) by August 15th at the latest.

DO YOU WANT TO INCREASE INTEREST IN YOUR BOOTH?

Our Fair guests are asking for more interactive opportunities at the Fair.

1. Create your own "selfie" station. Keep it simple!
2. Social media examples:
    - Visit "YOUR BOOTH'S NAME"@#HarvestHomeFair? We're participating in the first ever Fair scavenger Hunt! **-OR-**
    - Vote for which charity you want to receive a $XX gift/service!
    - Take photos with guest in your booth and post to social media
    - Offer 10 minute workshop/seminar. Pre-promote all events!

It is my pleasure to be your Commercial Booth Chairperson. I can be reached at 513-237-1169 or email me at LNB.ShakeShack@gmail.com.

With gratitude,

Laureen Niehaus-Beckner