



HARVEST HOME FAIR SEPTEMBER 2018

March 2018

Dear Commercial Booth Exhibitors,

You may recall receiving an email from Survey Monkey at the end of last year's Fair. Thirty-six Exhibitors completed the survey out of sixty-three. Your responses were overwhelmingly positive! Thank you so much! Never the less, we saw room for improvement. **WE HEARD WHAT YOU LIKE AND WHERE WE CAN IMPROVE...**

RETURNING FROM 2017 (You liked it!)

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 is also available on our website, www.HarvestHomeFair.com.
2. **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 rent a booth (**limited availability**) for one or two days. See the attached contract for details.
3. **WEBSITE PROMOTION** Provide us with your business logo. We will add your logo to our Harvest Home Fair Website. All *artwork* must be emailed to Laureen (contact information below) by August 15th at the latest.

NEW IN 2018 (You requested)

1. **NOT-FOR-PROFIT WEEKEND RATE** You are interested in the entire weekend but cannot quite manage the standard weekend rate (even with the Early Bird discount of \$380). This year we added a not-for-profit weekend rate of \$230 (Early Bird discount June 15th) or \$270 (August 15th deadline).
2. **INCREASE IN GATE PASSES** This was more challenging as our Fair profit comes predominately from gate revenue; other revenue streams, such as your rental cost, covers Fair expenses. It is important to us for you to know we heard you. Exhibitors who lease a booth at stated rates for the entire weekend will receive (15) complimentary passes; this is a \$75 value; (10) passes for two-day rental (\$50 value) and (5) passes for one-day rental (\$25 value). These passes are ONLY to be used by your booth workers. Additional passes for workers can be purchased for \$3 (a \$2 discount).
3. **TABLES IN BOOTH** We are committed to making sure your 8' table is waiting FOR YOU when you come to set-up. Systemic changes are being made to make this happen. PLEASE let us know on your contract if you DO NOT want a table. This will help us keep cost down.

INCREASE INTEREST IN YOUR BOOTH

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

- Create your own "selfie" station. Keep it simple!
- Social media postings such as: Visit "YOUR BOOTH'S NAME" @ #HarvestHomeFair
- Stop by to vote for which charity you want to receive a \$XX gift/service from (YOUR BUSINESS NAME)!
- Take photos with guest in your booth and post to social media with permission;
- Offer 10-minute workshop/seminar. Pre-promote all events!

It is my pleasure to be your 2018 Commercial Booth Chairperson. I can be reached at 513-237-1169 or email me at LNB.ShakeShack@gmail.com.

With gratitude, *Laureen Niehaus-Beckner*