



2012 Lincoln County Fair  
presented by  
Town & Country  
Fair and Rodeo Association Inc  
PO Box 572  
South Beach, OR 97366  
541-351-1160  
info@townandcountryfair.com  
www.townandcountryfair.com

## 2012 Lincoln County Fair Exhibitor and Sponsor Information

“Lincoln County~  
Coastal Wonderland!”

Lincoln County  
Fairgrounds  
Newport, Oregon

July 13, 14 & 15, 2012



### Why You Should Exhibit at the 2012 Lincoln County Fair

- Increase Profits & Cash Flow!
- New Qualified Prospects Brought to You!
- Gain a Competitive Edge!
- Make Immediate Sales!
- Develop Name Brand Recognition!
- Introduce New Products, Services or Ideas!

### Inside:

Fair Hours · 2012 Events · Exhibitor & Sponsorship Info ·  
Official Floor Plan · Booth Application Form · Sponsorship  
and Exhibitor Forms · Rates and Terms · Latest News



Visit our Website at  
[www.TownAndCountryFair.com](http://www.TownAndCountryFair.com)  
for tips on Making  
Your Exhibit Green !

### Fair Schedule

**2012 Show Colors:**  
Blue and Silver

**2012 Theme:**  
"Lincoln County~Coastal Wonderland!"

#### **Fair Days:**

Friday, July 13	10 am - 10 pm
Saturday, July 14	10 am - 10 pm
Sunday, July 15	10 am - 6 pm

#### **Admission**

\$5 age 6 and up  
Under age 5 Free

If you have questions about booth  
design, layout, staffing,  
promotional materials, signage or  
anything else, just ask!

Visit our Website at  
[www.TownAndCountryFair.com](http://www.TownAndCountryFair.com) ,  
or call 541-351-1160

## Great Entertainment for the Whole Family!

*Here are some of the Exciting  
Events we have planned:*

### Live Mainstage Concert and Entertainment

#### Howell Bull-O-Rama

4-H Horse Fair  
4-H Animal Auction  
4-H Animal Science Fair  
4-H Fashion Revue  
4-H Exhibits  
Open Class Exhibits  
Motor Sports Event

Sustainability Exhibits  
Silent Auctions  
Senior Luncheon

#### Lincoln County Talent Contest

Painted Hill Beef Grill-Off  
Bob's Red Mill Bread Contest  
Dairy Farmers Cheese Recipe Contest  
Down Home Favorites Recipe Contest  
Berry Contest

**Carnival Rides and MORE!**

**Don't Miss Out on All  
the Great Exhibits  
& Entertainment!**

# Sponsor the 2012 Lincoln County Fair

What better way to support the 4-H, home gardeners, artists, photographers and your community than by becoming a Fair Sponsor? There are many ways in which you can support this historic event:

## Platinum Sponsors \$5000 or more

- Eight VIP Entertainment Tickets
- Eight VIP Seats for the Concert
- Eight Backstage Passes
- Eight Passes to the Fair
- Up to Four Banners at the Entrance, on the Main Stage, in the Main Hall and another Venue
- Your business name prominently mentioned in radio, TV and print ads and in the Fair Program as a **Platinum Sponsor**
- Your business name and logo listed on our website with a link to your business

## Day At The Fair Sponsors \$4000

- Six Passes to the Fair on the Day Sponsored
- Your business name prominently mentioned in radio, TV and print ads and in the Fair Program as a **Day At The Fair Sponsor**
- Your business name and logo listed on our website with a link to your business
- Three Banners at the Entrance, in the Main Hall and another venue for the day

## Gold Sponsors \$1001 - \$4999.

- Six Passes to the Fair
- Your business name prominently mentioned in radio, TV and print ads and in the Fair Program as a **Gold Sponsor**
- Your business name and logo listed on our website with a link to your business
- Three Banners at the Entrance, in the Main Hall and another Venue

## Bull Chute Sponsors \$500

- Two Passes to the Fair
- One Banner on the bucking chute
- Your business name mentioned on the website and in the Fair Program as a **Chute Sponsor**
- Announcement of your sponsorship during the event and a two-line script will be read by the rodeo announcers to advertise your business during the Bull-O-Rama

## Silver Sponsors \$500-\$1000.

- Four Passes to the Fair
- Your business name prominently mentioned as a Silver Sponsor in radio, TV and print ads and in the Fair Program as a **Silver Sponsor**
- Your business name and logo listed on our website with a link to your business
- Two Banners displayed in venues of choice

## Name That Bull Sponsors \$150

- Name one of Howell Rodeo Productions bucking bulls during the fair.
- Your family-friendly name for one of the 30 bulls will be announced by the rodeo announcer along with your name and a two-line script
  - Your name in the Fair Guide as a **Name That Bull Sponsor**.
  - If your bull wins the event, you receive a gift basket!

## Bronze Sponsors \$100 to \$499.

- Three Passes to the Fair
- Your business name prominently mentioned in radio, TV and print ads and in the Fair Program as a **Bronze Sponsor**
- Your business name and logo listed on our website with a link to your business
- One Banner displayed in venue of choice

## Display Your Banner \$100.

Let everyone know about your business or organization and show your community spirit! A great way to support the Fair.

*Sponsorship Forms are in this package. Return by May 15, 2012.*

*Help keep the tradition of the county fair alive in Lincoln County. Your sponsorship shows support of 4-H and other county groups. Thank you!*

# 2012 Lincoln County Fair Sponsorship Form

*“Lincoln County~Coastal Wonderland”*



Name: \_\_\_\_\_  
 Business: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ Alt. Phone: (\_\_\_\_) \_\_\_\_\_  
 Website: http:// \_\_\_\_\_  
 Email: \_\_\_\_\_

Please see page 3 for Sponsorship benefits.

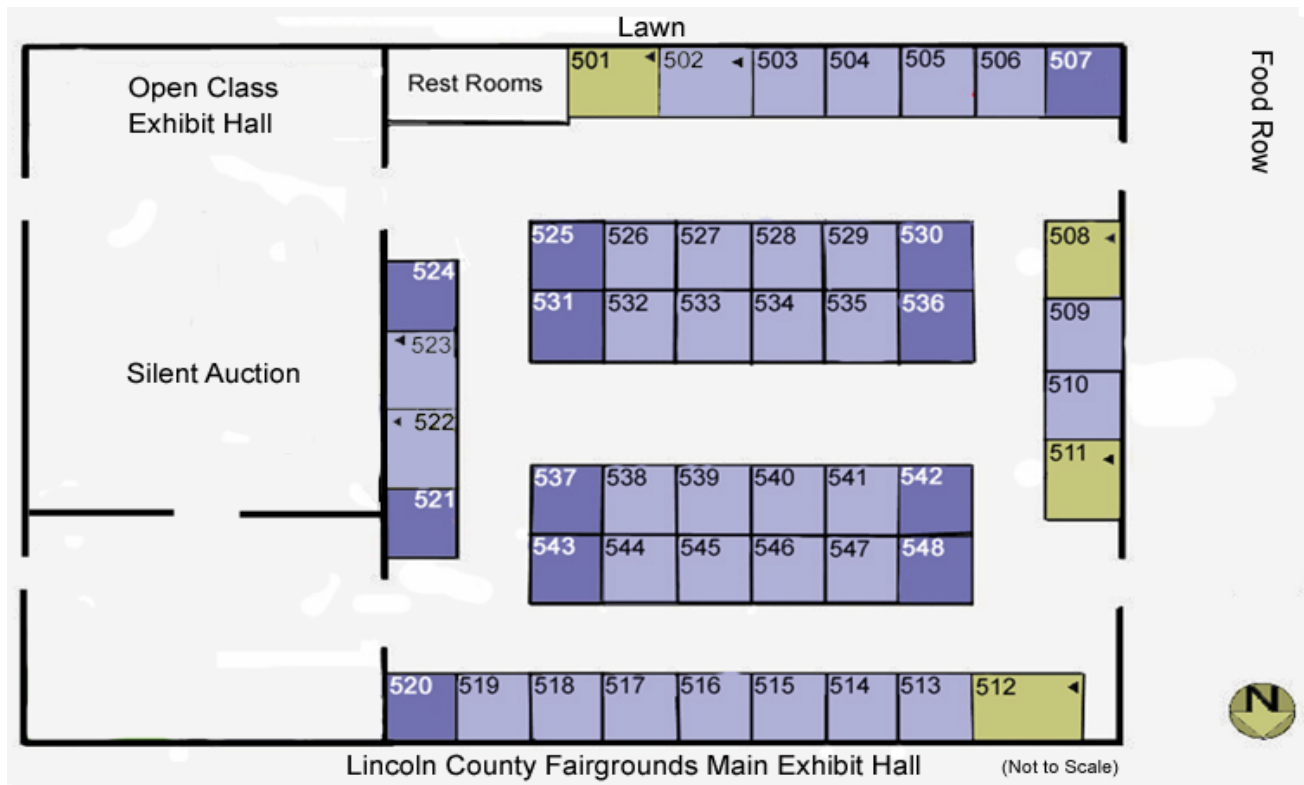
## Sponsorship Level:

<input type="checkbox"/> I would like to be a Platinum Sponsor (\$5000 or more)	\$ _____
<input type="checkbox"/> I would like to be a Day At The Fair Sponsor (\$4000)	\$ _____
<input type="checkbox"/> I would like to be a Gold Sponsor (\$1001 -\$4999)	\$ _____
<input type="checkbox"/> I would like to be a Silver Sponsor (\$500 - \$1000)	\$ _____
<input type="checkbox"/> I would like to be a Bronze Sponsor (\$100 to \$499)	\$ _____
<input type="checkbox"/> I would like to be a Bull Chute Sponsor (\$500)	\$ _____
<input type="checkbox"/> I would like to be a NameThat Bull Sponsor (\$150)	\$ _____
<input type="checkbox"/> I would like to Hang My Banner at the Fair (\$100)	\$ _____
<input type="checkbox"/> I would like to order a Banner.	\$ _____
<b>Total:</b>	<b>\$ _____</b>

Please make checks payable to:  
 Town and Country Fair and Rodeo, Inc.  
 and mail to: PO Box 572, South Beach, Oregon 97366  
 Email: info@townandcountryfair.com  
 Phone: 541.351.1160  
 Return no later than May 15, 2012 for Fair Guide publishing.

We will contact you for additional information on your sponsorship.  
 Thank you for your support.

# 2012 Booth Placement and Pricing



Booth Size	Single	Double	Triple	Quad
Single - 10'x10'	\$200.	\$400.	\$600.	\$800.
**Single Corner - 10'x10'	\$225.	\$450.	----	----
Prime Corner - 10'x10'	\$250.	----	----	----
+Outside Tent on Lawn (10' Lengths)	\$150.	\$300.	\$450.	\$600.
++ Food Row (10' trailer) Deposit	\$200.	\$400.	\$600.	\$800.

+ Outside Tents must be wind anchored with cement blocks and tie-downs. Outside vendors will be charged for electrical if needed.

++ Food Booths are 15% gross sales of cash register receipt required less deposit paid. No deposit ~ No space. Report Form on-line. *All beverages **MUST** be purchased through the Town and Country Fair with the exception of specialty beverages.*

**Please see 2012 Space Request form for full listing of fees and details.**

**Exhibitors should reserve their booths by January 31, 2012 to ensure their first choice for the 2012 event.**

**50% Minimum Deposit required with application to hold booth space. Full payment due by March 1, 2012.**

We will attempt to accommodate your booth requests.

Available Outdoor exhibit space will be assigned on an as-registered basis.

Assignments are made on a first come - first served basis.

The Producer reserves the right to make minor modifications to accommodate all booths.

# A Message to Prospective Vendors and Exhibitors at the Lincoln County Fair

Why should you be a vendor or exhibitor at the Lincoln County Fair? Not only will you have the opportunity to have your products or services visible to thousands of visitors, make sales and new contacts, but you'll be supporting a tradition: the county fair. Hundreds of 4-H and other members of the community work year-round for this single event and you'll be keeping their dreams alive.

## Exhibitor Schedule

### 2012 Show Colors:

Blue and Silver

### 2012 Theme:

"Lincoln County~Coastal Wonderland"

### Set-Up Days:

Thursday, July 12 8 am - 8 pm

Friday, July 13 6 am - 9 am

### Show Days:

Friday, July 13 10 am - 10 pm

Saturday, July 14 10 am - 10 pm

Sunday, July 15 10 am - 6 pm

### Take-Down Days:

Sunday, July 15 6:15 pm - 8 pm

Monday, July 16 8 am - 5 pm

## Pre-Show Promotion

**Promote, Promote, Promote! Take control!  
Don't leave your success to chance.**

**Statistics prove attendees come to an exhibition with a set agenda of exhibits to visit. Your pre-show promotional activity can get you on that list.**

Here are some ideas on how to get your invitation out to your target audience:

1. Advertise in the advance show program.
2. Add a tag line to all your advertising with the show name and your booth number;
3. Issue press releases announcing new products and services, key people attending the show, and special show promotions.
4. Hire a celebrity to be at your booth and promote, promote, promote.
5. Provide complimentary registration forms to your clients and prospects.
6. Change your postage meter to announce the show.
7. Mail out cards redeemable for a gift in the exhibit.
8. Put stickers promoting the show on all company correspondence, including faxes.
9. Make telephone calls to your key prospects just prior to the show.
10. Advertise on the Show website.

A message from your show professionals and IAEM Services, Inc.  
Copyright © IAEM Services, Inc., 2003

## Your Main Hall Exhibit Space Includes:

- Booth Space
- 8-foot Back and 3-foot Draped Sidewall
- Electric Outlet, 120-volt Capacity at no additional charge
- Listing in the Fair Program
- Listing on the Fair Website
- Mention in Show Advertising on Radio, Television and in Print

*Thanks for supporting the Fair!*

**2012 Exhibitors:  
Register before  
January 31, 2012  
for best choice of booth space.  
*Final Payment due March 1, 2012.***

**Booths are assigned on a  
first-come, first served basis.  
Don't lose your preferred space!**

**2012 Lincoln County Fair presented by  
Town & Country Fair & Rodeo Association, Inc.  
P. O. Box 572, South Beach, OR 97366**

**2012 SPACE REQUEST  
July 13, 14 & 15, 2012 Commercial Exhibitor**

*Please Type or Print – Complete Both Pages of This Form*

Business/Organization: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: (\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

<b>Booth Size</b>	<b>Single</b>	<b>Double</b>	<b>Triple</b>	<b>Quad</b>
<b>Single - 10'x10'</b>	<b>\$200.</b>	<b>\$400.</b>	<b>\$600.</b>	<b>\$800.</b>
<b>**Single Corner - 10'x10'</b>	<b>\$225.</b>	<b>\$450.</b>	<b>----</b>	<b>----</b>
<b>Prime Corner - 10'x10'</b>	<b>\$250.</b>	<b>----</b>	<b>----</b>	<b>----</b>
<b>+Outside Tent on Lawn (10' Lengths)</b>	<b>\$150.</b>	<b>\$300.</b>	<b>\$450.</b>	<b>\$600.</b>
<b>++ Food Row (10' trailer) Deposit</b>	<b>\$200.</b>	<b>\$400.</b>	<b>\$600.</b>	<b>\$800.</b>

**Please Note:** Understand that your seniority, the date your application is received and compatibility with other exhibits are factors that are considered when spaces are assigned. However, the Fair reserves the right to designate the area where any Exhibitor may present their exhibit as is beneficial to fair patrons.

**Location Preference:**

\$ \_\_\_\_\_ Main Hall Interior      Size: \_\_\_\_\_      Booth Request: \_\_\_\_\_      Second Choice: \_\_\_\_\_  
 \$ \_\_\_\_\_ Front Gate:      Size: \_\_\_\_\_      \$ \_\_\_\_\_ (10x10, 10x20, etc.) \$200 per 10' length  
 \$ \_\_\_\_\_ +Lawn:      Size: \_\_\_\_\_      \$ \_\_\_\_\_ (10x10, 10x20, etc.) \$150 per 10' length  
 \$ \_\_\_\_\_ ++ Food Row Area: Size: \_\_\_\_\_      \$ \_\_\_\_\_ (10x10, 10x20, etc.) \$200 per 10' length

**Please Note:**

- Space does not include tables and chairs. Draping is provided only in the Main Hall.

**++ Food Row at Front Gate: \$15% Cash Register Gross Sales payable on last day of show less advance deposit of \$200. Receipts Required. Flat Fee of \$50. required for 220v or 110 v. electricity.**

All beverages **MUST** be purchased through the Town and Country Fair with the exception of specialty beverages.

**Comments:** \_\_\_\_\_

List below items to be sold/displayed and/or include a menu. Be specific with "brand names." Include brochures if necessary. Attach menu and prices. (Do not state same as last year, etc. or accessories – please describe items.)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## 2012 Space Request - Page 2 of 2

### Electrical Requirements

Booths requiring electrical service pay an additional fee. Please select if applicable:

Main Hall - No additional charge       Front Gate Food Row - \$50 per booth  
 Outdoor Lawn - \$50 per booth

Please indicate your power needs below (subject to availability):

1,000 Watt wall outlet (inside building)       Additional outlets (\$10 each)  
 220V Food Booths \$50       110V \$10

Generator size used: \_\_\_\_\_ Other describe: \_\_\_\_\_

(Generators must be low noise and odor producing and may only be located outside.)

### Supplementary Information

Do you plan to use electronic devices? Check all that apply:

PA System       TV/VCR       Piano/Organ

Employee Passes / Daily Admission Passes

Employee passes are \$5.00 for the 3 days of the fair. Complete the employee registration form when ordering passes. Daily Admission Passes are subject to final approval by the Town & Country Fair. Only employees working the fair booth are allowed to use season passes. Please do not violate this privilege.

### Passes

Number: \_\_\_\_\_ Season Passes for Employees/Booth Helpers (first 4 Free)

Number: \_\_\_\_\_ Advance Season Passes @ \$5.00 = \$\_\_\_\_\_ for 3 Days

*Daily Fair Passes are Available for \$5.00 at the Main Gate (vendor access)*

### TOTALS

\$ \_\_\_\_\_ Location

\$ \_\_\_\_\_ Electrical

\$ \_\_\_\_\_ Employee/Daily Admission Passes

\$ \_\_\_\_\_ **Total**

### Certification of Application

I have completely read and understand the 2012 Rules Governing Commercial Exhibitors. I understand that this is an application for space only, and is not a commitment by the Fair to rent space to me. I certify that all information contained in this application to be true and accurate to the best of my knowledge.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

**50% Minimum payment required by March 15, 2012.**  
**Full Payment Must be Made by April 1, 2012.**

**Please include payment for passes with booth payments.**

**Return by mail or fax to:**

**Town & Country Fair & Rodeo Association, Inc.**

**P. O. Box 572, South Beach, OR 97366 FAX: (541) 574-5501**

## How to Make Your Exhibit Green

Tradeshows and festivals often generate large amounts of waste. The average attendee takes home up to ten pounds of paper, and the typical show generates the equivalent of 170 trees in waste paper! With your help, we can significantly lessen the environmental impact of this event! Here are some ways you can help reduce the amount of material left on the show floor. For more great green ideas, visit our website at [www.ochgs.com](http://www.ochgs.com).

### THINK REDUCE!

1. Try to bring “just enough” literature and give-aways to hand out. Keep giveaways useful. Useless giveaways, no matter how clever, always end up in the trash at the close of the show.
2. Offer a business card and simple flyer that directs potential clients to your website to find more information on the products and services that you offer. Business cards travel well and we rarely find them on the show floor at move out.



### THINK RE-USE!

1. Try to avoid dating your informational handouts so they can be re-used at another show.
2. Take it home. Promotional items are expensive. Taking your promotional literature and giveaways home saves your company money and lots of time. It also keeps them from being thrown into the landfill.

### THINK RECYCLE!

1. At the close of the show if you still have things that can't be re-used and it's impossible to take back home then it's time to recycle them. As you get ready to head home, consolidate recyclable items (including empty water bottles) and place them in the provided recycle bins placed about the exhibit area. If no bins are available, then place your recyclables in one place in your booth so our clean up crew can get them to the proper bins.
2. Use the available trash cans for non-recycled items such as food, food containers and plastics.

### Ideas for Useful Giveaways:

These ideas are based on items we rarely find left behind when offered as giveaways. All of these items can be donated very easily if left behind. Add your logos and marketing message to the packaging.

- Travel mugs
- Golf balls
- Candy / Snacks / Mints
- Energy drinks
- USB flash drives (portable storage devices)
- Gift cards for popular coffee / espresso shops / restaurants
- Green Gifts such as plants, compact fluorescent bulbs, etc.

Another idea is to have a drawing for a larger gift. You get your potential client's business card in exchange for a chance at a great gift.

Let us know if we can help you in any way. We would love to hear from you if you have ideas for environmentally friendly giveaways or suggestions for exhibiting companies to stay green while marketing themselves on the road!

Thank you!

Town and Country Fair and Rodeo Association, Inc.

to guarantee space in the 2012 Show.  
Booth Registration and Full Payment due by April 1, 2012  
to Ensure Your Space!

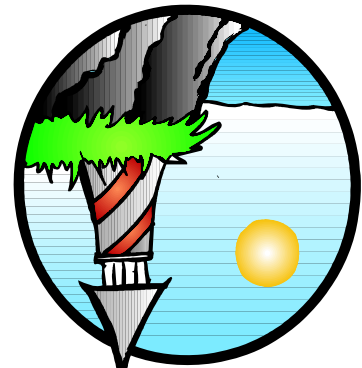
Reserve Your Booth by **March 15, 2012**

All Exhibitors:

# “Lincoln County~Coastal Wonderland”



2012  
Lincoln County Fair  
Sponsors & Exhibitors  
Package



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