

Dear Potential Exhibitor,

Thank you for expressing your interest in exhibiting at the 2007 Puyallup Fair scheduled for September 7<sup>th</sup> – 23<sup>rd</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. Some product categories may be transferred to the Sponsorship Department for their consideration. Please remember to include this important information with your application.

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)  
2007 Rate Schedule/Map of Fairgrounds  
2007 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 in the enclosed envelope to:

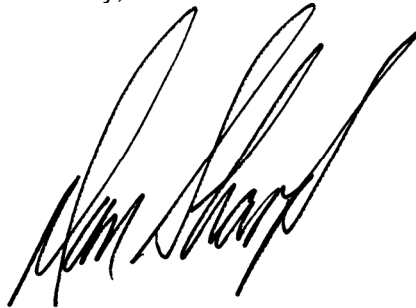
Western Washington Fair Association  
**Commercial Exhibits & Concessions**  
110 9<sup>th</sup> Avenue SW  
Puyallup, WA 98371-0162

Or by fax to:

Fax: (253) 841-5390

Again, thank you for your interest in participating in the 2007 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', with a stylized, cursive script.

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)