



Hello from the Durham Fair!

By popular request we are adding a Connecticut Craft Beer and Hard Cider Tasting Event to the 2018 Durham Fair. We feel this will be a great opportunity for the Durham Fair patrons to explore a large offering of Connecticut Craft Beer and Hard Cider under one roof. This will also be for Connecticut Breweries and Cideries and their ability to gain exposure, and new customers, through our annual average of 200,000 patrons. The event will take place on the Durham Fairgrounds in a designated tent adjacent to the Main Stage, September 27th-30th 2018. As this is the first year we will only accept Breweries/Cideries for 30-50 spaces.

Each Brewery/Cidery would have the ability to rent space (and act autonomously) in increments of 10 linear feet. Our vendor rental fee would be \$450 for each 10'X10' space and \$350 for each 10'X5' space. We will work with each Brewery to maximize advertising and exposure. We encourage each participant to utilize the rental space and be creative!...and don't forget the SWAG!! Additional and more specific details will be provided to interested Breweries/Cideries. We will be actively visiting local Connecticut Breweries and would love to add your Brewery to our list. Payments will be due September 1st, 2018 by Check or CC, however applications need to be returned by August 15th.

FEE STRUCTURE: Pours will cost patrons \$2 per 2oz pour. They will be sold in ticket booklets of 10 as well as (2) Super Tasting of 5oz for \$10. This will be the maximum allowable purchase for each patron to maintain a safe environment. **ALL PROCEEDS REMAIN WITH EACH BREWERY/CIDERY!** The Durham Fair consists of ALL volunteer Committee Members, meaning we want YOU to have a successful Fair. We will be providing State police, Security and a licensed Permittee. We will be ID checking and selling ticket packets on each Brewery/Cidery's behalf and they will be redeemed at the end of Durham Fair for Proceeds.

Please feel free to contact Caroline Mormile, Superintendent of Indoor Commercial Rentals with any questions, comments or interest in this exciting event! She can be reached via email indoor@durhamfair.com or her personal cell # 860-916-7491. Our entertainment acts for this year are Melissa Etheridge, Scotty McCreery and Sunday USO groups. We are expecting a larger than normal attendance!

Kind Regards,

Caroline Mormile and the entire Durham Fair Committee