



The Capital Fair Times



March 9th, 2018 Fair Dates: August 17th to 26th, 2018 Rideau-Carleton Raceway Casino www.capitalfair.ca

Changes Begin!

It took four years but the Capital Fair, by offering an introductory "Free Gate Admission", has successfully built its attendance to over a quarter of a million guests. To afford further growth and to secure the Fairgrounds, the Fair realizes it must implement a small gate admission.

Fair President Mark Lamoureux noted, "By charging a nominal \$4 gate, we will be able to afford and sustain our development and growth." "We are committed to providing new, exciting and fun features, while simultaneously moving to protect the viability and increased profitability for our vendors." He quickly added, "By adding a fence and security, we will now be able to restrict outside food & drink."

The Hard Rock Casino renovations will require some accommodations from the Fair.

The casino valet parking has already been relocated to the south parking lot which will result in both the midway and vendor lineups to be reconfigured. As a result, Lamoureux anticipates vendor space to be tighter this year.

Lamoureux did have some good news... "Given the changes that we expect to take place during Hard Rock's \$325 million transformation, we'll be holding our vendor fees for this year." "The challenge will be how much space will we have for vendors?"

In the newly reconfigured layout, the Fair has identified 500ft. of concession frontage, slightly down from the 565ft. that was sold last year. Twelve vendors have already taken over 200ft, so concerns exist that competition for space could be fierce.

2018 VENDOR APPLICATIONS

Applications for 2018 concessions are now open. This newsletter is automatically linked to the new Terms and Conditions link which will take you to the 2018 Concession Contract Application Form.

There have been a few minor changes to the Terms & Conditions which we suggest you

review you carefully to avoid any issues.

If you have any questions, we'd like to avoid any misunderstandings. Please feel free to contact us at concessions@capitalfair.ca with any questions or call us at 613-741-3247.

Check our website (see below)

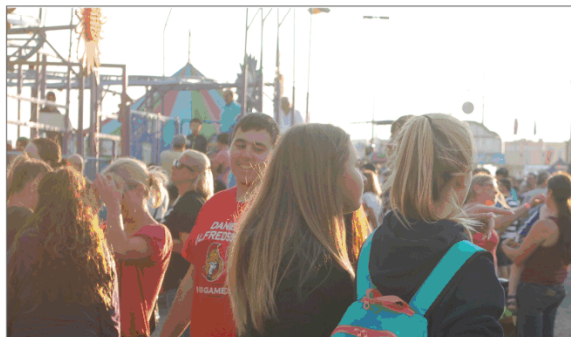
The screenshot shows the Capital Fair website interface. At the top, it says "The Capital Fair August 17th to 26th, 2018". Below this is a navigation menu with "HOME", "EXPERIENCES", "MIDWAY", "DAILY SCHEDULES", and "ENTERTAINMENT". A large photo shows a fair booth with colorful balloons and people. A red arrow points to a "Vendor Information" link in the footer. The footer also contains contact information for The Gloucester Agricultural Society and Eastern Ontario Fairs, along with a list of sponsors including Hydro Ottawa, Ottawa, and various banks.

CAPITAL FAIR 2017 BREAKS ALL RECORDS

Ottawa - September 15th, 2017

In 2017, the Capital Fair achieved an unprecedented record attendance of over 255,000 guests. "With nine days of great weather it seemed this year everything just fell into place," said Fair Vice-President Julie

Lamothe. "With the World's Finest Shows providing Eastern Ontario's largest midway, the live stage and grounds acts, our great kids program and a growing agricultural component the Fair has been solidly



embraced by the region and we're thrilled everyone came out to play". "We regard 2017 as the year of support and confidence we were hoping for."

"With our current plans to make the Fair even more appealing by adding more programming and lots of great promotions and events, we can hardly wait for August!"

Concession-of-the-Day Continues

To improve the quality of vendors and to reward concessionaires who take pride in their operations, the Capital Fair offers the "Concession of the Day Program".

The concept is meant to be simple. The each vendor is evaluated for;

- a) Presentation
- b) Product knowledge
- c) Customer service
- d) Cleanliness

Each day of the Fair, a winner is selected and acknowledged in our daily Capital Fair Times newsletter which is made available to all vendors and members of the public (while quantities last).

Recognizing excellence, each winner of this daily contest receives \$50.00

off next year's rent.

Every vendor automatically is enrolled in this contest and need not do anything more than look sharp, know your stuff, treat your customers right and keep your booth and surrounding area clean.

The program worked so well that in 2017 the Fair awarded the best of the daily winners the "Concession of the Year" and upgraded the rent credit to \$100.00

Congratulations to all 2017 winners.

We wish everyone a great off-season and hope to see you at the 2018 Capital Fair.

Program details subject to change without notice

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