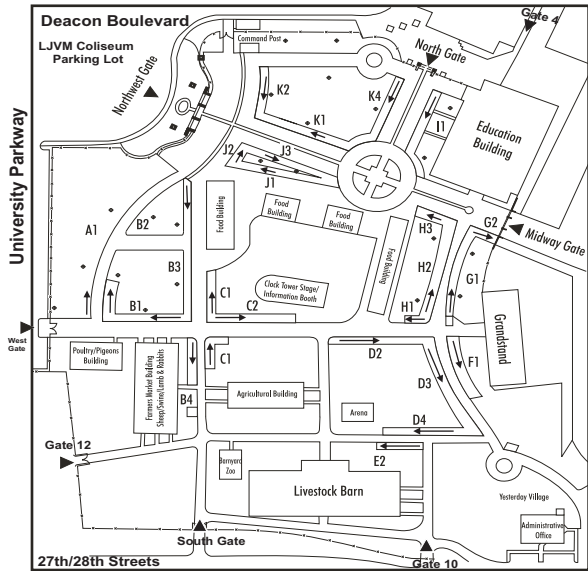
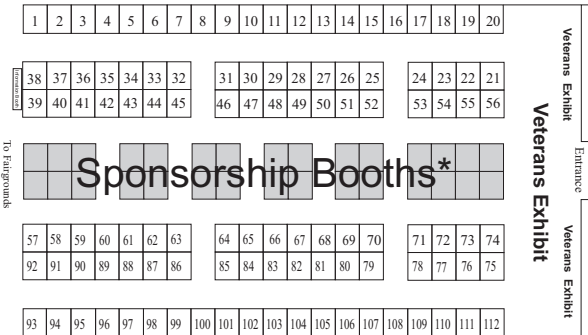


Vendor Space Layouts



Fairgrounds Layout

Minimum Space 20' x 20'



**Contact SponsorSource Inc. for sponsorship opportunities

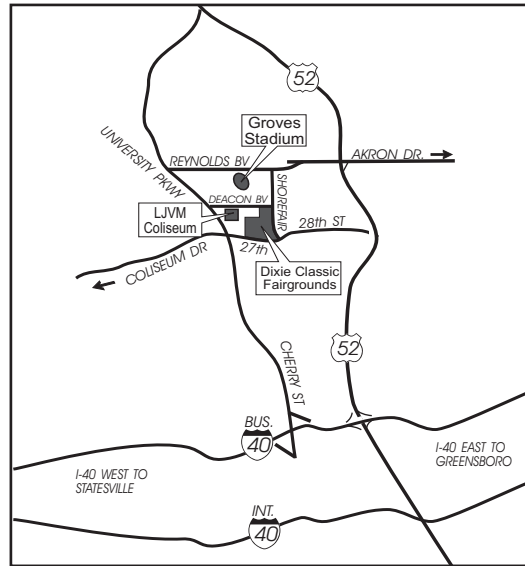
Coliseum Annex Layout

Booth Size 9' deep x 10' wide

DIXIE CLASSIC FAIR

Sept. 30 - Oct. 9, 2016

Directions To The Fair



From Business Interstate 40 take the Cherry Street exit and follow the signs north to the Fairgrounds/Coliseum area.

From U.S. 52 take the Akron Drive exit and follow the signs for the Fairgrounds/Coliseum area.

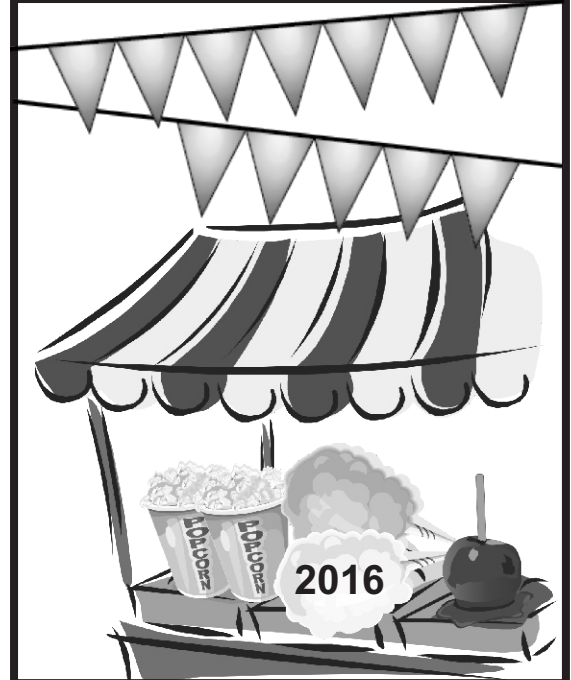
Fair Facts

The Dixie Classic Fair is the second largest Fair in North Carolina and continues to grow each year. The Fairground facility operates all year with such events as Camper Rallies, Car Shows, Concerts, Farmers Market, Picnics, Livestock Shows & Sales, Recreational Events, Sales - Auction or Private, Trade Shows, Educational Events and much more!

Fair Attendance

2011	357,416
2012	284,601
2013	320,846
2014	300,362
2015	253,700

DIXIE CLASSIC FAIR



Exhibitor and Vendor Brochure

Shipping Address:
421 West 27th Street
Winston-Salem, NC 27105

Mailing Address:
Post Office Box 68
Winston-Salem, NC 27102

Telephone: 336-727-2236
Fax: 336-727-2799
Website: www.dcfair.com
E-Mail: comments@dcfair.com

Sept. 30 - Oct. 9, 2016

2016 Dixie Classic Fair Vendor Information

Vendors must provide a self-contained trailer or structure of a permanent nature with hot water and hand-washing facilities and meet all Forsyth County Health Department requirements. Vendor must submit an application, picture of concession, preferably in color, and list of items requested to be sold in order to be considered for space. **DO NOT INCLUDE HOT DOGS OR HAMBURGERS AS PRODUCT TO BE SOLD. COMMUNITY FOOD BOOTHS HAVE AN EXCLUSIVE ON THESE ITEMS.**

Applications for space will be considered, and if space is available and product suitable, contracts will be mailed. Fifty percent (50%) non-refundable deposit is required upon signing of contract. **CONTRACT BALANCE IS DUE BY SEPTEMBER 1, 2016. SPACE WILL NOT BE GUARANTEED UNLESS FULL PAYMENT IS MADE BY SEPTEMBER 1, 2016. COMPANY CHECKS OR PERSONAL CHECKS WILL NOT BE ACCEPTED AFTER SEPTEMBER 1, 2016. ONLY CERTIFIED CHECKS, MONEY ORDERS OR CASH WILL BE ACCEPTED. A 15% LATE PENALTY ON BALANCE DUE WILL APPLY FOR ALL PAYMENTS AFTER SEPTEMBER 1, 2016.**

CAMPING

No reservations are accepted. Camping during fair dates must be arranged upon arrival with the designated person in charge of campground. Water is available at most locations. Vendor is responsible for approved disposal of wastewater. There are 171 camper spaces with full hookups available during the Fair and a limited number with electricity and water only. All campers and sleeping units (trucks, tents, etc.) will be charged a minimum of \$360 per camping unit for Dixie Classic Fair dates, plus \$30/night per camping unit for each night on grounds prior to or after official days of the Dixie Classic Fair. **All campers must be off Fairgrounds by October 10, 2016, unless previously approved arrangements have been made with the Administrative Office.** (PRICES SUBJECT TO CHANGE).

FARM MACHINERY

Each minimum 20' x 20' exhibit space is \$400. Additional footage will be \$50 per foot..

INSIDE SPACE

Booths are 9' deep x 10' wide.

Rates are as follows:

Standard Booth - \$550

Food - \$550 or 18% of gross receipts, (percentage is figured on actual size of trailer/stand) whichever is greater.

Novelties/Jewelry - \$700

Corner booths are \$50 additional for each space.

Non-Profit Booth (must provide documentation stating exemption per section 501(c)(3)) - \$450

(PRICES ARE SUBJECT TO CHANGE)

Sponsorship - The following categories will now be considered for sponsorship only:

National Home Improvement, Credit Cards, Cable/Satellite/Dish, "Pitch products, Bedding, Travel, Cutlery, Energy/Utilities, Banking, and Health Care

For Sponsorship Information - Contact

SponsorSource Inc. - Marty More (301)990-2700

OUTSIDE PROMOTIONAL/NOVELTY/ JEWELRY SPACE

Applications for space for these exhibits or displays will be considered, based on product and availability, by the Fair Management.

Standard - \$1000 for 20' minimum, \$50 per foot there after.

Jewelry/Novelty - \$1200 for 20' minimum, \$60 per foot there after.

Food - \$50 per front foot or (18%) of gross receipts, (percentage is figured on actual size of trailer/stand) whichever is greater.

Additional footage - \$50 per foot. All corner locations will be \$50 more.

Electrical - (20) amp - \$100, (30/50) amp - \$180.

COMMUNITY FOOD BOOTHS

There are 14 permanent community food booths on the Fairgrounds which are operated by local churches, fraternal and civic organizations. No other space selling hot dogs or hamburgers is allowed. Please see the Community Food Booth application for rules, rates and regulations. Please contact for more information.

OUTSIDE FOOD CONCESSION SPACE

The Fair will consider booking a few concessions selling unique specialty food items. **We do not need additional cotton candy, funnel cakes, elephant ears, pizza, turkey legs, popcorn, sausage, fried dough, lemonade stands, ribbon fries, steak and cheese or corn dogs.** Space for food concessions: \$50 per front foot with a minimum of twenty (20) feet or eighteen percent (18%) of gross receipts, (percentage is figured on actual size of trailer/stand) whichever is greater. Additional footage sold by foot. Electrical charge for each concession is \$100 for 20 amp service or \$180 for 30/50 amp. All corner locations will be charged an additional \$50. (PRICES SUBJECT TO CHANGE.)

PRODUCT LIABILITY INSURANCE

Product liability insurance is required with **bodily injury limits of \$1,000,000** each occurrence and **property damage limits of \$500,000** each occurrence. The Fair must be furnished with a Certificate of Insurance from a company licensed to do business in NC, reflecting the foregoing coverage and the **Dixie Classic Fair, City of Winston-Salem must be listed on the certificate as additional insured prior to your arrival. All golf carts, atv's, etc. will require a paid permit and evidence of insurance. Please notify us immediately of lapses or cancellation.**

OPERATING HOURS

Lessee agrees to open and operate stand or booth during all operating hours of the Fair.

Inside Exhibitors

Sept.. 30	11:00am - 10:00pm	Oct. 5	11:00am - 10:00pm
Oct. 1	9:00am - 10:00pm	Oct. 6	11:00am - 10:00pm
Oct. 2	11:00am - 10:00pm	Oct. 7	11:00am - 10:00pm
Oct. 3	11:00am - 10:00pm	Oct. 8	9:00am - 10:00pm
Oct. 4	9:00am - 10:00pm	Oct. 9	11:00am - 10:00pm

Outside Exhibitors

Sept. 30	11:00am - 11:00pm	Oct. 5	9:00am - 11:00pm
Oct. 1	9:00am - 11:00pm	Oct. 6	11:00am - 11:00pm
Oct. 2	11:00am - 11:00pm	Oct. 7	11:00am - 11:00pm
Oct. 3	9:00am - 11:00pm	Oct. 8	9:00am - 11:00pm
Oct. 4	9:00am - 11:00pm	Oct. 9	11:00am - 11:00pm

All vendors/exhibitors must leave within one hour of closing for security reasons.

GOLF CARTS

Golf carts will be allowed to operate during **POSTED TIMES and in DESIGNATED AREAS ONLY.** This applies to all vendors and stock suppliers. All golf carts must have evidence of insurance and paid permit in order to operate on the Fairgrounds. Please contact the Fair office for a complete list of rules and regulations.

Golf Cart/ATV Permit Fees : \$100 per vehicle

IF A CONTRACT IS ISSUED, NO EXHIBIT OR CONCESSION WILL BE ALLOWED TO SET UP BEFORE SEPTEMBER 24, 2016.