

2014 Alaska Grown Day Agriculture Pavilion

Once again the Alaska Division of Agriculture is partnering with the Alaska State Fair in Palmer to offer a unique opportunity to our Alaska Grown members. Thursday August 28th is Alaska Grown Day at the Fair; 10 booth spaces will be made available under the Eaves of the Farm Exhibit building at a reduced rate of \$50.

The day will be heavily cross-promoted by both the Alaska State Fair and the Alaska Grown program via social media and other outlets. Historical attendance at the Fair on the second Thursday ranges from 12 – 25,000 people; where else do you have the opportunity to ‘reach’ that many potential customers in an 8 hour period? What a great opportunity to promote your business, products and services!

Participants in the inaugural 2013 event reported sales activity between zero and \$930 dollars. Most of the vendors highlighted that the time and effort to attend should be considered advertising time, not necessarily sales time. Many fairgoers like to browse, talk, sample, and take point of sale advertising materials, but may not be as inclined to shop as customers you are familiar with seeing at Farmers Markets or other events.

Rules for the event include:

- There cannot be any prepared food that can be eaten on the spot, except for vegetables and fruits, for sale from your booth. Packaged food such as spices, canned jams, and flour can be sold.
- Each booth space will be provided with a table and two chairs. The booths are under the Eaves of the Farm Exhibit building anywhere there is some coverage, but if you want to bring a tent or canopy it is your responsibility to do so.
- Each business will receive two admission passes and one special parking pass to get on grounds, unload and park in the employee lot.
- Each booth must be staffed with produce and personnel, from the opening of the Fair at noon on August 28th until 8pm that evening.

If you are interested in this opportunity, please email Amy Pettit for an application at Amy.Pettit@alaska.gov

The Division of Agriculture will select the 10 booths to participate in the event.

Applications are due back to Amy by no later than August 15th.

ALASKA STATE FAIR - 2014 Application for AG Day

Please print clearly or type

Company Name _____

Contact Person _____

Address _____ City _____ State _____ Zip _____

Day Phone _____ Cell _____

E-mail _____

Do you plan to:

Conduct a drawing? Yes ___ No ___ If so, what: _____

Give away samples? Yes ___ No ___ If so, what: _____

Do you need 8'x10' or 10'x10' space. *(please circle)*

Do you need electricity? Y ___ N ___ Do you need a table and chairs? Y ___ N ___

List in detail all products and services you will be selling, distributing, or exhibiting.

Continue on the back if necessary

Selling: _____

Distributing: _____

Exhibiting: _____

Return to:

Amy Pettit

Amy.pettit@alaska.gov

Fax-907-745-7242

Office use only:

Date: _____ Contract: _____

Returned: _____ Rep: _____