



The 107th annual Florida State Fair  
**February 10-21, 2011**  
Always in Tampa ~ Always in February

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**The Florida State Fair's new slogan is "The Best Time of the Year"**

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## **The Coupon Value Book is Back!**

For the second year, we will be producing a Fair Coupon Value Book that will be sold to visitors for a reasonable \$5 per book. The coupon book concept has been very successful at many other State Fairs around the country. Many fair visitors are looking for ways to make their money go farther while enjoying the fair fun and this is a good way to help them do that and bring more customers to our vendors.

We encourage all vendors to consider participating in this coupon book, especially since there is NO FEE to vendors to participate. It will surely increase traffic to your booth/stand since customers are likely to buy something from your stand versus another vendor simply because of the coupon offer. All you need to do is simply fill out the application and send it in by the deadline and we will do the rest of the work.

***Space is limited in the book so hurry and send in your application today!***

**Please fill out the enclosed coupon book application completely and return it no later than October 15, 2010.** If you have multiple booth locations with different products that will require a different coupon offer, please fill out a separate application for each coupon offer. We must have the application(s) by this deadline in order to design the book and get it printed in time for the fair. After your application has been approved, our marketing department will send you a proof sample of what your coupon will look like. We will review the applications and select a wide variety of products to include in the coupon book such as foods, merchandise, and games.

For any questions, please call the Marketing Department at (813) 621-7821 Ext. 4317 or 4314.

Sincerely,

Rip Stalvey  
Marketing & Museum Operations Director



The BEST TIME of the YEAR

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## 2011 COUPON VALUE BOOK APPLICATION

Please write in LEGIBLE print and complete all areas.

**DEADLINE: Must return this form by October 15, 2010.**

FAX # (813)740-3505 (Attention: Marketing Dept.)

MAIL ADDRESS: Florida State Fair (Attention: Marketing Dept.) P.O. Box 11766 Tampa, FL 33680

1. Have you already sent in your application for vendor space and been approved?  Yes  No

2. Booth Name: \_\_\_\_\_

3. Specify the Discount Amount \$ \_\_\_\_\_ OFF a minimum \$ \_\_\_\_\_ Total Purchase Amount  
Provide Detailed Explanation of Coupon Offer: \_\_\_\_\_  
\_\_\_\_\_

4. Describe Types of Products Sold: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Booth Location (describe where on the fairgrounds, specify whether indoor/outdoor)  
\_\_\_\_\_  
\_\_\_\_\_

6. Do you have multiple locations in which you will honor this same discount offer?  Yes  No  
*\*Please note that if you have multiple booth locations with different products that will require a different coupon offer for each location, please fill out a separate application for each coupon offer.*

### Vendor Contact Information (must complete all areas below in order to confirm your coupon offer)

Name of Applicant: \_\_\_\_\_ Fax # \_\_\_\_\_

Daytime Phone # \_\_\_\_\_ Cell Phone # \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

**By signing this area BELOW you acknowledge that you accept the terms of this application.**

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Vendor Participation Terms:** By completing this application you agree to participate in the coupon book and honor the discount offer as indicated on this application. The coupon must be honored for redemption at your booth on any day of the fair. *The Florida State Fair Authority reserves the right to reject any application or ask for a different type of product offer for use with the coupon.*

For any questions, please call Marketing Dept. at (813) 621-7821 Ext. 4317 or 4314.

### FOR OFFICE USE ONLY (do not write anywhere below)

Date Application Received: \_\_\_\_\_ Application Approved  Yes  No

Date for Proof Sent to Vendor for approval: \_\_\_\_\_ Date Proof Received back from Vendor: \_\_\_\_\_