

December 9, 2009

Dear Potential Showcase Participant

Mele Kalikimaka! Break out your Hawaiian shirts, grass skirts and the coconuts and take part in an agricultural luau complete with a cheese and beverage tasting area! Celebrate with us at the Seventh Annual Fond du Lac Agriculture Showcase.

On behalf of the Fond du Lac Area Agri-Business Council and the Wisconsin Milk Marketing Board, we invite you to exhibit at the 2010 Fond du Lac Agriculture Showcase. The goal of this event is to “bridge the gap between consumers and agricultural producers.”

The Seventh Annual Fond du Lac Agriculture Showcase gives you a cost effective way to reach new consumers. The Showcase, scheduled for **Saturday, March 6, 2010** at the **Fond du Lac County Fairgrounds Recreation Building**, will give you the opportunity to reach more than 2,000 producers and consumers. Doors will open at 8:30 am and close at 3:00 pm.

Reserve your own 10’ x 10’ booth for only \$50 before January 15, 2010. Your booth will include an identification sign, a skirted table, electricity and two chairs.

Thanks to Agromatic/A.F. Klinzing, there will again be cow mats available for your booth in 2010. For \$25 more, the floor of your booth can be covered with these mats to provide greater comfort in your booth for you, your staff and the visitors you speak with during your time at the Showcase. If you have worked a tradeshow and your legs got sore – this is the solution.

Complete with a Hawaiian Luau theme, the event is a great way to “showcase” your product or service. Please feel free to let visitors test or sample and then make a purchase of your merchandise as you don your Hawaiian apparel.

To reserve your booth for the Seventh Annual Fond du Lac Agriculture Showcase, please fill out the enclosed registration form. If you have any questions, concerns or suggestions, please feel free to contact Brenda Gudex, Director of Agricultural Programs for the Fond du Lac Area Association of Commerce at (920) 921-9500 or via email at brenda@fdlac.com.

Sincerely,



Rae Nell Halbur
2010 Chairman
Fond du Lac Agriculture Showcase



Brenda J. Gudex
Director of Agricultural Programs
Fond du Lac Area Association of Commerce