

Passport to Prizes Program

We want to give both our Commercial Exhibitors and our Visiting Public a special treat! To go with all the fun events and activities we have planned, we're pleased to announce our "Passport to Prizes" program will be back in 2010!

What's the program?

After a great first year and some good feedback we are launching our improved "Passport to Prizes" program. A member from the public may pick up and complete a "Boulder County Fair Passport to Prizes" passport by collecting "stamps" or signatures from participating vendors as they visit your booths. Once all the stamps or signatures are collected from the participating vendors, they may enter their passport by placing it in the collection box at the Info Booth inside the Exhibit Building. They are officially entered and ready to be drawn for daily prizes. Incomplete passports will not be accepted; to be eligible to win, the public must visit you!

How does this benefit You, the Commercial Exhibitor?

We recognize that one of the most challenging issues for Commercial Exhibitors is getting the public to come see what you're offering. We already know you have great products / services, but with the numerous attractions competing for their attention, that potential buyer or client may miss your booth. We want to give you a greater chance to sell those fantastic products / services to our fairgoers.

The Passport to Prizes program:

1. Gives You exposure to potential buyers that may not have visited your booth otherwise. When they come to collect their stamp, they'll meet you and your product / service! The winners of your prize will then return to collect, giving you another opportunity to network with them.
2. Gives You a "Winner Announcement" on the new and improved PA system with a special recognition thanks to the donating vendor, increasing awareness of your booth at the fair and your product or service.

How does the public benefit?

They get exposure to valuable products and services while visiting your booth. They also get to participate in a fun, social game and the chance to win your prizes. Passports will be drawn daily and winners announced over the new and improved PA system with a special thank you to the donating vendor. The winners will be contacted via phone if not still on the premise. All prizes not claimed within 24 hours will be returned to the donating Commercial Exhibitor and/or may be re-given in the next drawing. The number of prizes given and the amount of drawings per day will depend on the participation level of our Commercial Exhibitors.

What are the requirements for You, the Commercial Exhibitor, to participate?

There are no additional fees to participate. We will just need the following from you:

- At least 3 prizes to be given away throughout the week valued at \$5 or more. We will be happy to take more, of course!
- A fun stamp and ink (or you can always use a signature, but we recommend a stamp)
- Optional booth giveaway items and/or games: feel free to give away company stickers, water bottles, pens/pencils whatever you choose. Additional giveaway items / games aren't required, just strongly suggested as they keep those potential buyers engaged with you just a bit longer. And they're fun!

What does Boulder County Fair provide?

PA announcement
Passports to the Public
Small "Passport Participant" sign
Letter from the Boulder County Fair acknowledging the value of your donation for tax purposes, available at Exhibitor Check Out.

So how do You sign up?

If you want to participate in our program, fill out the Passport to Prizes Program Addendum to the Commercial Exhibitor Contract. Follow the guidelines in the checklist.

