

# WISCONSIN STATE FAIR

**AUGUST 4-14**  Presented By  
**U.S. Cellular**

## **2016 Vendor Space Application Information Commercial, Attraction and Food & Beverage Vendors**

Thank you for your interest in the 2016 Wisconsin State Fair!

The Wisconsin State Fair offers a million ways to market and build your business and we are always looking for exciting new products to offer our Fairgoers. The Fair has been providing the highest quality foods, products and fun for more than 160 years. In other words, we have quite a reputation to live up to! Our Fairgoers expect the best of the best and that's what we deliver. By always showcasing commercial vendors and concessionaires that are examples of these very high standards, we take pride in creating an exceptional Fair experience each and every year.

Please read this entire information sheet, complete and submit the application form to the address printed at the bottom of the application. **Submitting an application will allow you to be considered for space, it does not constitute a contractual agreement between our organizations. Please do not send payment at this time.** Each year 95% of our Vendors return. Beginning in January, to fill the remaining 5% of open space, we begin the selection process for new Vendors based on the applications we have received, and the availability of space (please see the selection process document for more information on this process). All new applicants will be notified of our decision by May 27, 2016. If you have questions about the status of your application, we ask that you please contact us after June 1, 2016.

Thank you again for your interest in becoming a Wisconsin State Fair Vendor. We look forward to working together to create the best State Fair in the nation.

### **2016 Wisconsin State Fair Information**

Dates:	August 4 - August 14, 2016
Adult admission:	\$12 at the Gate*
Senior admission:	\$7 at the Gate*
Youth admission (6-11):	\$6 at the Gate*
Gate hours:	8:00 am-11:00 pm – Sunday-Thursday 8:00 am-Midnight – Friday & Saturday
Total attendance in 2015:	1,033,053
Average daily attendance:	93,914
Number of vendor locations:	Over 650 Commercial, and 240 F&B
Entertainment & demonstration stages:	30
Website:	<a href="http://WiStateFair.com">WiStateFair.com</a>
E-mail address:	<a href="mailto:ExhibitorServices@WiStateFair.com">ExhibitorServices@WiStateFair.com</a>
For more information call:	414.266.7040 Monday–Friday, 8am-4:30pm

\*All prices subject to change

## General Vendor Information

### Rental Formulas:

All vendor space, indoor or outdoor, is leased for the entire run of the Fair (11 days) on a per front-foot basis. Additional charges will be assessed for excessive depth and corners. Excessive depth is over 10 feet of depth for inside space and over 25 feet of depth for outside space. For example, if you lease a 10' x 10' in the Expo Center, at the per front foot rate of \$115, the cost for the 11 days will be \$1,150.

### 2016 Locations & Rental Rates:

- **Exposition Center:** This is Wisconsin's largest exposition hall with over 200,000 sq. ft. of air-conditioned vendor space. Commercial, informational, food & beverage and attraction vendors are welcome. Spaces are available in 10' increments, and includes back and side pipe and drape. Rate is \$115 per front foot with an additional \$575 for corners.
- **Outdoor Rental:** Outdoor space is available in a variety of dimensions and configurations. All outdoor space agreements are for the ground, as-is, tents or any other structures are not included. Rate is \$85 per front foot on all front facing sides.
- **Original Cream Puff Pavilion:** Home of the famous "Wisconsin State Fair Cream Puff", this building offers approximately 5,500 sq. ft. of air-conditioned vendor space for confections and food-related products. Spaces are available in 10' increments, and includes back and side pipe and drape. Rate is \$95 per front foot with an additional \$475 for corners.
- **Central Marketplace:** Patrons enjoy visiting the variety of retail booths in an open air environment, surrounding the 1,500 seat Bank Mutual Amphitheater. Vendor booths resemble garages with full side and back walls, covered roof and concrete floors. Booths are available in 9½' increments, and each has a garage door with hasps to allow vendors to lock with their own padlock. Rate is \$95 per front foot.
- **Mile Marketplace:** Over 400 feet of open-air tented walkway located beneath the Milwaukee Mile with a walkway that runs parallel to Grandstand Avenue. Spaces are available in 10' or 20' increments, and include tenting. This is recommended as a commercial vendor sales area. Rate is \$95 per front foot.
- **The Galleria:** Located in the Big Back Yard, the Galleria features over 400 feet of open-air tented walkway. This area is recommended for commercial vendors or for organizations. Spaces are available in 10' or 20' increments, and options for either 10' or 20' of depth. All spaces include tenting. Rate is \$95 per front foot with 10' of depth and \$105.00 per front foot with 20' of depth.
- **Westside Marketplace:** This location offers a combination of commercial space, sponsor pavilion, entertainment stage, outdoor seating area and the "World Café", (which consists of Ethnic food & beverage vendors). This is recommended for commercial vendors, organizations and for Ethnic food vendors. Vendor booths resemble garages with full side and back walls, covered roof and concrete floors. Booths are available in 10' increments, and each has a garage door with hasps to allow vendors to lock with their own padlock. Commercial Rate is \$95 per front foot with an additional \$475 per corner. Food and Beverage Rates are based on Commission Rates listed below.
- **Novelty Rental:** Outside locations are available in a variety of dimensions and configurations. All outdoor space agreements are for the ground, as-is, tents or any other structures are not included. Rate is \$150 per front foot.

### Commission Rates:

The following vendors are assigned to a commission rate and will pay a non-refundable guarantee deposit. The guarantee deposit is calculated on the front footage and depth of the space by using the location rental rate, unless otherwise noted. Vendors will pay their assigned commission rates (see below) of the net sales **OR** the guarantee deposit, whichever is greater. Vendors must report sales daily.

<b>Food &amp; Beverage</b>	24% (All locations)
<b>Beverage Only</b>	30% (Guarantee deposit rate is \$150 per frontage foot for all locations)
<b>Attractions</b>	25% (Non-staffed Attractions 30%)

**Hours:**

Vendors must be open, staffed and ready to operate as follows:

**Sunday thru Thursday**

Building Hours: 9:00am-10:00pm

Outside Vendor Hours: 9:00am-11:00pm\*

Park Hours: 8:00am-11:00pm

**Fridays & Saturdays**

Building Hours: 9:00am-10:00pm

Outside Vendor Hours: 9:00am-12:00am\*

Park Hours: 8:00am-12:00am

\*Outdoor vendors have the option to close one hour earlier. Outside vendor hours also apply to the Galleria vendors. On the final Sunday, everything closes one hour earlier.

**Sales Tax:**

5.6% (state, county and stadium construction taxes combined) Commercial Vendors

6.1% (state, county and stadium construction taxes combined) Food and Beverage Vendors

**Admission:**

All Vendors and their employees must pay admission to enter the Fair Park each day. Discounted vendor admission tickets are available at a rate of \$5 if ordered by June 30, 2016.

**Parking:**

Cost of parking is \$10 per vehicle per day, per entrance. 11-Day General Parking Permits may be purchased for \$110 and include non-reserved parking. Reserved Vendor Parking Permits are available on a first come-first served basis. Reserved Vendor Parking begins at \$200 per vehicle. General and Reserved Parking Permits grant vendors the privilege to deliver to their areas prior to opening or after the park closes. These parking costs are in addition to gate admission. Every effort will be made to fulfill your request. A limited amount of trailer parking is also available.

**Insurance:**

All Vendors must provide a certificate of general liability insurance with a minimum single limit of **\$1,000,000** bodily injury and property damage with the Wisconsin State Fair Park Board, its agents, and its employees named as additional insured prior to **July 8, 2016**.

**Utilities:**

Utility service such as electric, water, sewer, internet, satellite and phone services are not included in rental rates and will be charged based on usage and/or location. Please complete the applicable Utility Service Form and return with your application.

**Signs:**

All signage used by vendors must be professionally made. This includes the required company and / or organization booth identification signs. Handwritten signs, of any type, are NOT allowed.

**Tent Requirements:**

The Exhibitor & Vendor Services Department requires that all tents used by vendors during the annual Wisconsin State Fair be professionally installed. Tents may be provided by vendors but must be professional grade with either a label affixed to it indicating the tent material is flame-resistant or paper work indicating material has been treated with a flame-retardant product. Vendors must contact Digger's Hotline before tents are installed. See Vendor Manual for more information.

**New Vendor Payment Policy:**

First time vendors are required to pay 50% of the total due within 14 days of the issuance of the Vendor License Agreement or the agreement will be cancelled. Payment can be made by cash, check, credit card, money order or cashier's check. Personal checks will not be accepted within two weeks of the start of the Fair.

**PLEASE NOTE:**

This is only a partial listing of vendor space information and guidelines. The complete 2016 Vendor Manual, Rules and Regulations are other pertinent information is available on our website: [WiStateFair.com](http://WiStateFair.com)



### VENDOR LOCATIONS

1. Exposition Center
2. Big Back Yard and Galleria
3. Original Cream Puff Pavilion
4. Mile Marketplace
5. Central Marketplace
6. Westside Marketplace
7. Wisconsin Products Pavilion



## 2016 Food & Beverage Vendor Application Form

Please **type or print** clearly in ink as you carefully complete pages 1 and 2 of this application form. Please remember, this is not a contract, do not send payment. **Incomplete or illegible application will forfeit consideration.**

### Section 1: Contact information

Name of company: \_\_\_\_\_

Name of owner: \_\_\_\_\_  
(Name that should appear on your contract, if approved)

Name of manager: \_\_\_\_\_  
(Name of person who will run your operation at the Fair)

Permanent mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Business phone: (\_\_\_\_\_) \_\_\_\_\_ Home phone: (\_\_\_\_\_) \_\_\_\_\_  
(In case of emergency)

Cell phone: (\_\_\_\_\_) \_\_\_\_\_ Federal ID number: \_\_\_\_\_

E-Mail address (required): \_\_\_\_\_

Company or product website: \_\_\_\_\_

### Section 2: Location and size of booth/stand desired (please see map for locations)

**Exposition Center:** Number of frontage feet requested in 10' increments: \_\_\_\_\_ x 10' of depth  
 Inline booth – between two booths  
 Corner booth – at the end of the aisle – 1 corner  
 (No double corners are available)

**Original Cream Puff Pavilion:** Number of frontage feet requested in 10' increments: \_\_\_\_\_ x 10' of depth

**Outside:** Number of frontage feet requested: \_\_\_\_\_ x \_\_\_\_\_ (# of depth feet)  
 (Footage must include all tie-downs, overhangs, trailer hitches, etc.  
You will only be allocated the space requested.)

### Section 3: References

Please provide complete information from two recent events such as Fairs, Hobby, Trade Shows or similar events at which you have sold or demonstrated your product(s) and/or service(s).

**Event 1**

Name of event: \_\_\_\_\_

Name of contact: \_\_\_\_\_ Phone number: (\_\_\_\_\_) \_\_\_\_\_

**Event 2**

Name of event: \_\_\_\_\_

Name of contact: \_\_\_\_\_ Phone number: (\_\_\_\_\_) \_\_\_\_\_

#### Section 4: Menu items to be offered

**Specifically and individually** list **ALL** food, beverage or sundry items requested to be sold. If approved for a booth/stand, there is no guarantee all items requested/listed below will be approved. If you require additional space, please include a detailed list to describe your offered items. **No exclusivity will be granted.**

#### Section 5: Parking and utilities

##### Parking:

Yes, I need parking (If yes, please complete Parking Form)  No parking needed

##### Electrical:

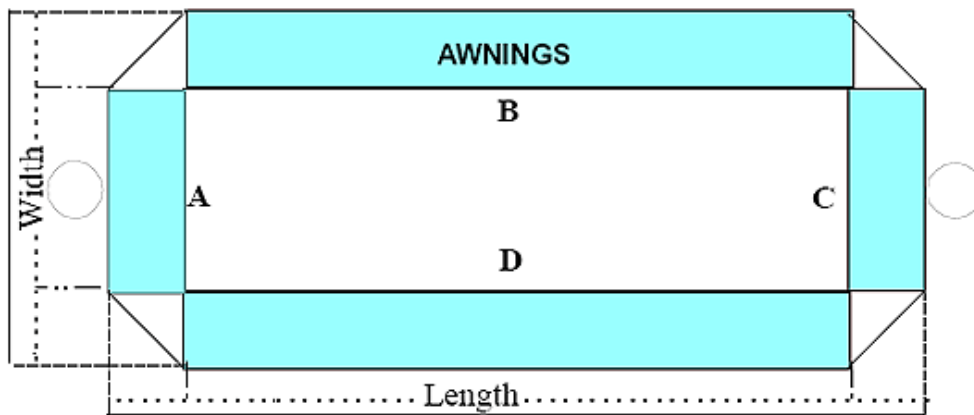
Yes, I need electrical (If yes, please complete Electrical Form)  No electrical needed

##### Water & Sewer:

Yes, I need access to water or sewer. If yes, please select from the following:  
 Running water  Direct sewer connection  Access to water  Access to sewer  
 No water or sewer needed

#### Section 6: Photo and schematic of booth/stand

You **must** include a clear color photograph **and** detailed schematic drawing of your trailer or booth and literature pertaining to your product(s). **Complete the overhead view drawing below:**



Booth/Trailer size **NOT** including awnings = width \_\_\_\_\_ x length \_\_\_\_\_

Booth/Trailer size **INCLUDING** awnings = width \_\_\_\_\_ x length \_\_\_\_\_

Check off service side(s):  A  B  C  D

Is tongue removable?  Yes  No Trailer tongue location:  A  C

We reserve the right to accept or reject any applicant based on the uniqueness and quality of products sold, fair experience, services offered, or the appearance of your booth/stand, and references from other fairs or shows at which you have been a Vendor.

I certify the information on this application is complete and true, to the best of my knowledge.

\_\_\_\_\_  
(Signature of owner as stated on page 1)

\_\_\_\_\_  
(Date)