

WISCONSIN STATE FAIR

Presented By  U.S. Cellular

New Vendor Selection Process

Selection Process

The number of new applications received each year is generally greater than the space we have available since roughly 95% of vendors choose to return each year. Unfortunately, not all applicants will receive a Vendor License Agreement to fill the remaining 5% of spaces.

New applicants are selected based on the following criteria:

- Uniqueness of product or service, lack of duplication
- Appearance of display in color photos submitted with application
- Availability of space
- Prior experience or written recommendations

Selection Process Timeline:

March 30	Space is allocated to all returning Vendors by March 30.
April 15	New Vendor applications will be considered beginning April 15.
End of May	All applicants who apply before the end of May will be notified of our decisions by the last Friday in May.
June 1	Please wait until this date to contact us regarding the status of your application.

Selection of new vendors will continue until all available space is filled.

Please do not send a deposit with your application. Submitting an application does not guarantee a space at the Wisconsin State Fair.

If your application is selected, you will be notified immediately, and a Vendor License Agreement will be sent to you.

All applications are kept on file for 2 years. If your application is not selected, we suggest you fill out a new application annually.

Contacting the Exhibitor and Vendor Services Department

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