



2017
**Attraction, Commercial,
Food & Beverage
Vendor Manual
and
WSFP Rules & Regulations**

**Wisconsin State Fair
August 3 – 13, 2017**

WISCONSIN STATE FAIR

AUGUST 3-13  Presented By
U.S. Cellular

Dear Vendor Partner,

Welcome to the 2017 Wisconsin State Fair! We look forward to working together to create the best experience for both our vendors and Fairgoers leading up to and during the eleven-day event.

Please let us know if we can be of any help prior to your arrival or over the course of your time here at the 2017 Wisconsin State Fair. Our office is staffed year-round, full-time, Monday through Friday from 8:00am to 4:30pm, and we can be reached at ExhibitorServices@WIStateFair.com or 414-266-7040. During the Fair, each vendor area is also staffed with Vendor Services Representatives for quick response and face-to-face interactions.

We wish you the best as you prepare for our event, and look forward to a great Wisconsin State Fair!

Vendor Services Department Staff
Wisconsin State Fair

Introduction

Vendor Services Department

Food & Beverage Director: Chelsea Famularo, Chelsea.Famularo@WiStateFair.com

Commercial Vendor Director: Mary Kay Pfeffer, MaryKay.Pfeffer@WiStateFair.com

Wisconsin Products Pavilion Director: Jill Albanese, Jill.Albanese@WiStateFair.com

Food & Beverage Coordinator: Angela Stern, Angela.Stern@WiStateFair.com

Commercial Vendor Coordinator: Beth Pomije, Beth.Pomije@WiStateFair.com

Chief Services Officer: Steve Reinhardt, Steve.Reinhardt@WiStateFair.com

From Monday, July 17 – Monday, August 14, 2017, the Vendor Services Department is located in the Fairtime Office Trailer located next to the Business and Ticket Offices (7722 W. Greenfield Ave.)

The remainder of the year, the Vendor Services Department is located in the lower level of the Tommy G. Thompson Youth Center (640 S. 84th St.).

You can reach the Vendor Services Department year-round by calling 414-266-7040.

Vendor Services Representatives

Your Vendor Services Representative (VSR) is there to help you. They will assist you in setting up in the correct location and explain the rules regarding displays, decorations, lights, signs, microphones, etc. If you have any questions or concerns, you can contact them as listed below:

Central & Mile Marketplace: 414-266-7175

The office trailer is located off Grandstand Avenue, on the north wall of the southeast bathrooms, between the restrooms and Robert's Restaurant.

The Original Cream Puff Pavilion, Galleria & the Big Backyard: 414-266-7049

The office is located inside the Original Cream Puff Pavilion, in the southeast office, near the east entrance of the pavilion.

Outdoor Vendors: 414-266-7040

The office is located in the Vendor Services Fairtime Office Trailer.

Exposition Center: 414-443-2109

The office is located in Show Office A of the Exposition Center.

Wisconsin Products Pavilion: 414-266-7097

The office is located in the southeast corner of the pavilion.

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Please Note:

Information published in this manual is current at time of publication and is subject to change without notice at the discretion of Wisconsin State Fair Park

General Information

Vendor Types & Definitions

At Wisconsin State Fair, vendors are classified into the following categories:

Attraction Vendor: Vendor whose main focus is providing an experience for Fairgoers to enjoy versus a product. Does not include carnival rides and games that are typically found in a midway.

Commercial Vendor: Informational and/or retail vendor offering a product that is enjoyed after leaving the Fair Park. This category includes retail, non-retail, pitch, and novelty vendors.

Food & Beverage Vendor: Any vendor that offers an immediately consumable product to Fairgoers, including food, non-alcoholic and alcoholic beverages.

Hours of Operation

The Fair Park is open to Fairgoers at 8:00am every day of the WSF. All buildings are open to Fairgoers at 9:00am. Vendors must show a Vendor Badge to gain access to any building before/after hours. Buildings include the Exposition Center, Central Marketplace, Mile Marketplace, Original Cream Puff Pavilion, and the Wisconsin Products Pavilion; see pages 13-14. for each specific building's hours.

All inside and outside Vendors must be open, staffed and ready to operate no later than 9:00am each day for all eleven days of the event.

Sunday through Thursday

Park Close: 11:00pm

Buildings Close: 10:00pm

Outside and Galleria Vendors: Have the option to close at 10:00pm, hard close at 11:00pm

Alcohol Sales: "Last Call" at 10:30pm, sales cease at 10:45pm, hard close at 11:00pm

Fridays & Saturdays

Park Close: 12:00am (Midnight)

Buildings Close: 10:00pm

Outside and Galleria Vendors: Have the option to close at 11:00pm, hard close at 12:00am

Alcohol Sales: "Last Call" at 11:30pm, sales cease at 11:45pm, hard close at 12:00am (Midnight)

Last day of the WSF

Park Close: 10:00pm

Buildings Close: 9:00pm

Outside and Galleria Vendors: Have the option to close at 9:00pm, hard close at 10:00pm

Alcohol Sales: "Last Call" at 9:30pm, sales cease at 9:45pm, hard close at 10:00pm

Lodging

Camping

Camping is not permitted at Wisconsin State Fair Park unless in a Recreational Vehicle (RV) within a space designated by the WSFP RV Park.

Recreational Vehicle (RV) Parking

The RV Park and Infield RV spaces are available to Vendors during the WSF. Call 414-266-7035 for more information. Spaces fill quickly, recommended to be booked early.

Any Vendors and/or employees housed overnight, within designated camping areas during the Fair, must be in an approved overnight vehicle/facility and are required to purchase a Vendor Credential (see page 23 under Vendor Credentials). The Vendor Credential must be worn or kept on your person at all times while within the Fair Park. Random checks will be conducted by WSFP Public Safety or Police Officers. Vendors and/or employees not in compliance will be required to purchase a Vendor Credential at the Ticket Office. Failure to

comply with this requirement will result in removal of that person from the Fair Park, and may result in loss of privilege to acquire space for housing and/or loss of Vendor License Agreement opportunities for future Fairs.

Hotel / Motel Listing

A listing of hotel and motel accommodations in the Milwaukee area is available at: www.visitmilwaukee.org, by calling 800-544-1448 or by visiting our website at www.wistatefair.com.

Vendor License Agreement

All Vendor License Agreements are issued on an annual basis and expire with the close of the WSF each year. A Vendor License Agreement does not guarantee participation in future fairs.

Attraction Vendors: All items offered and sold **MUST** be approved by the Vendor Services Department prior to the preparation of a Vendor License Agreement. All attraction pricing must be submitted by the established due date selected by the Vendor Services Department. Once the pricing deadline has passed, no pricing can change or deviate from the prices submitted. Vendors are assigned to a commission rate and will pay a non-refundable guarantee deposit. 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:

Manned Attractions	25%
Unmanned Attractions	30%

Commercial Vendors: All items offered, sold, or distributed **MUST** be approved by the Vendor Services Department prior to the preparation of a Vendor License Agreement. Sale or distribution of items not listed on your Vendor License Agreement is prohibited and may result in immediate dismissal or refusal for entry into future Fairs. Commercial vendors are not required to pay a percentage of their sales.

Food & Beverage Vendors: All items offered and sold **MUST** be approved by the Vendor Services Department prior to the preparation of a Vendor License Agreement. All menu pricing must be submitted by the established due date selected by the Vendor Services Department. Once the pricing deadline has passed, no food, non-alcoholic beverage, or alcoholic beverage pricing can change or deviate from the prices submitted.

The only exception that allows for food and non-alcoholic beverage pricing to change during the WSF would be for Vendor participation in a WSF approved promotion, price reduction or coupon program. Alcoholic beverages are precluded from any promotion, price reduction or coupon programs of any kind.

Vendors are assigned to a commission rate and will pay a non-refundable guarantee deposit. 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:

Food & Non-Alcoholic Beverages	24%
Beverage Only Locations	30%
Alcoholic Beverages	30%
Association Rate (Food & Non Alcoholic Beverages)	18%

Please note: after July 15, no product or utility changes will be made to any Vendor License Agreement.

Cancellation of Vendor License Agreement

Space contracted and assigned, but not properly set up and ready for business by 9:00am of the first day of the WSF, may be canceled with fees previously paid for space forfeited. Contracted space which is not open for business or not manned during the official hours each of the eleven days of the Fair shall forfeit all rights to said space. Vendor License Agreements may not be canceled by the Vendor without written notification and said notice must be received by the Vendor Services Department no later than **July 1, 2017**. Please return all copies of the Vendor License Agreement for our records with written correspondence that you are canceling. Full refunds on a canceled Vendor License Agreement will be made only if the above provisions are met.

Donations

Solicitation of donations for any cause must be approved by the Vendor Services Department and be included on your Vendor License Agreement. Donations generated through the use of raffles and other similar contests or promotions must follow the criteria outlined on pages 19-20 under Contest and Promotion Guidelines.

Evaluations

All Vendor businesses will be inspected and evaluated during the WSF. Your operation will be rated in three categories: License Agreement Compliance, Site Aesthetics, and Business Practices & Operations. You will receive a copy of your operation evaluation along with photo(s) via email approximately 120 days after the WSF. Please make sure your employees know that your opportunity to participate in future fairs is contingent upon receiving a rating of average or above. Each booth/stand must display their Vendor Number Card in the upper right hand corner of their booth/stand to assist staff conducting evaluations.

Licensed Space

Vendors must confine all business activities to the limits of the space allotted to them in their Vendor License Agreement. Sales staff and demonstrators are prohibited from operating outside of their footprint. Hawking is strictly prohibited.

Payment of Vendor License Agreement

Vendor License Agreement payments can be made with cash, credit card, personal check, cashier's check, or money order. No Vendor will be allowed to set up unless the space to be occupied has been paid for in full. Personal checks will not be accepted within the two weeks prior to the start of the Fair.

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.

Renewal of Vendor License Agreement

Vendor Renewal Applications for the 2018 WSF will be given to each Vendor to complete and return to your VSR during the WSF. It is your responsibility to return your Vendor Renewal Application by September 29, 2017 to be considered for the 2018 WSF. Completion of a Vendor Renewal Application does not guarantee participation in future WSFs.

Subletting

Subletting is defined as: "The holder of a WSF Vendor License Agreement allowing another company or business to occupy their location and conduct business in that location." Vendors may not sublease, assign or transfer an agreement without written approval from WSF. Anyone found to be subletting space without approval shall have all Vendor License Agreements canceled.

Violation Notice

The contents of this manual are accepted as part of your Vendor License Agreement. Non-compliance with any part of this manual is considered a breach of your agreement. A breach of your agreement may be cause for termination of your agreement with Wisconsin State Fair.

Insurance

All Vendors are required to have insurance in order to operate at the WSF. Vendors must arrange for the necessary policies at their expense, and have the certificate of insurance sent to WSF by their insurance agent. Certificates of insurance will not be considered valid unless they are received directly from the insurance agency via email, mail or fax accompanied by the company's identifiers. All insurance is required to be on file with the Vendor Services Department no later than Friday, July 7, 2017 to allow for proper processing. **Vendors will not be allowed to set up without proper proof of insurance!**

General Liability Insurance: All Vendors must obtain and provide a certificate of general liability insurance for a minimum of \$1,000,000. The name of the company insured must match the name of the company on your Vendor License Agreement. The policy dates must be effective a minimum of July 20 – August 20, and

the description of operations must note "the Wisconsin State Fair Park Board, its agents and its employees are additionally insured". Please see form #2 in your Vendor Information Packet on general liability requirements. You may purchase general liability insurance through a group plan offered by Haas & Wilkerson; please see form #3 in your Vendor Information Packet for details.

Worker's Compensation Insurance: All Vendors with paid employees, including family members, must obtain and provide a certificate of worker's compensation insurance. The name of the company insured must match the name of the company on your Vendor License Agreement, and the policy dates must be effective a minimum of July 20 – August 20. Insurance must be in accordance with the State of Wisconsin Worker's Compensation Act - Section 102.4 (definition of employer) of the Act. If you do not have any employees, or operate solely with volunteers, you must complete form #4 in your Vendor Information Packet. Haas & Wilkerson does not provide worker's compensation coverage.

Liquor Liability Insurance: Vendors who have been authorized to sell alcoholic beverages, including, but not limited to beer, wine, malt beverages, spirits, and ready to drink cocktails, must obtain and provide a certificate of liquor liability insurance for a minimum of \$1,000,000. The name of the company insured must match the name of the company on your Vendor License Agreement, and the policy dates must be effective a minimum of August 3 – August 13. You may purchase liquor liability insurance through a group plan offered by Haas & Wilkerson; please see form #5 in your Vendor Information Packet for details.

Property Insurance: Vendors who own and operate a permanent building at WSFP must obtain and provide a certificate of property insurance for the replacement value of the building. The certificate of insurance must show year-round coverage for both property and general liability insurance. The building must be called out as a separate line item of coverage siting the address of WSFP, as well as block and building numbers of the property.

Utilities

Cable & Satellite Television

There is no official cable supplier at the WSF. Service may be obtained from any provider of your choosing; please check with the specific provider for availability.

Electric

Electrical Service and Usage: Electrical connections are charged according to usage; a list of rates is available by contacting the Vendor Services Department Office. During the WSF your electrical usage will be audited. If your electrical usage exceeds the amount charged on your Vendor License Agreement, electrical services will be billed to you during the WSF. Payments must be made at the WSF Business Office prior to the end of the Fair.

WSFP is equipped with Ground Fault Circuit Interrupting (GFCI) on all outside outlets. It is the responsibility of the user to ensure that all equipment used at the Fair Park is in safe working order and is GFCI compatible BEFORE you arrive for the WSF. All booths/stands must be properly grounded.

Inside Vendors: All inside Vendors who ordered electrical service will find the proper electrical service run to their specific stand/booth. WSF provides an outlet(s), but Vendor is responsible for any necessary cords, surge protectors, etc.

Outside Vendors: All outside Vendors who ordered electrical service must check in with the WSF Electrical Department upon arrival to arrange for electrical hookups. The WSF Electrical Department's main office is located on the east side of Sue Wetley Court, or they can be reached by phone at 414-266-7085. Electricians will connect the electrical service as requested on your Vendor License Agreement.

Electrical Inspections & Safety Guidelines: State of Wisconsin Electrical Inspectors will be performing inspections on the three days prior to the opening and during the Wisconsin State Fair (WSF). To schedule an electrical inspection prior to these days, call the WSF Fire Marshal at 414-266-4213.

During the inspection, inspectors will be documenting electrical violations and issuing orders to correct. Violations must be corrected within the time frame given by the WSF Fire Marshal. If violations are not corrected within the

given time frame, your business will be closed until the violations are corrected. Corrections will be inspected and approved by the WSF Fire Marshal or delegated inspectors prior to reopening. These violations will also be noted on your evaluation and may affect your company's ability to return for future Fairs.

One easy way to avoid violations and identify potential hazards is to conduct your own safety review prior to your electrical inspection. Examining the lights, equipment, cords and connections in your booth/stand will allow you to be proactive in identifying and solving any issues before they arise. For a checklist of commonly encountered electrical issues please contact the Vendor Services Department. Please contact the WSF Staff Electrician with any electrical related questions by calling 414-750-3162.

Gas & Propane

The WSF does not have an exclusive supplier of Gas or Propane. To obtain contact information for specific providers, please contact the Vendor Services Department.

Internet

Exposition Center: The Exposition Center is equipped with free Wi-Fi for Fairgoer use only. The free Wi-Fi system will not have the capabilities to carry any significant streaming or transaction services; this will cause the system to fail. The free Wi-Fi is not secure, will not be supported by the WSF IT Department, and is not designed or intended for Vendor usage. Vendors in the Exposition Center who need internet are required to order a hardline directly to their stand.

Internet service should be discussed with the Vendor Services Department prior to your Vendor License Agreement being issued – internet service will be added to the Agreement. If your Vendor License Agreement has already been issued, please contact the Vendor Services Department for assistance. Please be aware that internet service rates will increase significantly for orders placed after July 15.

The purchase of an internet line is for one device only. The use of routers, switches/hubs, DHCP, wireless LANS or other applications that allow the sharing of an IP address between multiple devices is PROHIBITED unless approved in writing by WSF. **Vendors in violation of these policies will be subject to pay \$265 for each unauthorized connection and/or may be subject to the disconnection of their service.**

All other locations: The WSF will have several Wi-Fi Hot Spots throughout the Fair Park for Fairgoer use only. The free Wi-Fi system will not have the capabilities to carry any significant streaming or transaction services, this will cause the system to fail. The free Wi-Fi will not be supported by the WSF IT Department, and is not designed or intended for Vendor usage. Vendors who need internet are urged to order hardline internet service, or install a private Hot Spot from the internet carrier of their choice.

Telephone

Exposition Center: Telephone service in the Exposition Center must be ordered through the Vendor Services Department. Telephone service should be discussed with the Vendor Services Department prior to your Vendor License Agreement being issued – telephone service will be added to the Agreement. If your Vendor License Agreement has already been issued, please contact the Vendor Services Department for assistance. Please be aware that internet service rates will increase significantly for orders placed after July 15.

All other locations: Telephone service for all other locations in the Fair Park must be ordered through AT&T. To order service through AT&T, please use form #10 in your Vendor Information Packet.

Water & Sewer

Outside Vendors must call 414-266-7080 upon arrival to obtain plumbing hookups. Water services, as well as stop valves on water lines, are available in many locations for use by Vendors. Do not tamper with, or remove back-flow preventers. In such locations, Vendors have the responsibility of extending such service to their equipment, which includes turning on or draining water before and after the WSF. Hoses will be inspected for leaks in hose body and fittings. Proper hoses approved by the WSFP Plumbing Department are required. Vendors with sewer service shall be responsible for stoppage within their sewer system. Grey water/waste water is only to be disposed of in the appropriate locations as identified by WSF. Vendors caught dumping grey water/waste water in storm sewers are subject to a fine by the Wisconsin Department of Natural Resources.

Water Hoses: All hoses for water to vendors must be marked “*Non-toxic PVC NSF51*” on the hose itself. Plumbing inspectors will be checking for this during the 2017 WSF. If the proper hose is not used, it will be disconnected and the vendor will only be allowed to re-open upon compliance.

Setup & Teardown

Check-In Procedures

Attraction and Commercial Vendors: Upon arrival at WSF, vendors are allowed to go directly to their area to check-in with their Vendor Services Representative (VSR), receive their check-in packet, and set up their booth. Vendors with multiple spaces throughout the Fair Park will find their packet either in the Exposition Center (if they have a space in the Expo) or in the location where they have the largest booth. Any Vendor arriving late must notify the Vendor Services Office.

Exposition Center Vendors:

- Your VSR is located at Dock C of the Exposition Center at the southeast corner of the building for setup (during the Fair they will be located in Show Office A).
- At Check-In, you will receive your Check-In Packet which includes your Vendor Number, Admission Tickets and Parking Permits (if ordered in advance) in addition to proper placement instruction and other pertinent information.
- It is **not** necessary for Expo Vendors to check-in at the Vendor Services Fairtime Office Trailer, unless you have missing documents or unresolved issues.

Central Marketplace and Mile Marketplace Vendors:

- Your VSR is located in a temporary trailer between the bathrooms and Robert’s on Grandstand Avenue.
- At Check-In, you will receive your Check-In Packet which includes your Vendor Number, Admission Tickets and Parking Permits (if ordered in advance) in addition to proper placement instruction and other pertinent information.
- It is **not** necessary for Central Marketplace or Mile Marketplace Vendors to check-in at the Vendor Services Fairtime Office Trailer, unless you have missing documents or unresolved issues.

Original Cream Puff Pavilion, Galleria, and Big Backyard Vendors:

- Your VSR is located in the Original Cream Puff Pavilion Office, which is on the south side of the east doors.
- At Check-In, you will receive your Check-In Packet which includes your Vendor Number, Admission Tickets and Parking Permits (if ordered in advance) in addition to proper placement instruction and other pertinent information.
- It is **not** necessary for Original Cream Puff Pavilion, Galleria, and Big Backyard Vendors to check-in at the Vendor Services Fairtime Office Trailer, unless you have missing documents or unresolved issues.

Wisconsin Products Pavilion Vendors:

- Your VSR is located in the Wisconsin Products Pavilion Office in the southeast corner of the building.
- At Check-In, you will receive your Check-In Packet which includes your Vendor Number, Admission Tickets and Parking Permits (if ordered in advance) in addition to proper placement instruction and other pertinent information.
- It is **not** necessary for Wisconsin Products Pavilion Vendors to check-in at the Vendor Services Fairtime Office Trailer, unless you have missing documents or unresolved issues.

Outside Vendors (Outside Locations not mentioned above):

- All Outside Vendors must check-in at the Vendor Services Fairtime Office Trailer before setting up.
- At Check-In, you will receive your Check-In Packet which includes your Vendor Number, Admission Tickets and Parking Permits (if ordered in advance) in addition to proper placement instruction and other pertinent information.
- It is necessary for Outside Vendors to check in directly with Vendor Services as outside Vendors will be placed by a Vendor Services Director or a representative.

- Due to the large number of Vendors, everyone cannot be placed at the same time. Every effort will be made to help you as efficiently as possible but we ask that you be patient.

Please note: check-in packets will not be released and vendors will not be allowed to setup until agreement is signed, paid in full, proper insurance is on file with the Wisconsin State Fair and vendors are in good standing with the Wisconsin Department of Revenue.

Food & Beverage Vendors

F&B Vendors not located outside should proceed to their location as stated on the Vendor License Agreement. Please see the listing above for where packets are located for each individual building and/or area.

All Outside F&B Vendors & Permanent Building operators must check-in at the Vendor Services Fairtime Office Trailer before setting up.

- At Check-In, you will receive your Check-In Packet which includes your Vendor Number (needed for electrical and fire inspections), Admission Tickets and Parking Permits (if ordered in advance) in addition to proper placement instruction and other pertinent information.
- It is necessary for Outside Vendors to check in directly with Vendor Services as outside Vendors will be placed by a Vendor Services Director or a representative.
- Due to the large number of Vendors, everyone cannot be placed at the same time. Every effort will be made to help you as efficiently as possible but we ask that you be patient.
- Any Vendor arriving late must notify the Vendor Services Office at 414-266-7040 for approval to guarantee space.

Please note: check-in packets will not be released and vendors will not be allowed to setup until agreement is signed, paid in full, proper insurance is on file with the Wisconsin State Fair and vendors are in good standing with the Wisconsin Department of Revenue.

Setup Dates & Times

Inside Vendors (except Wisconsin Products Pavilion): All Inside Vendors must check-in with their VSR prior to setting up. Please see specific setup dates and times below. There will be limited vehicle access to buildings during setup; check with your VSR for availability. To arrange for setup prior to July 31, please contact the Vendor Services Department at 414-266-7040.

Date	Setup Begins	Setup Ends
Monday, July 31	8:00 am	9:00 pm
Tuesday, August 1	8:00 am	9:00 pm
Wednesday, August 2	8:00 am	10:00 pm
Thursday, August 3*	8:00 am	8:30 am**

* First day of the WSF ** Buildings open to Fairgoers at 9:00am

Wisconsin Products Pavilion Vendors: All Vendors must check in with a WPP Team Member located in the southeast corner of the WPP before setting up for proper placement, required Vendor number, admission tickets (if ordered in advance) and other pertinent information.

Date	Setup Begins	Setup Ends
Monday, July 31	8:00 am	8:00 pm
Tuesday, August 1	8:00 am	9:00 pm
Wednesday, August 2	8:00 am	10:00 pm
Thursday, August 3*	8:00 am	8:30 am**

* First day of the WSF ** Buildings open to Fairgoers at 9:00am

If you need to drive a vehicle or trailer into the WPP, this must be done prior to noon on Wed., Aug. 3.

If you would like early set-up Wed., July 26 or Thur., July 27 (between 9:00 am and 3:00 pm) please contact Jill Albanese at 414-777-0580 or jill.albanese@wistatefair.com.

Outside Vendors: All Outside Vendors must check-in at the Vendor Services Fairtime Office Trailer prior to setting up. Setup begins at 8:00am on Friday, July 28, 2017. To arrange for setup prior to July 28, please contact the Vendor Services Department.

Lockdown Phase

The Fair Park will go into “Lockdown” phase starting on Monday, July 31 through Wednesday, August 2. The Lockdown is intended to ensure that we, along with Vendors, are safe and completely ready for Fairgoers on opening day of the WSF. The complete Lockdown plan will be sent to you approximately 30 days prior to the WSF.

Vendors may **not** conduct business before 8:00am on opening day of the WSF without written approval of a Vendor Services Department Director.

Teardown Plan

Inside Vendors (Central Marketplace, Exposition Center, Mile Marketplace, Original Cream Puff Pavilion and Wisconsin Products Pavilion): On the last day of the WSF, Sunday, August 13, all buildings will close at 9:00 pm. Dismantling and stock removal cannot begin before 9:00 pm. After that time, you will be able to dismantle and pack your booth and prepare for Park close at 10:00 pm.

Outside Vendors (Outside Locations, Galleria & Permanent Building Operators): On the last day of the WSF, Sunday, August 13, the Fair will close at 10:00 pm. Outside Vendors have the option to close at 9:00 pm. For Vendors who choose to close at 9:00 pm, you may not do any visible packing or dismantling of your booth or stand until after the Park closes at 10:00 pm.

After all areas of the Fair have been cleared of Fairgoers, the “all clear” will be given, and vehicles will be allowed in the Park. Detailed Teardown Procedures and vehicle access will be distributed during the WSF prior to closing day.

Public Safety will be on-site through Monday afternoon, but any booth or stand left overnight will be at the Vendor’s own risk. All equipment, temporary stands, structures, supplies, etc., **MUST** be removed by **5:00 pm on Monday, August 14**, or they become the property of WSF.

Building Information & Hours

Central Marketplace: Patrons enjoy visiting the variety of retail booths in this 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.

Sunday through Thursday

Central Marketplace Hours: 9:00am-10:00pm
Park Hours: 8:00am-11:00pm

Fridays & Saturdays

Central Marketplace Hours: 9:00am-10:00pm
Park Hours: 8:00am-12:00am

On the final Sunday, everything closes one hour earlier.

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 8’ back and 3’ side pipe and drape. Rate is \$115 per front foot with an additional \$575 for corners.

Sunday through Thursday

Expo Hours: 9:00am-10:00pm
Park Hours: 8:00am-11:00pm

Fridays & Saturdays

Expo Hours: 9:00am-10:00pm
Park Hours: 8:00am-12:00am

On the final Sunday, everything closes one hour earlier.

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’ 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 per front foot with 20’ of depth.

Sunday through Thursday

Galleria Hours: 9:00am-11:00pm*

Fridays & Saturdays

Building Hours: 9:00am-12:00am*

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

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

*Galleria vendors have the option to close one hour earlier. On the final Sunday, everything closes one hour earlier.

Mile Marketplace: Over 400 feet of open-air tented shopping center 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.

Sunday through Thursday

Mile Marketplace Hours: 9:00am-10:00pm

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

Fridays & Saturdays

Mile Marketplace Hours: 9:00am-10:00pm

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

On the final Sunday, everything closes one hour earlier.

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.

Sunday through Thursday

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

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

Fridays & Saturdays

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

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

On the final Sunday, everything closes one hour earlier.

Outdoor: 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 for up to 25' of depth.

Sunday through Thursday

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

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

Fridays & Saturdays

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

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

*Outdoor vendors have the option to close one hour earlier. On the final Sunday, everything closes one hour earlier.

Wisconsin Products Pavilion: This building proudly features all Wisconsin-based products. Spaces are available in 10' increments, and includes 8' back and 3' side pipe and drape (in the center of the building only). Rate is \$95 per front foot on all front facing sides.

Sunday through Thursday

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

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

Fridays & Saturdays

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

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

On the final Sunday, everything closes one hour earlier.

Booth & Display Information

Business Name Signage

All booths/stands must be properly "signed", identifying the business name to Fairgoers. The business name signs must be at least 4 inches high by 22 inches wide and read identical to the name listed as the DBA on the Vendor License Agreement. The business name sign must be prominently displayed, professionally done and may not exceed the booth's height limitation. No handwritten signs are allowed.

Disturbing the Ground & Excavation Notification

The Vendor is responsible for any and all damages, changes or alterations within the footprint of their Vendor License Agreement. As stated within the Vendor License Agreement, the "Board" shall not be responsible for any costs as a result of damages to services, utilities, structures, and property caused by the "Vendor" or the "Vendor's" employees, private contractors, or any other entity representing the "Vendor". The "Vendor" shall be responsible for the total cost of the repair.

In accordance with Wisconsin state statute 182.0175, the "**Vendor**" or contracted third party that disturbs the ground by means of excavating, trenching, digging, grading, drilling, pounding stakes or posts, etc. shall take all

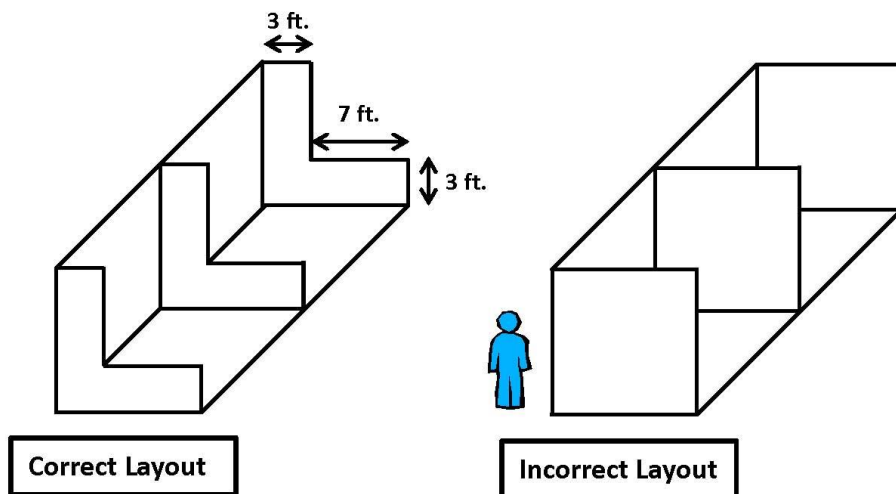
measures necessary to become acquainted with the locations of underground service, utilities, and structures. Advance notice must be executed not less than 3 full working days (not including Saturday, Sundays or legal holidays) before disturbing the ground. Contact the state's one-call system:

Diggers Hotline, toll free 800-242-8511
Milwaukee Area 414-259-1181
TDD 800-542-2289

Utility owners will respond to the notice within 5 working days by marking underground services with paint, flags, or other physical means using the following color codes: Red: Electric, Yellow: Gas, Orange: Communications, Blue: Water, Green: Sewer. In most cases the markings will be painted dashed lines indicating the approximate centerline of the underground service and its direction. Although the markings are broken dashed lines, the service is a continuous pipe or cable. Larger pipes or multiple ducts may be indicated with a single dashed line and a dimension (i.e. 20" TEL indicating a 20" wide telephone duct) or by parallel dashed lines the width of the pipe or duct. Depth of service is not indicated and must not be assumed. Maintain a minimum clearance of 18" between an underground service and the cutting edge or point of any power-operated earth moving equipment or drilling or pounding of stakes or posts. A repeat notice to the one-call system is required if marks are destroyed or covered, if the work does not start within ten days of the scheduled start date, or if work is interrupted for more than 10 days. Immediately notify the utility owner if a service has been struck, damaged, dislocated or disrupted. Any questions regarding location of underground utilities within WSFP can be addressed to Jeff Jacobson, Facility Engineer at 414-266-7084.

Height Restrictions

Exposition Center, Original Cream Puff Pavilion: The WSF provides indoor booth space with 8' back and 3' side drapes. Displays, signage and lighting cannot extend above the allowed limits of 8' high on the back wall and the side walls (maximum 3' out from back wall, see photo below). Solid side walls, display cases, shelving, curtains, product or racking/grid systems on the perimeter of the booth space that extend beyond 3' from the back wall and create a visual barrier of the booth cannot extend above the 3' height limit. Free standing or standalone locations of any size should be accessible from all sides with no back wall unless the space is located against a substantial permanent wall or located on the outside perimeter of the building's programed area (not blocking other programming). All variances from these rules are at the discretion of the Vendor Services Department.



Wisconsin Products Pavilion: Standard pipe and draping – 8' high backdrop and 3' high side drapes – are only provided for those vendors in the middle rows of the building (back and side drapes are not provided for booths against the outside wall in the Wisconsin Products Pavilion). In front 7 feet of booth, displays may not be higher than side drapes without permission from Wisconsin Products Pavilion (WPP) Team. Displays may extend as tall as 8 feet high in back 3 feet of booth (see graphic above). All display materials must be flame-retardant.

Central Marketplace: Vendor booths resemble garages with full side and back walls, covered roof and concrete floors. Each booth has a garage door with hasps to allow vendors to bring their own lock to secure their space. Interior walls can be covered or draped at Vendor's expense.

Galleria, Mile Marketplace: The Galleria and Mile Marketplace are comprised of groupings of tents, sectioned off in 10' increments. Both tents and Fairgoer walkways are open-air. Tents are provided by WSF, as well as tent sides which can be secured by each Vendor after the WSF has closed each evening.

Outside Booths/Stand: You must provide your own booth or stand. Electrical connection service is available for all locations, rates vary. Temporary structures must meet current building, electrical, sanitation and health codes. Certain specifications must be met when building a structure; please submit drawings or plans to the Vendor Services Department in advance of the WSF. Tents must be of a professional grade and installation.

Inventory & Back Stock

Product inventory and back stock should be stored neatly and out of view of Fairgoers during all hours of operation. Restocking of products should be done before or after hours whenever possible, and vehicles and handcarts must be kept out of high traffic areas during hours of operation.

Lighting

Please see page 9, the Electric paragraph under the Utilities section.

Sanitation & Clean-Up

It is the responsibility of each individual vendor to keep their licensed space clean and tidy. See the Waste Disposal section on page 29 for complete details.

Sound Devices

No loudspeaker, amplifier, microphone, electrical setup, radio, live entertainment, or other broadcasting device is permitted in the Park unless written permission is first obtained from a Vendor Services Director. When utilizing a sound device, usage cannot disrupt the business operations of other vendors. Disruption of other vendor operations will be at the discretion of a Vendor Services Director or their designee. Any vendor found consistently disruption the business operations of other vendors will have their privileges revoked after the third offense.

Please see page 38 about the use of Sound Devices for Entertainment Stages.

Tenting

The WSF requires that all tents used by Vendors during the Fair be of a professional grade and installation (see preferred tent vendors below). Vendors may supply their own tent, but they must be of a high quality and not a standard retail grade pop-up tent. If supplying your own tent, it must have either a label affixed to it indicating the tent material is flame-resistant or paperwork indicating material has been treated with a flame-retardant. This information must be presented to a VSR upon request.

Flame Propagation Performance: All tent fabric shall meet the flame propagation performance criteria contained in NFPA 701, *Standard Methods of Fire Tests for Flame Propagation of Textiles and Films* by the National Fire Protection Association.

One of the following shall serve as evidence that the tent fabric materials have the required flame propagation performance:

1. The authority having jurisdiction shall require a certificate or other evidence of acceptance by an organization acceptable to the authority having jurisdiction.
2. The authority having jurisdiction shall require a report of tests made by other inspection authorities or organizations acceptable to the authority having jurisdiction.

It will be noted in your Vendor License Agreement if the area in which your tent is located is approved for staking. You are required to contact Diggers Hotline before your arrival to mark the ground for utilities before you stake (see information on disturbing the ground on page 14). If your tent is located in an area which cannot be staked, tent must be secured with water barrels. Cement blocks or weights are not approved methods of securing a tent.

Preferred Tent Rental Vendors

JK Rentals:

John Goeman, 800-558-3687, info@jkrentals.com, www.jkrentals.com

Brookfield Party Rental:

Harry Boebel, 262-786-2666, brookparty@madfoxparty.com, www.madfoxparty.reachlocal.net

Canopies:

Ken Hudak, 414-760-0770, kenhudak@canopiesevents.com

Vendor Number Cards

All Vendors are required to have their Vendor Number Card prominently displayed in their Booth/Stand. Proper placement of a Vendor Number Card is in the upper right hand corner when facing your Booth/Stand. Any Vendor not displaying this number is in violation of their Vendor License Agreement. Your Vendor Number Card is included in your Check-In Packet (see page 11 under Check-In Procedures).

Decorating Services

Wisconsin Exposition, Inc. is the exclusive provider of decorating services within the Exposition Center at WSF. If you have a need for tables, chairs, carpets, drayage etc. contact Wisconsin Expo, Inc. at 262-670-1300 or Orders@wi-expo.com. More information can be obtained on their website, www.wisconsinexpo.com. Prior to the WSF, Wisconsin Expo will be on-site in the Exposition Center, in Hall B.

A Decorator Service Kit is available at www.wistatefair.com under the vendor information.

Forklift Service

Forklift service at the Fair Park is available through Wisconsin Expo, Inc. Please refer to the Decorating Services section for contact information. WSF does not assume responsibility for damage or accidents caused during the use of the forklift.

Menus, Merchandise & Pricing

Pricing & Product Signage

Pricing signs and product description signs must be printed (computer generated or pricing gun generated) and displayed for all items. No handwritten signs are allowed. Product and menu pricing may not change after the Fair has started, except for approved promotions and sales.

Menu Signage

In addition to the policies mentioned above, the following refers to the limits of alcohol content on menu boards. If static messaging is used, any and all alcohol logos, images or brand specific text is limited to not more than 15% aggregate of the total dimension of the screen. If the screen rotates or changes, the 15% aggregate applies to each individual screen (*external boards only).

*External boards refer to any message or menu board locations on the outside or perimeter of a building, tent, trailer or any other space that is clearly visible or intended to be seen without entrance into the space or area. The External Board policy as it refers to alcohol logos, images or text does not apply to alcohol manufacturer owned locations.

Electronic Message Board and Menu Policy

Any permanent or temporary Vendors, regardless of their location, intending to use or permanently install electronic message or menu boards during any and all events held at WSFP must first gain approval from the Vendor Services Department prior to the use or installation. A formal request form is available. As part of this process, Vendors must review the Electronic Message Board and Menu Policy and sign off that they have read, understand and agree to abide by the policies that are currently in place.

Electronic Message Board Policy: Electronic message boards can only be used to promote the activities of the particular event that the Vendor is contracted and open for. Use of the boards or menus to reference any off-site events or activities is prohibited. Subleasing, rental, trade or any other type of written or unwritten agreement for the use or inclusion by a third party on the message boards or menus are prohibited.

Information programmed on electronic message boards containing an alcohol message is limited to a maximum of 30 seconds per minute. Alcoholic logos, images or brand specific text can only be present for 15 of the 30 seconds (*external boards only).

Use of information generated or provided by WSFP and its logos or images can be used only with prior written permission by the WSFP Communications Manager. This includes but is not limited to concert/stage information, gate promotions, day sponsors, special promotions, activities, etc. Operation of electronic message boards or menus is limited to when the Vendor is contracted to be open for business.

Product Exclusivity

No vendor will be granted exclusive rights to exhibit, promote, demonstrate and/or sell specific products or services.

Prohibited Items

The sale, display, possession or distribution of the following items is prohibited in WSFP: helium balloons, handcuffs, stink bombs, puff cigarettes, bull whips, drug paraphernalia, snaps, pops, fart spray, laser pointers, explosives, ammunition, black powder, fireworks, sparklers, pepper spray, mace, conducted energy weapons (Taser or stun guns), toys that replicate actual guns, rifles, knives or spears, blow guns, sling shots, pea shooters, high powered water guns, rubber band guns, or any device designed to launch or propel any type of projectile, ninja weapons, martial arts weapons, silly string, pornographic materials, confederate memorabilia, firearms, knives of any kind, and swords or any other items that are deemed potentially harmful.

Tip Jars

Vendors are permitted to have tip jars provided they are in an unassuming location. Signage on the tip jars must be professionally generated and not hand written.

Advertising

Advertising

Name brand advertising is strictly prohibited on the outside of any building or booth structure. Refer to WSFP Rules and Regulations 4.01 and 4.02. Specific regulations pertain to the distribution of literature. Giveaways of gummed or adhesive backed labels, stickers, etc. of any kind are not allowed on the Fair Park and helium balloons are not permitted unless pre-approved. If you fail to comply with this rule you may lose your booth/space and be billed for any damages to the Fair Park that they incur for removal of such material from Fair property. Giveaways of promotional items must have prior written approval by the Vendor Services Department. We suggest that you check with the Vendor Services Department on any item you may consider as a giveaway.

Publicity

The WSF PR & Communications Department is always seeking new and interesting Vendors or items of interest that can be submitted to television, radio and newspaper personnel. Please contact the PR & Communications Department prior to or during the WSF by calling 414-266-7061 or 414-266-7062.

Social Media Promotion Guidelines for Vendors

Social media is any online platform used to communicate with an audience and includes Facebook, Twitter, YouTube, Pinterest, Instagram, Tumblr and Foursquare, among others. Social media promotions are discounts or offers given to consumers who are active with a company's social media.

If you are currently active on social media or would like to increase your social media presence leading up to and during the 2017 WSF, we encourage you to think strategically about social media promotions to drive traffic to your location at the WSF.

To run a social media promotion during the WSF, please contact the WSF Communications Department for a **Request Form** at 414-266-7062. Your promotion must adhere to the guidelines listed below.

- No FREE giveaways allowed. Maximum discount of 50%.
- For BOGOs or Buy-gets, offer the same product or a product of equal or lesser value.

- ALL promotions should have a specific date and time period. (For example, please do not submit something like: “If you follow us on Twitter, you can stop by any time during the WSF and get half off cheese curds.”)
- NO ALCOHOL can be included in ANY type of promotion.
- Keep track of redemption. We will email you after the WSF for a brief recap of the promotion and its effectiveness.
- If you are considering doing any social “Deal of the Day” type promotions (i.e. Groupon, Living Social) please submit these as well.
- **All promotions must be submitted by Friday, July 14, 2017.**

NOTE: It is your responsibility to make sure you are following the rules and guidelines of the social media outlet you are using to run your promotion. Facebook, Twitter and Foursquare each have different individual guidelines. For example, Facebook does not allow you to run promotions/sweepstakes/trivia contests/etc. directly through their website – you may promote your offer on your page, but you must use your website or other third party app for the actual entry process. If you are uncertain of what you can and cannot do, check out these links:

Facebook: https://www.facebook.com/page_guidelines.php#promotionsguidelines

Twitter: <https://support.twitter.com/articles/68877-guidelines-for-contests-on-twitter#>

Foursquare: <http://business.foursquare.com/business-tools/overview>

Promotions

Bargain Book

The WSF creates and promotes a coupon book comprised of Vendor discounts and offers, known as the WSF Bargain Book. The Bargain Book will be available to our Fairgoers for \$4 online and during the Fair, and \$3 Pre-Fair through a retail partner(s). Participation in the book is free to vendors, and features more than 80 great deals from a variety of our Fair Partners. The invitation to apply is generally sent in late January, with submissions due in early March. If you are interested in participating in a future Bargain Book promotion, please speak with the Vendor Services Department (see page 33 under Bargain Book Coupon Reporting). Vendors not participating in the Bargain Book are not authorized to accept coupons from other vendors.

Celebrity and Mascot Appearances

Applications for Celebrities or Mascots to appear within your contracted footprint must be submitted and approved by the Entertainment Department prior to the start of the WSF. You must complete and submit form #9 (Celebrity or Celebrity/Mascot Appearance Form) which is included in the Vendor Information Packet. Separate requests are required for Mascots to appear in the daily Fair parade (contact Bruce Sullivan, the Entertainment Director, at 414-266-7071).

A certificate of liability insurance must be on file with the WSF prior to the appearance. Liability coverage must be inclusive of any and all appearance dates and times as well as limits at or above current required levels. Celebrity/Mascot appearances can be covered under Vendor’s liability insurance, but they must be listed individually and separately. WSFP and its employees must also be listed as additionally insured.

Celebrity / Mascot appearances are confined to your contract space area. At no time are you allowed to conduct this activity outside of your contracted footprint. Celebrity / Mascot appearances are required to have an escort with them at all times while on the property. Solicitation for donations or tips is strictly prohibited.

Vendors intending on scheduling celebrity or Mascot appearances at their locations must have the appearances approved in advance by the Entertainment Department. If autographs, autographed items or any other promotional items are to be sold, either the vendor or the celebrity must purchase a Merchandise Sellers Permit from the Ticket Office and have that permit prominently displayed in the immediate area of the 24% appearance. Permits are currently \$35 per day or \$175 for the entire Fair.

Prize Drawings/Contest Guidelines

To hold a contest or promotion, you must first meet the criteria for a legal promotion within the State of Wisconsin. Please refer to chapter 945 and section 100.171 of the Wisconsin state statutes for more information. You can also contact the Wisconsin Department of Agriculture, Trade and Consumer Protection by phone at 800-422-

7128, email at DATCPHotline@Wisconsin.gov. Their consumer facts handout: <http://datcp.wi.gov/uploads/Consumer/pdf/ContestsAndPromotions119.pdf> can answer any additional questions you might have.

If your contest or promotion meets the criteria set forth by the State of Wisconsin, you must then obtain permission from the Vendor Services Department. You must complete and submit form #8 (Prize or Contest Form) which is included in the Vendor Information Packet. You will receive confirmation from the Vendor Services Department if your contest or promotion has been approved.

To assure that all prize drawings or contests are in the best interests of our Fairgoers, WSF requests contests must be limited to the time frame of the WSF and the prize drawings to be held are for the sole benefit of and at no cost to our Fairgoers. All prize drawings, forms and stubs must state the name of the company holding the drawing (name which appears on the Vendor License Agreement). Winners' names must be announced and posted by 6:00pm on the last day of the WSF. All persons or companies which conduct prize drawings must submit to the Vendor Services Department a written statement listing the name, address and prize delivered to each winner (by 5:00pm September 1, 2017) by submitting form #8 in your Vendor Information Packet.

Crazy Grazin'

For one day, Tuesday during the WSF, participating Food & Beverage Vendors will offer smaller portions at a reduced price or a discount on a regular size "signature" food or a non-alcoholic beverage item for Crazy Grazin'. Vendor offers must carry a minimum discount of 30%, with preference given to vendors offering smaller portions or higher discounts. The invitation to apply is sent in January, with submissions due in April. If you are interested in participating in a future Crazy Grazin' promotion, speak with the Vendor Services Department.

Fair Bucks

The WSF issues Food and Beverage vouchers known as "Fair Bucks". These vouchers are issued to employees and select corporate partners in \$5.00 increments. Fair Bucks are to be treated as cash at any Food and Beverage location throughout the Fair. Change should be given if the purchase price is less than the vouchers value. More than one voucher can be redeemed at a single purchase as long as the change due back is less than the value of one (1) voucher. Vouchers should not be accepted for a "cash only redemption". See page 33 for procedures on redeeming Fair Bucks; see the sample 2017 Fair Buck Voucher below.



Sporkies

The WSF hosts an annual Vendor Food Competition known as The Sporkies. The invitation to apply is generally sent in late January, with submissions due in late March. Vendors are challenged to present the most innovative, interesting and mouthwatering creations they can think up. Submissions are first reviewed by the Vendor Services Department to ensure that they match the criteria and rules set forth for the program. After they are approved, an internal panel of staff reviews the entries, and based on the photo, description and information provided, narrows the field down to eight finalists. Leading up to the fair, the Marketing & PR Department reveals the finalists. Fairgoers will also have the opportunity to vote via social media for the #FairgoersFave. Then halfway through the Fair, the eight finalists will prepare their creations, and present them to our local celebrity judges. After tasting, deliberating and discussing, the judges will award the Golden Spork Trophy for 1st Place, 2nd Place and 3rd Place, and we will announce the winner of the #FairgoersFave award.

Souvenir Cup

The WSF Souvenir Cup Program is a promotion aimed at providing Fairgoers the chance to take home a collectable Souvenir Cup filled with the Coca-Cola fountain beverage of their choosing for \$5.00, with refills for

\$2.50. This is the only authorized fountain refill program at the WSF. Cups are designed and purchased by WSF and sold to Vendors at a discount. Food and Beverage Vendors are contacted in early spring and invited to participate by submitting their cup order. More information on Souvenir Cup ordering, pick up and payment will be provided to participating Vendors prior to the Fair.

Commercial Vendor Recognition Program

Each year, the WSF looks for the best of the best Vendors to crown as winners in the WSF's annual Commercial Vendor Recognition Program. Winners will be chosen in two categories; "Best Overall Booth Appearance" and "Most Improved Booth". All Commercial Vendors qualify to participate. Photos of your booth may be taken and posted on our website.

Finalists will be selected on the following criteria:

- Display – Fixtures and equipment are in good condition and attractive in appearance.
- Signage – Professionally generated, appropriately sized, well located and uncluttered.
- Lighting – Appropriate, attractive, and enhances the exhibit and/or product.
- Layout – Area is efficiently utilized, clear, and uncluttered.
- Inventory – Back stock inventory is stored out of sight.
- Appearance – Over-all appearance and uniqueness of space.

Winners from each category will receive two (2) Vendor Credentials or 22 single-day Admission Tickets for next year's WSF, as well as a banner to display in their booth during the current WSF.

Fair Policies

Customer Returns

Consumer Protection Act

A provision of the Wisconsin Consumer Act grants Wisconsin consumers the right to cancel certain consumer transactions within three business days. In these transactions merchants are required to provide the consumer with a notice that informs the consumer that the consumer has a right to cancel. In order to cancel consumers must mail their cancellation request within three business days of receiving the cancellation notice from the seller. The three day right to cancel applies to transactions initiated through face-to-face contact away from the seller's regular place of business. It also applies to mail or telephone solicitations directed to a particular Fairgoer. This, of course, applies to eligible sales at Fairs, festivals, trades shows and similar public events.

The three day right to cancel applies to transactions that meet all the following conditions:

1. The transaction applies to certain cash or credit transactions that exceed \$25.
2. The transaction was entered into away from the seller's normal place of business (such as WSF); and
3. The transaction was initiated by face-to-face solicitation away from the seller's regular place of business, or where the transaction is directed to a particular Fairgoer via mail or telephone solicitation.

More information on the Consumer Protection Act can be found in Chapter 423 of Wisconsin state statutes through the following link: <http://docs.legis.wisconsin.gov/statutes/statutes/423.pdf>

Return & Exchange Policy Signage

As a Vendor at the WSF it is your independent business decision on how you choose to handle returns or exchanges with Fairgoers. The WSF expects these situations be handled in a professional manner. If your business does not accept returns or exchanges, you are required to locate a professionally generated sign that is at least 8in. x 10in. with the "NO RETURNS or EXCHANGES" policy message at the point of transaction. Additionally, this policy should be verbally communicated to the Fairgoer prior to the purchase.

Employee Dress

Vendors and their employees must be appropriately dressed and their personal appearance must be clean and neat. Shirts and shoes must be worn at all times.

Indoor Smoking Ban

In accordance with the indoor smoking ban in Wisconsin as defined in 2009 Wisconsin Act 12, Section 101.123, Wisconsin statutes, WSFP prohibits smoking in enclosed public places, places of employment or any other places “No Smoking” signs are posted. WSFP reserves the right to identify all “No Smoking” and allowable smoking areas within the confines of the Park. Outdoor smoking areas may be designated that are a reasonable distance from facility entrances so that Fairgoers, employees and others associated with businesses may smoke.

“**Smoking**” means the burning or holding, or inhaling or exhaling smoke from a lighted cigarette, cigar, pipe, *vapor cigarette** or any other smoking equipment.

“**Enclosed**” means any permanent or temporary structure that has a roof and at least *one substantial wall**. A substantial wall is a wall with an opening that may be used to allow air flow in from the outside that is less than 25% of the wall’s surface.

“**Public Place**” is defined as a place that is open to the public, regardless of whether a fee is charged, or a place to which the public has lawful access or may be invited.

“**Place of Employment**” is any indoor place that employees normally frequent during the course of employment, including any office or work area, an employee lounge, a restroom, a conference or meeting room, a classroom or a hallway.

The person in charge of a facility is responsible for making reasonable efforts to prohibit persons from illegally smoking. For example, a bartender in a “No Smoking” area may not provide matches, ashtrays, or other smoking related equipment, and must take all of the following steps:

- Post warning signs or provide other appropriate notification;
- Refuse to serve a person who is smoking in a “No Smoking” area;
- Ask a person who is smoking to refrain from doing so;
- Ask a person to leave if he or she refuses to stop smoking; and
- Immediately notify a WSFP police officer if a smoker refuses to leave after being asked to do so.

Penalties

Any person who smokes where it is prohibited is subject to a forfeiture of not less than \$100 and no more than \$250 for each violation. If the person in charge of a facility fails to take any required action to stop illegal smoking, he or she is subject to a forfeiture of \$100 for each violation, but no more than one penalty per day. *Continued violations by the person in charge will be construed as non-compliance with the Indoor Smoking Ban and the Vendor License Agreement and will result in a review of our business relationship.

* Denotes where WSFP Policy exceeds Clean Air Act regulations.

Prohibited Items

The possession of the following items is prohibited in WSFP: helium balloons, handcuffs, stink bombs, puff cigarettes, bull whips, drug paraphernalia, snaps, pops, fart spray, laser pointers, explosives, ammunition, black powder, fireworks, sparklers, pepper spray, mace, conducted energy weapons (Taser or stun guns), toys that replicate actual guns, rifles, knives or spears, blow guns, sling shots, pea shooters, high powered water guns, rubber band guns, or any device designed to launch or propel any type of projectile, ninja weapons, martial arts weapons, silly string, pornographic materials, confederate memorabilia, firearms, knives of any kind (other than kitchen cutlery) and swords or any other items that are deemed potentially harmful.

Admission Policies

Admission Tickets & Credentials

The WSF has an “all-pay” gate policy, and does not issue free admission or parking. Daily General Admission Tickets are \$12 for adults age 12 and over, \$7 for seniors age 60 and over, and \$6 for children ages 6-11. Children 5 and under are free.

Vendor Admission Tickets

From agreement issuance – July 7, discounted admission tickets will be available for \$5 at the Ticket Office, online, by mail or by calling the Ticket Office. Call 414-266-4223 for ticket information. Discounted Vendor admission tickets are available July 8 – August 13 for \$7 each, through the Ticket Office. During the WSF, Vendor Admission Tickets may be purchased at the Ticket Office, and can only be purchased with cash or credit card. Admission tickets are good any day of the WSF. **Remember, all delivery and service vehicle personnel require gate admission.** No refunds will be made on tickets. To order Vendor Admission Tickets, please see form #6 in your Vendor Information Packet.

Vendor Credentials

We also offer vendors the option of purchasing a Vendor Credential instead of daily tickets. The Vendor Credential is a photo ID which allows daily admission into the Fair Park, as well as re-entry without the hassle of hand stamps. Vendor Credentials can be purchased for \$55 from agreement issuance – July 7, and \$77 from July 8 – August 3. A Credential Voucher will be sent to you upon receipt of payment, and it will include instructions for having your photo taken when you arrive for setup. Vouchers must be redeemed by Friday, August 5 at the WSF Ticket Office. If you, or an employee have a valid photo on file from last year, you may re-order a Vendor Credential using the same photo. Admission Tickets may not be redeemed for Vendor Credentials. Vendor Credentials are non-transferable and will be confiscated if misused. To order new Vendor Credentials, or to re-order Vendor Credentials, please see form #6 in your Vendor Information Packet.

Vendor Badges

The 2017 Vendor Badge allows you to identify yourself to WSF staff as a Vendor. The Vendor Badge will allow access onto the Fair Park after 6:00pm for your employees that are under the age of 18 (see page 24 under Admission Policy). Vendor Badges will serve to identify you in the event of a bag search (see below under Bag Search Policy) or before/after-hours access within the Fair Park (Admission Ticket required for Fair Park access at all times). Vendor Badges will be available at time of check-in upon request, and can be obtained from your VSR during the WSF. Vendor Badges are not valid for admission. Please see your VSR if you have any questions.



Admission Entrances

All Admission Entrances offer ticket taking and ticket sales during Fair operating hours. Entrances are for pedestrian entry only and require an Admission Ticket/Vendor Credential to enter. Park access from the Infield Parking Lot is through Gates F, G & H. (See WSF Map in your Vendor Information Packet)

- **Entrance A:** South Grandstand Ave. (southeast corner of Expo, off Greenfield Ave.)
- **Entrance B:** Expo West (westside of Expo, south of the DNR)
- **Entrance C:** Transit (84th St. & Washington St.)
- **Entrance D:** Ag Village (84th St. & Schlinger St.)
- **Entrance E:** U.S. Cellular Main Gate (east of Pettit Center, off I-94 Frontage Rd.)

- **Entrance F:** North Grandstand (northwest turn of Milwaukee Mile Race Track)
- **Entrance G:** Tunnel (from Track infield under Grandstands)
- **Entrance H:** Main Stage (southwest turn of Milwaukee Mile Race Track)

Bag Search Policy

The WSF Policy for Bag Search states the following:

1. **POLICY** It is the policy of WSFP that bags be searched prior to admission to the Fair Park to make sure that certain prohibited items are not allowed into the Fair Park.
2. **DEFINITIONS**
 - 2.1. Bags: Any purse, back pack, hand carried bag, cooler, or any other container that might contain items prohibited from being admitted to the Fair Park.
 - 2.2. Prohibited items: Alcohol, weapons, illegal drugs, or any other items deemed by the WSFP CEO as prohibited, are not permissible to be allowed into the Fair Park.
 - 2.3. Search: A visible examination of the internal contents of a bag by a designated Public Safety Staff prior to admission to the Fair Park.
3. **PROCEDURE**
 - 3.1. Tables will be set up on the exterior of all park entrances.
 - 3.2. The tables will be staffed with designated Public Safety Staff trained to examine bags.
 - 3.3. Anyone entering the park will be asked to open their bags, and they will then be examined by the Public Safety Staff with the use of flashlights and/or wands.
 - 3.4. Prohibited items observed by the Public Safety Staff will be removed from the bag by the bag's owner and then be deposited in a designated container or returned to the owners' vehicle or other place from where the owner came.
 - 3.5. Designated containers for prohibited items will be placed and serviced by the WSF Operations Department.
 - 3.6. The Public Safety Staff will not reach into the bag at any time other than with a flashlight or a wand and will not remove any prohibited item from a bag.
 - 3.7. If a weapon or other illegal contraband is observed, the Public Safety Staff will immediately call for the assistance of a WSFP Police Officer.
 - 3.8. If a dispute occurs over the search of the bag, the Public Safety Staff will ask for the assistance of a WSFP Police Officer.
 - 3.9. Signs advising of the bag search will be posted at all admission entrances and all parking gates to the park.

Please be sure to wear your 2017 Vendor Badge (see page 23 under Vendor Badges) when entering WSFP. The Vendor Badge will alert personnel conducting searches that you are a vendor and may be carrying large amounts of currency, and will search with discretion. When transporting currency into the Fair Park, please place all currency in a separate bag within your bag. Public Safety personnel have been alerted not to search the separate internal bag or to draw attention to the presence of currency. Vendors are not exempt from bag searches.

Re-Entry Policy

Upon request you may have your hand stamped for same day re-entry at any one of the admission gates. Admission ticket sales cease one hour before closing. The issuing of hand stamps ceases two hours before closing.

Admission Policy – After 6:00pm

The WSF Admission Policy states the following:

1. Fairgoers under 18 years of age entering the Fair after 6:00pm must be accompanied by a parent 21 years of age or older.
2. Anyone age 18 years or over may be asked to show a valid driver's license or state identification card for proof of age in order to be admitted to the WSF without a parent after 6:00pm.
3. Anyone under the age of 18 without a valid driver's license or state identification card and not accompanied by a parent will not be admitted to the Fair after 6:00pm.
4. Vendor employees under the age of 18 must show either a valid 2017 Vendor Credential or Vendor Badge in order to be admitted after 6:00pm. (Vendor Badges are not valid for admission)
5. Exceptions and challenges to this policy will be satisfied at the discretion of Fair management.

Metal Detectors

Persons passing through Admission Entrances at Wisconsin State Fair Park will be required to pass through a metal detection system. Both walk-through and wand metal detection devices will be utilized. All visitors – including vendors – should be prepared to comply with metal detection and other security screening requirements before entering the Fair Park.

Although we do not anticipate long back-ups due to the enhanced security measures, we strongly advise you to plan additional time to enter the Fair Park. Please note the following policies:

- There will be designated screening lanes at each gate for patrons who do not have a bag for timelier access. There will also be dedicated lanes for patrons with wheelchairs, electric scooters, strollers and any medical condition that may prohibit the use of metal detection.
- The admission entrance located on North Grandstand Ave. at turn 4 will no longer be a public access gate. It will be used only for Vendors and Exhibitors, and will not have metal detectors or ticket selling.
- ALL bags will be searched upon entering. Certain items may not be brought on the premises including without limitation: weapons of any kind, alcohol, contraband, illegal drugs and controlled substances. No one may enter or remain on the grounds while concealing or openly carrying a knife, firearm, or any other illegal or unauthorized items. Failure to comply with this notice will result in immediate ejection from the Fair Park.
- Delivery vehicles, such as those delivering food and beverage products, as well as Service Vehicles, will be permitted to enter, provided that the Vendor Services department has received prior notification, the vehicles are displaying the proper passes and the passengers are in uniform.
- State Fair Park Police or Public Safety may also search vehicles entering and exiting the grounds at any time for any reason.
- Persons entering the facility assume all risks incidental to the event. Fair staff reserves the right to refuse admission or eject any person violating any law, rule or policy.
- Additional prohibited items include: cans or glass bottles, lawn chairs, skateboards, in-line skates, bicycles, kites and Frisbees. For a full list of restrictions, including additional items not permitted at the Main Stage presented by Potawatomi Hotel & Casino please visit WiStateFair.com

If you see something that looks suspicious, please contact State Fair Park Police at 414-266-7032. Please take the time to brief your employees on this new safety initiative. The safety of our Fair patrons and partners is our first priority.

Parking & Storage

Parking Permits

Vehicle Parking Options

General Parking Permits: General Vendor Parking is available at a cost of \$110 per Parking Permit, and is valid all 11 days of the WSF. Each permit may only be used one time per day, and will be scanned upon arrival. Upon Gate entry, Parking Attendants will direct you to the General Parking Lots based on availability. General Vendor Parking does not guarantee you parking in a specific lot. Parking Permits do not include Fair Admission. General Vendor Parking Permits allow late/early access to the park for deliveries and restocking (approximately ½ hour after closing until 9:00am). To order General Parking/Delivery Permits, please see form #6 in your Vendor Information Packet.

Reserved Parking Permits: Reserved parking costs vary depending on the size of vehicle, ranging from \$200 to \$350 per Parking Permit. Permits are valid all 11 days of the WSF and allow for multiple gate entries per day. Upon Gate entry, Parking Attendants will direct you to your space within the Reserved Vendor Infield or Expo Lot (dependent upon which Permit you purchase) based on availability. Parking Permits do not include Fair Admission. Reserved Vendor Parking Permits allow late/early access to the park for deliveries (½ hour after close until 9:00am). Spaces over 16ft. and those with electrical are limited in availability. Reserved Parking Permits must be ordered in advance by contacting the Vendor Services Department. All Parking Permits must be displayed at all times while vehicle remains parked in the Lot. Unauthorized vehicles parked in Reserved Lots will be towed at the owner's expense.

Daily Parking: Parking may also be purchased on a daily basis for the General Parking Lots at a cost of \$10 per day (or \$5 per day for motorcycles). This option does not include delivery and restocking access.

Accessible Parking

Accessible parking is available near all three Wheelchair Rental Centers. The lots fill quickly, especially on weekends, so arrive early. Enter at Gates 1, 3 or 7 and request accessible parking. Proper disability credentials are necessary and must be displayed to park in these lots.

Parking Entry Gates

All Parking Entry Gates offer vehicle entrance to reserved and non-reserved lots. No Admission Tickets are sold at these Gates. A Parking Permit is required to enter (see WSF Map in your Vendor Information Packet).

- **Gate 1** (79th St. & Greenfield Ave.) is a Parking & Service Entry Gate to reserved and non-reserved lots during WSF operating hours. Vendor Reserved Parking Permit is required to park in reserved lots.
- **Gate 3** (84th St. & Greenfield Ave.) is a Parking Entry Gate to a Disabled Parking Lot. Disabled Placard or Plates required in addition to a Vehicle Parking Pass or Permit.
- **Gate 7** (Along I-94 Frontage Rd.) is a Parking Entry Gate with access to North Lot Parking.
- **Gate 8** (76th St. & Adler St.) is a Parking Entry Gate with access to North Lot Parking for RV Park only.
- **Gate 8a** (North of Pierce St. on 76th St.) is a Parking Entry Gate with access to Lot Z & Supplier Lot.
- **Gate 9** (76th St. & Pierce St.) is a Parking & Service Entry Gate to reserved and non-reserved lots during WSF operating hours. Vendor Reserved Parking Permit is required to park in reserved lots.

Storage

Storage Areas for Vendors

Only storage vehicles authorized by a Vendor Services Director will be permitted to remain within WSFP. Travel trailers, motor homes or automobiles may not be designated as storage facilities and will not be approved for usage. Storage trailers and trucks used for storage must have a direct relationship to a specific Vendor. Storage vehicles may not be used for cooking or sleeping. Motor homes, RVs, truck campers, trailers, etc. may not be parked on the streets or any other area of the Fair Park other than designated camping areas (see page 6 for information regarding RV spaces). WSF does not have storage units available for rent.

Dead/Live Storage Parking

Dead/Live Storage Parking Spaces are available for large vehicle parking, office space and/or refrigerated truck parking. There is an additional charge for electrical hookup and usage. Apply for reserved dead/live storage parking by contacting the Vendor Services Office prior to the WSF. These areas are for contracted Vendors only. Unauthorized vehicles parked in these areas will be towed at the owner's expense.

Deliveries & Shipments

Delivery Hub

Wisconsin State Fair (WSF) has designated an area on the west end of Expo Vendor Reserved Parking Lot (just east of gate #2) to serve as a Delivery Hub. Since the Delivery Hub is located outside the ticketed area of the Fair Park, please make sure that you either have a photo credential or you get a re-entry hand stamp before you exit so you are able to re-enter the Park.

The Delivery Hub area is designated for drive-in and pickup only. Parking is limited to 15 minutes, vehicles/trailers should not be left in this area for longer than 15 minutes. Violators are subject to towing.

Interstate Parking, WSFP Police and Public Safety are aware of the activities conducted in the Delivery Hub and will recognize all passes and permits generated by WSFP for entrance to the Delivery Hub.

Deliveries/Shipments Prior to WSF

If you have merchandise shipped to the WSF prior to the start of the Fair, you must have someone here to receive the shipment. WSF will not sign for or accept deliveries. If it is not possible for you or a representative to be here, then you must have the cartage company hold the shipment for you until you are available to accept delivery.

Building storage is not available during or prior to the Fair. Wisconsin Expo, Inc. offers drayage services to vendors; see page 17 for contact information or ask a VSR on-site.

Deliveries/Shipments During WSF

WSFP will no longer sign for or hold vendor package deliveries; packages will be refused and returned so it is important to follow the guidelines outlined below.

FedEx Air (overnight): Fed Ex Air will deliver Priority packages between 8:15 am and 10:30 am the remainder of the packages will be delivered between 10:30 and 3pm. The driver will have a space in the Delivery Hub and will call you directly if there is a package for you. It is important that you provide the shipper with all your current information including a cell phone number so you can be easily contacted for package pick up. Fed Ex Air will only deliver on weekdays. All packages shipped via Fed Ex Air must be addressed as follows:

Your Business Name,
Your Name,
Your Cell Number
Wisconsin State Fair Park
8200 W. Greenfield Ave.
West Allis, WI 53214

FedEx Ground: FedEx Ground will utilize the WSF Delivery Hub for onsite deliveries. The FedEx Ground delivery truck will arrive daily on weekdays and the driver will contact you by cell phone for pickup of packages at the Delivery Hub. Deliveries on Saturdays are at the discretion of FedEx Ground. All packages shipped via FedEx Ground must be addressed as follows:

Your Business Name,
Your Name,
Your Cell Number
Wisconsin State Fair Park
8200 W. Greenfield Ave.
West Allis, WI 53214

UPS: UPS will operate an actual delivery trailer onsite during the WSF. The UPS trailer will be operating Monday-Friday, 10:00am-2:00pm from August 1-August 12. They will not be open Saturdays or Sundays. All packages shipped via UPS must be addressed as follows:

Your Business Name,
Your Name,
Cell Number
Wisconsin State Fair Park
8000 W. Greenfield Ave.
West Allis, WI 53214

Restocking & Park Access

Restocking

All vehicles must complete their restocking and be off the streets and out of the restricted areas of the Fair Park by 9:00am each day of the WSF. Restocking can only take place after the all-clear is given (approximately 30 minutes after Park closing) to 9:00am Sunday-Thursday and to 9:00am on Fridays and Saturdays. Absolutely no restocking will be allowed by motorized vehicles between the hours of 9:00am and the all clear being given, except in unrestricted areas.

Restocking vehicles will not be allowed in the Fair Park at any time without the proper Permit and Admission Tickets for the occupants of the vehicle. All vehicles containing merchandise for restocking within the Fair Park must prominently display the proper Permit in the windshield of the vehicle. General Parking, Reserved Parking or Service Permits all allow Park Access, but do not include General Admission. WSFP Police Officers will be on duty to inspect Restocking Vehicles entering the Fair Park. It is the responsibility of the Vendor to notify companies restocking their stands of the permit requirements. There will be no exceptions to this ruling.

Park Access

All transportation vehicles/devices operated within WSFP must have proper permits, and be operated by a driver with a valid driver's license, in a safe and courteous manner at all times. Vehicles/devices must be operated in accordance with all State and local ordinances, WSF Rules & Regulations, and observe posted or safe speed limits, approved travel routes, instructional signage and yield to pedestrian traffic. Anyone operating a vehicle/device otherwise will receive a warning or citation. Additional violations will result in the revocation of the permit.

Urgent Repair Vehicles/Service Permits

Urgent repair vehicles are defined as those attending to a mechanical failure that prevents vendors from conducting normal business operations. This does not include deliveries from suppliers due to out-of-stocks. In the event an Urgent Repair Vehicle is needed on site during Fair operating hours, the following procedure must be followed for the vehicle to gain access to the site:

1. Vendors requiring the urgent repair service must contact the Vendor Services Department at 414-266-7040 to receive authorization. You must call a minimum 30 minutes prior to the arrival of the service vehicle and provide us with the supply provider contact information (this includes company name and phone number).
2. The Vendor Services Department will assign an Access Gate location and notify Interstate Parking and the necessary Security and/or Gate Attendants.
3. The Security and/or Gate Attendants at your assigned Access Gate will have the necessary Urgent Repair Permit and will provide a walker for the vehicle to the service location.
4. The walker will provide you with a contact card, upon completion of service, call the number on the card and they will then dispatch a walker to usher the vehicle out of the Fair Park and take possession of the Urgent Repair Permit.

Urgent Repair Vehicles must display Permit from the front rear view mirror while in the Fair Park. Vehicles on-site without the proper Permit will be subject to a ticket and possible tow. Urgent Repair Service Representatives do not need an admission ticket.

Gates: All Service Access Gates offer vehicle entrance from ½ hour after Fair Close to 1:00am and 6:00am to 9:00am. No Admission Tickets are sold at these Gates. Admission Ticket/Vendor Credential **and** Vehicle Permit required to enter.

- **Gate 1:** (79th St. & Greenfield Ave.)
- **Gate 5:** (84th St. & Schlinger St. – 24-hour access)
- **Gate 9:** (76th St. & Pierce St.)

A walking escort must be used after 9:00am daily. Any vehicle driving on site during Fair operating hours, must warn Fairgoers (no whistles) in its path by an "escort person" walking in front of the vehicle. Failure to comply will result in the issuance of a WSFP Police Department citation and may result in revocation of the permit by WSFP Police.

Auxiliary Vehicles/Golf Carts

Auxiliary Vehicles are defined as non-registered/non-licensed four-wheel motorized vehicles such as golf carts or gators. All Auxiliary Vehicles are required to have an Auxiliary Vehicle Permit (AVP). AVPs are available for purchase at the WSF Ticket Office prior to the start of the WSF, or by completing form #7 in your Vendor Information Packet. In the interest of public safety, only a limited number of Auxiliary Vehicles are permitted in the Fair Park during operating hours. Based upon the request from the Vendor/Supplier, applicable WSF staff or department may approve one of the following permits to be issued:

- **Restricted Access** (valid before/after-hours only) Auxiliary Vehicles may be operated for personal transportation, product and equipment delivery by all WSF personnel, Vendors and program participants. Vehicles will be allowed within the Fair Park interior before/afterhours only (approximately 11:30pm Sunday through Thursday and 12:30am Friday and Saturday), and must be out of the Fair Park by 9:00am each day. Vehicle may not enter the Fair Park until the all-clear is given.
- **All Access** (unrestricted access) Auxiliary Vehicles with this designation may be operated within the Fair Park Interior with a walking escort **and** the proper permit. Auxiliary Vehicles may be used for personal transportation and operated without an escort in parking areas, the backstretch of the Race Track and on the cart path. Auxiliary vehicles are not to be used for personal transportation during Fair operating hours.

Failure to comply will result in the issuance of a WSFP Police Department citation and may result in revocation of the AVP permit by WSFP Police.

Fairgoer Package Pickup

Fairgoers who purchase a larger item will be able to enter at gate #1 and drive their vehicle into the Delivery Hub for merchandise pickup. Vendors selling these larger items will need to contact the Vendor Services Representative (VSR) in their building/area once an item is purchased to secure a Package Pickup Permit. The permit will be filled out by the VSR with a day and time scheduled for pickup and then given to the fairgoer. Vendors are responsible to meet the fairgoer at the Delivery Hub (see "Deliveries & Shipments" for details on the Delivery Hub) with the merchandise at the agreed upon date and time. There is a 15-minute time limit for vehicles to remain in the Delivery Hub. Fairgoer pickup hours are from 9:00 am to 11:00 pm daily and 9:00 am to 8:00 pm on the last day of the WSF. Package Pickup Permits do not require any additional parking or admissions credentials to gain access.

Entertainment Vehicle Access (Band Parking & Load-in):

Please see page 39, under the Entertainment Stages section.

Accessibility

Motorized Personal Transportation Devices

Motorcycles, Segways, mopeds, scooters, mini bikes, go-carts, ATVs, bicycles, skateboards, rollerblades, hover boards, or other recreational devices may not be used in the Fair Park during operating hours of the Wisconsin State Fair. Exceptions include Motorized Personal Transportation Devices or Other Power Driven Mobility Devices (OPDMDs) for individuals who are mobility challenged, which may be used throughout the Fair Park without a permit, valid Driver's License or escort.

Wheel Chair and Scooter Rentals

There are Wheelchairs and Electric Scooters available from three rental centers. Locations are:

- The northeast corner of Grandstand Ave. and Main St.
- The U.S. Cellular Main Gate at the north end of the Fair Park
- Gate 4 along 84th St. on the west side of the Fair Park.

Hours of operation are from 8:30am until 10:30pm Sunday through Thursday and until 11:30pm on Fridays and Saturdays. Reservations for electric scooters may be made with a credit card on-line at <http://www.vistamobility.net> or by telephone at 877-588-4782. A \$5 convenience fee will be charged for all scooter reservations.

Waste Disposal

Appliance Disposal

For a fee, WSF can provide disposal of appliances after the conclusion of the annual Fair. This includes refrigerators, freezers, air conditioners and anything that contains Freon. Prior to your departure from the WSFP, contact the Vendor Services Department to arrange for pick-up and payment of the \$50 fee. Vendors caught disposing of or abandoning appliances without authorization will be fined \$150.

Gray Water

Vendors who are in need of a water disposal method and cannot be connected to the sewer will receive a gray water tank in which to dispose of all their gray water.

Grease Disposal

Vendors who produce grease are responsible for proper disposal of the grease. Grease disposal sites are located throughout the Fair Park. A map of these locations, and contact info for service providers is available from your VSR or by contacting the Vendor Services Department. Any Vendor caught dumping Grease on the ground, street or sewers is subject to fine(s) from the Department of Natural Resources.

Recycling

WSF encourages all Vendors to recycle during the WSF. The WSF provides receptacles for garbage, cardboard, grease, aluminum, plastic and glass bottles which are located throughout the Fair Park. A map of these locations is available from your VSR or by contacting the Vendor Services Department. Please make sure your staff knows the location and the proper use of the receptacles in your area. All recycling efforts are appreciated. Fairgoer waste receptacles are not intended for use by the Vendors before or during the WSF.

Sanitation & Clean-Up

Vendors are responsible for keeping their booth/stand, and the area immediately surrounding their booth/stand, in a clean and sanitary condition at all times by removing debris and disposing in centralized dump locations in the Fair Park as specified by the Operations Department. Boxes must be broken down, flattened and placed in proper recycling receptacles. Large trash receptacles and dumpsters are located throughout the Fair Park. A map of these locations is available from your VSR or by contacting the Vendor Services Department. The use of Fairgoer trash receptacles by Vendors is strictly forbidden.

Outside Vendors: A thorough interior and exterior cleaning/hosing is required; you must do so immediately after closing. Morning cleaning, including hosing will not be allowed. Outside Vendors must provide additional trash receptacles for Fairgoers within their contracted space. Vendors may not dispose of any refuse, water, or other liquids on the ground, street or down the sewers.

Inside Vendors: Vendors should clean their booth/stand each evening, immediately after closing. All refuse needs to be deposited in the appropriate receptacles for after-hours trash collection.

Trash Collection

The WSF Operations Department provides regular collection service to all WSF trash receptacles, dumpsters and recycling receptacles throughout the Fair Park. WSF trash receptacles should not be utilized within the footprint of a Vendor booth/stand. Please contact the Operations Department at 414-266-7080 to report full or over-flowing receptacles.

Fire Safety Guidelines

Fire Prevention Guidelines

General

1. All Fire Department hydrants and sprinkler connections are to be kept clear at all times. Do not block fire lanes.
2. All Emergency Exits and Fire extinguishers (including those inside and within an exhibit space) must be visible and accessible at all times. All main and cross aisles, corridors and other exit areas must be maintained at their required width during show hours. Chairs, tables and other display equipment cannot protrude into aisles or exits.
3. All empty crates and boxes must be stored in areas approved and assigned by Fair Park Management. Storing empty crates and boxes behind an exhibit booth is prohibited. Excessive accumulation of combustibles, papers, cardboard and general waste material must be removed from all areas to the outside as needed.
4. Chairs for stage shows shall be fastened at the backrests and footrest. Chairs shall be grouped in no less than 3 and no more than 49 in a row. An aisle of at least 36 inches must be provided at the sides, and where required as per above requirements. The minimum spacing between rows is 32 inches.

Construction / Decorative Materials

1. Vendors are responsible for the safe construction and maintenance of their displays (i.e. handrails, steps, walls, etc.).
2. Exhibits which have an enclosed ceiling, in excess of 100 sq. ft., require the written permission of WSF Management **and** the West Allis Fire Prevention Bureau 414-302-8000. (We also suggest the use of perforated or porous materials to avoid special fire sprinkler protection.)
3. Materials used in the construction of displays must be fire resistant or fire retardant (i.e. draping, table covering, banners, props, scenery, trees or shrubs, etc.)
4. An affidavit of flame-proofing of all tents, drop cloths and side curtains is required proof prior to occupancy.

Hazardous Materials / Displays

1. Written authorization by WSFP Management and the West Allis Fire Prevention Bureau shall be required for the following:
 - a. Display and operation of any heater, barbecue, cooking appliance, heat producing or open flame devices, candles, lanterns, torches, etc.
 - b. The display and operation of any electrical, mechanical, or chemical devices.
 - c. Use of storage of flammable liquids, compressed gases, or dangerous chemicals.
2. No hazardous display will be permitted without the written approval of the Fair Park Management **and** the West Allis Fire Prevention Bureau. If approval is granted, the demonstration must be performed in a manner which ensures the absence of danger or injury to anyone or any nearby object. Plexiglas or similar protection must be utilized to protect onlookers from injury. A 2A10BC fire extinguisher must be provided within 10ft. of the exhibit.
3. All food preparation facilities shall have a fire extinguisher of at least a 2A10BC rated capacity at a convenient location within the food preparation area. All fire extinguishers shall comply with NFPA 10 Standards.
4. ALL OUTSIDE STANDS OR BOOTHS SHALL HAVE A FIRE EXTINGUISHER OF AT LEAST A 2A10BC RATED CAPACITY LOCATED AT A CONVENIENT LOCATION WITHIN THE STAND OR BOOTH. ALL EXTINGUISHERS SHALL COMPLY WITH NFPA 10 STANDARDS.
5. K CLASS EXTINGUISHERS ARE REQUIRED FOR ALL STANDS WITH GRILLS AND DEEP FRYERS.
6. All liquid petroleum (LP) gas tanks are to be removed from trailers and mobile homes. No LP tanks, empty or full, are to be stored in the building (except for LP containers which are new and filled with an inert gas). Exhibitors that require LP gas to operate equipment are limited to containers of five (5) pounds maximum capacity filled. Exhibitors requiring LP gas must obtain a permit from the West Allis Fire Prevention Bureau 414-302-8000.
7. Open type cooking fires, such as charcoal, are not permitted within any building or enclosure. If the proper hood and duct system with a fire suppression system is installed, then the open type cooking shall be allowed. All cooking appliances shall be at least 10ft. from any tent or side of a tent.

Hood, Duct & Fire Suppression System Requirements

1. All permanent buildings that have inside grease producing cooking areas are required to have an approved hood and duct system with fire suppression. All cooking establishments occupying a temporary structure and providing Fairgoer seating shall have a hood and duct system with a fire suppression system. These structures shall comply with ILHR 64 State Codes and Standards.
2. A complete set of plans shall be submitted to the West Allis Fire Prevention Bureau prior to installation or alteration of any hood and duct system.
3. All permanent buildings must have their hood and duct system professionally cleaned and fire suppression system tested at minimum of once per year. The Vendor Services Department will contact each vendor in the weeks leading up to the Fair to schedule an inspection with the West Allis Fire Department. You must have your system cleaned and tested before it is inspected by the Fire Department.

Display of Motor Vehicles

Gas vehicles may not be operated in the display area during show hours. Gas vehicles on display must have:

1. A minimal amount of fuel in the tank - 5 gallons or less.
2. Fuel tank caps must be locked or taped.
3. Battery cables must be disconnected **and** taped.
4. Any vehicle that drops oil or other solution may not be displayed without a drip pan or dry absorption powder that must be cleaned up and disposed of by the vendor or will be cleaned up at the expense of the vendor.

West Allis Fire Department - Occupancy Permits

1. All permanent stand Vendors at the WSF shall have an occupancy permit. The West Allis Fire Prevention Bureau shall issue the permit only when the occupant is in full compliance of all the State codes and standards. No occupant shall be allowed to conduct business until they have an approved occupancy permit from the West Allis Fire Prevention Bureau.
2. It is the occupant's responsibility to contact the West Allis Fire Prevention Bureau at 414-302-8905, for an occupancy inspection.
3. The City of West Allis Fire Prevention Bureau Fire Inspector, or his representative, reserves the right to make any final decision regarding the above requirements, according to the Wisconsin Administrative Code.

Security

VSR's and Vendor Services staff will be on duty during setup and teardown (see page 12 for specific hours). Overnight public safety staff begins at 12:00am midnight on Monday, July 31, and continues until 8:00am on Monday, August 14. During the WSF, VSR's are on duty from 8:00am until 11:30pm in the buildings, and outside from 7:30 until 11:30pm Sunday through Thursday, and until 12:30am Saturday and Sunday.

Security of Property

WSF, and its employees, are not responsible for the security or protection of Vendor property. WSF is not liable for any losses or damage that occurs to Vendor property in the WSFP. Vendors are strongly encouraged to secure or remove items of significant value each evening after the Fair Park closes. Each Vendor should take necessary precautions to avoid theft or damage to property.

Emergency Contacts

Wisconsin State Fair Park Police & Fire Departments

In the event of an emergency, please contact the WSF Park Police PRIOR to calling 911 to prevent a delay in on-site response. When calling for help, please know your exact location on the Fair Park and the nature of the emergency. Post all emergency phone numbers in plain sight for quick access.

Emergency Phone Number

**Wisconsin State Fair Park Police & Fire Departments
414-266-7032**

Non-Emergency Phone Number

**Wisconsin State Fair Park Police
414-266-7033**

The WSF Park Police Department has permanent year-round headquarters located northwest of the intersection of Fifth St. and Grandstand Ave.

First Aid

Treatment by certified Emergency Medical Technicians and transportation in and out of the Fair Park is provided by Bell Ambulance at Grandstand Ave. and Fifth St. (fees may apply). First Aid Services are also provided by the American Red Cross inside the Guest Services Pavilion at the corner of Grandstand Ave. and Main St.

Lost Children/Reconnection Center

Lost children may be brought to the Police Department, the Reconnection Center located at the southeast corner of Grandstand Avenue and Fifth Street, or the Guest Services Pavilion on the corner of Main St. and Central Ave. Children lost inside the Exposition Center may be brought to the Reconnection Center located in the pre-function area inside the main entrance of the Exposition Center.

Lost & Found

Report lost articles and bring found articles to the Reconnection Centers. Reconnection Centers are located on the southeast corner of Grandstand Ave. and Fifth St., the Guest Services Pavilion on the corner of Main St. and Central Ave. or in the pre-function area of the Exposition Center.

Severe Weather & Tornado Warning Procedures

When a tornado warning has been issued for an area, including the Fair Park, an attempt will be made to notify all persons within the Fair Park of the warning. During tornado warnings, persons within the Fair Park will be directed by all Public Address systems available to avoid taking shelter in tents, temporary structures or near glass panels.

The cooperation of all of the Vendors at the WSF is imperative to protect public safety in the Fair Park during a weather emergency. We ask that all Vendors who have booths/stands that include tents, temporary structures or glass panels, make every effort to keep Fairgoers away from those areas for their safety.

Food Safety

Certification

All Food and Beverage Vendors must be approved and licensed by the Department of Agriculture, Trade & Consumer Protection (DATCP) Division of Food Safety in order to operate at the WSF. Please visit www.datcp.wi.gov for details on licensing.

Health Inspections

DATCP will be inspecting (and potentially re-inspecting) food & beverage vendors during the entire run of the Fair. Questions regarding the inspections can be directed to 262-305-0968.

Sampling

Vendors are permitted to distribute samples of approved food or beverage menu items within their licensed footprint or assigned area. Individual samples cannot exceed 2 ounces. The sampling of alcoholic beverages is prohibited. Product sampling will only be approved if appropriate food handling procedures are adhered to.

Please alert the Vendor Services Department if you plan to provide samples.

Reporting Procedures

Daily Sales Reporting

Vendors that are required to pay a percentage of their sales to the Fair Park will receive reporting information in the weeks prior to the WSF and with their Check-In Packet that will be distributed upon your arrival for setup. Included in the information will be all reporting guidelines and procedures along with the necessary reporting forms. Direct any questions to the Vendor Services Department.

Cash Register Requirements

The WSF requires the use of cash registers in all permanent concession stands, all locations selling alcohol, and select other locations. Additionally, select high volume vendor stands will be required to use approved cash registers at the discretion of WSF. Any vendor required to use a cash register is also required to submit register tapes each day in addition to their daily vendor reports. Details on cash register requirements and tape reporting procedures can be found in the Reporting Procedures Booklet distributed in the weeks prior to the WSF.

Bargain Book Coupon Reporting

Vendors who participate in the WSF Bargain Book Coupon program are not required to pay the Fair Park a percentage on the discounted portion or value of the redeemed coupons. For instance, if an item that costs \$4.50 is discounted by \$1.50 to \$3.00, you only pay a percentage on the \$3.00 not the \$4.50. Vendors will be accountable for reporting coupon redemption daily during the WSF. A coupon redemption reporting envelopes will be included in each Check-In Packet. The coupon redemption reporting envelope will call for the number of coupons redeemed for each day and their value. In addition, redeemed coupons must accompany the coupon redemption reporting envelope which is due with your daily reporting.

Fair Bucks Voucher Reporting

Vendors must turn in redeemed vouchers at the Expo Express along with their daily sales reporting. Fair Bucks will be treated as cash payment towards your reporting due. Fair Bucks must be turned in during the Fair and will not be accepted after August 18, 2017.

Wisconsin Department of Revenue/Sales Tax

All Vendors must have a Wisconsin Seller's Permit and be in good standing with the Department of Revenue before being allowed to set-up or operate at the WSF. All sales of tangible goods in the State of Wisconsin are subject to a 5.6% sales tax or 6.1% food and expo tax pursuant to Chapter 77.52 of the Wisconsin statutes unless specifically exempted. Note: some services are also subject to tax. Seller's Permits may be obtained by applying online or mailing an Application for Business Tax Registration available at www.revenue.wi.gov. Additional information regarding sales tax for temporary events is available at <http://www.revenue.wi.gov/html/temevent.html>. The sales tax must be paid by the end of the month following the WSF unless otherwise directed by the Department of

Revenue. For further information, please contact the Wisconsin Department of Revenue at 920.832.2910 or by email at tempevtprg@revenue.wi.gov.

Change Operation

WSF will have change available for Vendors to order prior to the Fair, and purchase during the Fair. The change location will be in the northeast corner of the Exposition Center in the front lobby. Hours are 8:00am to 6:00pm from Wednesday, August 2 through Sunday, August 13. Denominations are available as follows: quarters (\$0.25 roll), straps of 100 \$1.00 bills (\$1.00 each) and straps of 40 \$5.00 bills (\$1.00 each). Additional denominations may be available upon request. For Vendor privacy the area is curtained off from the public.

Alcohol Service

Alcohol Service

Mission Statement: To actively promote the responsible sale, service and consumption of alcoholic beverages at WSF while maintaining a safe and friendly family atmosphere at the Park.

The WSFP Board holds the alcohol and fermented malt beverage license for all vendors operating at WSFP. Through this license, the WSF grants alcohol service privileges to select Vendors operating during the Fair. Vendors must purchase all alcoholic beverages for consumption at the Fair Park from approved distributors, and follow pricing guidelines set forth by WSF. The public is not permitted to carry-in alcoholic beverages during the Fair and WSF reserves the right to inspect all carry-in packages.

Alcohol Service Policies

In an effort to keep consistent with our mission statement, WSF has adopted a set of Alcohol Service Policies all Vendors are required to follow in addition to Wisconsin state statutes. Vendors must be knowledgeable of, and in compliance with these policies at all times. A Vendor's failure to comply with WSF Alcohol Service Policies is considered non-compliant with the annual Vendor License Agreement, and it will result in a review of our business partnership and could result in the loss of alcohol service privilege.

1. No one under the age of 21 will be served alcoholic beverages.
2. Any person that appears to be under 35 will be asked to produce identification.
 - a. Acceptable forms of identification are valid state issued driver's licenses, state issued photo ID's, passports or military ID's.
 - b. Servers will carefully check the ID to determine its authenticity.
 - c. In the absence of valid and authentic identification, or in case of doubt, the employee will refuse service of alcoholic beverages to the Fairgoer.
3. Servers are required to deny alcohol service to anyone that appears to be already intoxicated or impaired.
4. Servers will not serve alcoholic beverages to anyone to the point of intoxication.
5. Vendors and their servers should make a reasonable effort to report impaired persons, fake ID's, underage persons consuming alcohol or person's illegally providing alcohol to underage persons to WSFP Police. A Vendor or server may retain an ID under question while attempting to notify WSFP Police. All abandoned ID's must be turned into WSFP Police.
6. A limit of 2 alcoholic beverages may be purchased for each person of legal drinking age. No more than 2 alcoholic beverages can be in the possession of any one person of legal drinking age, at any time. Example: If an individual has an open unfinished alcohol beverage at the time of purchase, only 1 alcoholic beverage can be served to that individual.
7. Last call for sales of alcohol must be announced no later than 10:30pm Sunday through Thursday and 11:30pm on Friday and Saturday. No alcohol will be served after 10:45pm Sunday through Thursday and 11:45 on Friday and Saturday (hours vary on the last day of Fair, please see page 6, under Hours of Operation).
8. "We ID" signage must be visibly posted at each point of purchase (available from distributors upon request).
9. Vendors must sign and return the Alcohol Service Responsibility Agreement annually.
10. Develop and maintain a comprehensive alcohol service policy specific to your location that is on file with the Vendor Services Department. Policies should be reviewed and updated annually, and should minimally include all elements of Wisconsin state statutes as they pertain to alcohol service and WSF Alcohol Service Policies.

11. Vendors must have a certificate of insurance for \$1,000,000 in liquor liability on file with the WSF Vendor Services Department prior to the start of any event where the Vendor will be serving alcohol.
12. Alcoholic beverages must be served in approved sizes of aluminum cans, plastic cups or plastic bottles.
13. Vendors with an alcohol privilege must purchase all alcoholic beverages for consumption on the grounds from a WSF approved alcohol distributor.
14. Alcoholic beverage pricing must be submitted to the WSF prior to the Fair, and must meet pricing minimums set by WSF.
15. All aluminum and bottled beverages must be opened and served with bottle caps removed and disposed of prior to serving.
16. No one under the age of 18 shall be allowed to serve alcoholic beverages at WSF. Employees assigned to single staff locations must be at least 21 years of age.
17. Servers must be able to use good judgement at all times while on duty. It is the recommendation of WSF that servers do not consume alcoholic beverages while working.
18. Servers must possess either a valid Wisconsin bartender's license (AKA "operator's license"), or an approved responsible beverage server certificate in order to serve alcoholic beverages.
19. Vendors must conduct alcohol service training for all servers prior to the start of each event.
20. The above policies pertain to both alcohol sales to the public and complimentary alcoholic beverages served to employees or musicians/bands.
21. The above policies also apply to low alcohol or no alcohol beers.

Employee Alcohol Service Training

Prior to any event at WSFP, Vendors must conduct an alcohol service training session for all employees serving alcoholic beverages at the event. Training must at minimum include information about Wisconsin state statutes, WSF policies and procedures specific to your business. Upon request, WSFP Police can assist with pre-event training at no cost.

Wisconsin law states that servers could be held criminally and civilly liable for serving someone who is intoxicated, impaired, or underage. It is important for servers to understand the basics of what to look for, and their responsibility to do so.

- ID's should be in good condition and must have a photo and birth date. Check the photo and verify that the person presenting the ID is the person whose photo is on the ID. Things to look for:
 - Tattered edges
 - Sticker of the person's picture attached to the ID
 - Tape or glued edges on the picture
 - Faded colors on the ID
- Look closely at the information on the ID; height, weight, color of eyes, etc. If in doubt, ask the fairgoer a question; what is your zip code? Address? Month of birth?
- Know the difference between a vertical ID and a horizontal ID. Vertical ID's show the date the individual turns 21 as well as the date the individual turns 18 right below the picture. Don't get confused, know what to look for and where to find it.
- If you have any doubt of the validity of an ID being presented, you should decline alcohol service to that individual.
- Servers can refuse alcohol service to anyone: "I'm sorry, I am not legally able to serve you alcohol."

Employee Licenses & Certifications

All Vendors with alcohol service privileges, and their employees who perform any type of alcohol service must possess a valid Wisconsin operator's license or complete a responsible beverage server course that has been approved by the Wisconsin Department of Revenue and complies with Wisconsin state statutes 125.04 and 125.17.

Responsible beverage server courses may be taken online or in a classroom setting. Some online courses currently available are:

- Serverlicense.com (cost of \$12.50 per employee)
- Servingalcohol.com (cost of \$12.50 per employee)

Responsible beverage server certificates are valid for a two-year period. It is the responsibility of the Vendor to have a copy of each server's certificate or license on file and to provide a copy to WSF staff upon request. Servers are required to have their certificate or license on display or on their person with them while working.

Alcohol Service Compliance Assessments

WSFP Police and secret shoppers will conduct random alcohol service compliance assessments throughout the course of the event. WSFP Police will utilize underage personnel that will present a valid state driver's license or state ID that clearly indicates that this individual is less than 21 years of age and not of legal drinking age.

Servers that pass the compliance assessments will receive a certificate that congratulates them for responsible alcohol service.

Servers that fail the compliance assessments administered by the WSFP Police are to be subject to the following conditions and penalties:

- A ticket and/or fine administered by WSFP Police.
- The server must be immediately removed from their alcohol service duties until all of the following occurs:
 - The Vendor owner/operator and server must attend a mandatory meeting with WSFP Police and WSF staff to review the incident.
 - The Vendor owner/operator will review the WSF Alcohol Service Policies and all Vendor specific policies governing the service of alcohol with the server.
 - The Vendor owner/operator will use good judgment to determine whether or not that server has a good understanding of all alcohol service policies and can return to serving alcohol.
- Upon documented completion of the above mentioned conditions, the server may return to active alcohol service duties but is prohibited from working independently or unsupervised in any location.
- If a second violation occurs during the same event to the same server, they will again be subject to a ticket and/or fine and will be prohibited from performing any duties that include the service of alcohol or supervision of staff serving alcohol.
- Multiple alcohol service violations by servers during a single event, or a pattern of violations over a period of time or events will result in an immediate review of the Vendor's business relationship with WSF and could result in the loss of your alcohol service privilege.
- It is the responsibility and in the best interest of the Vendor to establish hiring criteria that ensures staff is competent and capable of being sufficiently trained to be trusted with alcohol service responsibilities.

Alcohol Signage & Merchandising Policies

All signage and streetscape must be professionally produced and serve as an enhancement to the Vendor operation as well as WSFP. In no way should signage or streetscape be excessive or compromise public safety.

Brewery, Distillery or Manufacturer Owned Pavilions: State Fair Park recognizes that the signage necessary for properly branding brewery or distiller owned buildings would most likely exceed the normal signage standards for exterior signage location(s) set for privately owned stands or buildings. All permanent signage and on-site advertising must be submitted to the WSFP Vendor Services Department for approval prior to installation. All temporary signage must follow the rules listed below as they apply to each item except for the above mentioned location exceptions.

The following guidelines apply to all permanent buildings (owned or leased), trailers, tents (owned or rented), interior space or concession stands, or any other type of structures where alcoholic beverages are sold:

Outdoor Permanent Signs / Business Name Signs: All permanent business name signage on outer perimeter of Vendor's footprint or building, (limit one business name sign with logos for fermented malt beverages, wine or distilled spirits per exposed side of building) must be informational in nature and promote the business. Advertising logos for fermented malt beverages, wine or distilled spirits can be included but cannot exceed 10% of total sign surface. Supporting copy or imagery for fermented malt beverages, wine or distilled spirits can be included but cannot exceed an additional 10% of total sign surface. Design and dimensions of permanent signage must be submitted to the Vendor Services Department for approval prior to installation.

Flags: All flags must be professionally produced cloth, vinyl or metal material not to exceed 4ft. wide by 10ft. in height, professionally mounted on a pole not to exceed 16ft. in height. Poles are limited to one pole per 15ft. in building/tent widths. Flags displayed outside of a building or stand cannot include logos of any fermented malt beverages, wine or distilled spirit products. Flags with fermented malt beverage, wine or distilled spirit logos are allowed to be displayed inside a building, tent, trailer or structure. Feather Flags are permitted but cannot exceed 16ft. in height. Outside flags may not extend beyond your contracted footprint.

Pennant Stringers: All pennant stringers with fermented malt beverage, wine or distilled spirit logos or imagery are limited to inside the Vendor's building's, tents, trailers or structure.

A-Frame Signs: All A-frame signs must be approved in writing by WSFP and are subject to Outdoor Signage policies. A-frame signs, if approved, cannot be located outside the contracted footprint. The purpose of the A-frame signs is intended to promote the business and menu. A maximum of 10% of the total area of each side of the A-frame sign may contain logos and imagery of fermented malt beverages, wine or distilled spirits.

Awnings: Awnings with logos are considered perimeter signage, stand logo(s), business name or imagery can be printed on the awning. A maximum of 10% of the total area of the awning may contain logos and imagery of fermented malt beverages, wine or distilled spirits.

Inflatable Advertising: Inflatable signage of any type with fermentable malt beverage, wine or distilled spirit logos is limited to the interior of a building, tent or trailer.

Plastic or Paper Banners: Plastic or paper banners that promote the business or menu can be placed on the exterior of the building. Excessive use of these types of signs is not permitted. A maximum of 10% of the total area of the banner may contain logos and imagery of fermented malt beverages, wine or distilled spirits.

Neon or Illuminated Signs: Fermented malt beverage, wine or distilled spirit neon or illuminated signs may be placed in window openings but are limited to one sign per 10ft. of window width. Neon or lighted signs may be placed under a tent facing outside but are limited to no more than 1 neon or lighted sign every 10ft. of frontage. Neon or illuminated signs can be placed on free standing kiosks but are limited to one sign per 10ft. of frontage. Please see page 9, the Electric paragraph in the Utilities section for information on electrical requirements.

Temporary Menu or Pricing Signs: Temporary menu boards/pricing signs can be placed on the perimeter of a building, tent or kiosk for informational purposes only. A maximum of 10% of the total area of the board/sign surface may contain logos and imagery of fermented malt beverages, wine or distilled spirits.

Metal Logo Tackers/Signs or Cardboard Logos: Metal or temporary cardboard/paper signs with a fermented malt beverage, wine or distilled spirit logos are limited to the interior of a building, trailer, tent or structure.

Plastic or Paper Logo Wrap: Plastic or paper logo advertising wrap can be used inside any tent, building or trailer. Plastic or paper logo advertising wrap used to cover any type of bar sections on the perimeter of the building, trailer or tent is limited to one (1) width and height of the wrap.

Responsible Drinking Signage: Responsible drinking signage should be displayed and contain a reasonably sized fermentable malt beverage, wine or distilled spirit logo.

Kiosks: Professionally produced kiosks (roto cast style) are limited to the fermentable malt beverage, wine or distilled spirit logos & signage that were originally produced for that specific product. Additional fermentable malt beverage, wine or distilled spirit signage with brand logos other than pricing, responsible drinking messages, or illuminated signs (see neon rules) are prohibited.

Park Perimeter: Fermented malt beverage, wine or distilled spirit logos or signage may not be placed or attached to WSFP owned fencing, walls, poles, bleachers, barricades, or structures without written approval from WSFP.

Other: Other types of signs not specifically mentioned above must be approved in writing prior to installation by the Vendor Services Department. Signage that refers to alcoholic beverages as “Cheap or Cheapest” are not permitted.

Approved Suppliers & Distributors

Vendors that are approved to sell the following products must purchase those products directly on site from a WSFP approved licensed bottler/distributor:

- **Alcoholic Beverages**
 - Anheuser Busch Products, Craft and Imported Beers
 - Beechwood Sales and Service: Justin May, 262-717-3096 (office) or 262-339-7383 (cell)
 - MillerCoors Products, Craft and Imported beers, Malternative Beverages
 - Beer Capitol: Damian Dohr, 262-820-6350 (office) or 414-397-0259 (cell)
 - Bacardi, Daily’s & Philly’s Ready-to-Drinks and Copa Di Vino Wines
 - Capitol Husting: Tom Balistreri, 414-807-8539 (cell)
 - Craft Beers
 - River City Distributors: Trevor Price, 920-248-1491 (cell)
- **Bottled Water & Carbonated Soft Drinks**
 - Coca-Cola: Lupe Davalos, 414-345-0184 (cell) or Guadalupe.davalos@glccd.com
- **Draft Root Beer**
 - Sprecher Brewing Company: Doug Cullaz, 414-791-7837 (cell)
- **Ice**
 - Arctic Glacier Ice: Gary Moilanen, 262-345-6984 (office) or 414-881-3615 (cell)

A complete list of WSFP approved products and their bottlers and distributors is available through the Vendor Services Department.

Vendors must be in good standing with the approved licensed distributors and all invoices must be paid in full within the supplier’s guidelines in order to be considered for future vendor license agreement renewals.

Entertainment Stages

Amplifiers, Recordings & Live Entertainment

No loudspeaker, amplifier, microphone, electrical setup, radio, live entertainment, or other broadcasting device is permitted in the Park unless written permission is first obtained from a Vendor Services Director. Approved loudspeakers must be kept at or below a maximum volume of 95dBA, as read by the slow response on a sound level meter so as not to disturb normal business transactions in adjoining Booths/Stands or Fairgoers. All participants that provide live or recorded musical entertainment must provide their own decibel meter at their sound position. In the event of an issue regarding sound levels, we will refer to the Entertainment Department representative’s decibel meter for the correct reading and adjust accordingly. Non-amplified live music is subject to the same provisions. Subsequent warnings may lead to a revocation of entertainment privileges.

Sound Level Monitoring Policy: Any venue exceeding the 95dBA limit will be asked to adjust their sound levels accordingly, and be served with an official written warning for each occurrence. This documentation will be signed and dated by both the WSF and Vendor representative, and kept on file. Upon the venue’s third such violation, WSF will take immediate action and replace the Vendor and/or Band’s current sound engineer with WSF’s current sound provider, Clearwing Productions. A Clearwing Productions sound engineer will run or monitor sound at that venue for all entertainment for the duration of the Fair to ensure sound levels are in compliance with WSF requirements. Clearwing Productions will then invoice the Vendor directly for the cost of the sound engineer for the run of the Fair.

Band Merchandise Sales & Permits

The WSF may grant the Vendor permission to permit the Artist and/or Artist’s Representative the sole and exclusive right, though not the obligation, to sell Artist’s products within the footprint specified in the annual Vendor License Agreement. Artist specific products are limited to CDs and merchandise that displays the Artist

name and/or logo. Non-specific Artist merchandise (i.e. glow sticks, roses, books, rugs, jewelry) will not be allowed for sale. Artist and/or Artist's Representative may sell Artist's products thirty (30) minutes before, during, and thirty (30) minutes after any one performance.

An Artist's Seller's Permit must be purchased by the Artist and/or Artist's Representative to allow them to sell merchandise during their scheduled performances at the WSF. A daily permit will be available for \$35.00 and an 11-day permit will be available for \$175.00. The Seller's Permit will be available at the Ticket Office, and must be prominently displayed within the sales location. Sales on non-performance days and times are prohibited. Random spot checks will take place to monitor Artist compliance of this policy. Any Artist not in compliance with this merchandise policy will face a penalty deemed necessary and appropriate by the Entertainment Director and may affect the Artist's future performances at the WSF.

Entertainment Schedules

Vendors with an entertainment privilege shall name entertainment for the location and shall assume sole responsibility for the production and costs of the entertainment at their individual stands. Each vendor must provide a copy of their entertainment line-up to the WSF Entertainment Director upon request for promotion on the Fair website and in Fair collateral.

Entertainer Vehicle Access Permits (EVAP)

Entertainer Vehicle Access Permits may be purchased from the Ticket Office. Permits are only valid during non-public hours unless given written approval from the WSF Entertainment Director.

Each permit grants one vehicle parking in Lot Z, accessed via Gate 8A located off of 76th St. (see WSF Map in your Vendor Information Packet). Admission tickets will also be needed for each band member parking in the lot. Bands should arrive at Lot Z approximately two hours before their set time. Bands that arrive after the two-hour time period, will not be guaranteed arrival to their venue at the desired time. Once a band has arrived in the lot, group members and equipment will be shuttled to and from their designated stage for their performance by WSF entertainment drivers. Upon completion of their performance, the band must completely pack their equipment for vehicle(s) loading. When the band has completed packing and is ready, please contact our entertainment dispatcher to arrange for pick up and return to Lot Z (entertainment dispatch phone number will be available at a later date, and is subject to change annually). Once the band and their equipment is returned to Lot Z, re-admittance to the Fair Park is only available with a hand stamp. Once the vehicle leaves Lot Z, it cannot re-enter the Fair Park.

Due to the number of performances taking place each day at the WSF, all performers (bands) are allowed to park two (2) band vehicles and one (1) equipment vehicle, for a total of three (3) vehicles per band. Performers are encouraged to carpool and be mindful of space when determining how to get your equipment to the Fair Park, so we can fit everyone in the lot. Furthermore, this means that band vehicles are not allowed in the Fair Park during regular hours of Fair operation (Sunday – Thursday 8am – 11pm, Friday and Saturday 8am – Midnight). If you have questions, contact the WSF Entertainment Director.

Vendors are responsible to ensure that bands follow these procedures to minimize the confusion that might impact timetables of performers arriving at their destination in a timely manner.