



2018 Harvest Fair Vendor Space Application Packet Commercial, Attraction and Food & Beverage Vendors

Thank you for your interest in the 2018 Harvest Fair at Wisconsin State Fair Park!

Harvest Fair, a 25-year tradition at the Wisconsin State Fair Park, is a family-friendly event that kicks off autumn and celebrates the change of seasons. Harvest Fair takes place the last full weekend of September, Friday through Sunday. Don't miss your opportunity to participate in this popular event. Preference will be given to the highest quality vendors who best fit the autumn or harvest theme and/or offer unique goods or services.

Highlights of Harvest Fair include:

- Hayrides
- Camel and Pony Rides
- Make Your Own Scarecrow
- Pumpkin Patch
- Fall Treats (pies, caramel apples, etc.)
- Free Entertainment Stages
- Giant Cookie Decorating
- All-You-Can-Eat Pancake Breakfast
- Pumpkin Bowling
- Carnival Rides
- Fishing Pond
- Harvest and Fall-themed Arts & Crafts

During the three-day event, there are additional events happening at Wisconsin State Fair Park: World Beef Expo in the Agriculture Village and Maker Faire with displays and activities throughout the Park.

Submitting an application will allow you to be considered for space; it does not constitute a contractual agreement between our organizations. Please do not send payment at this time.

2018 Harvest Fair General Information

| | |
|-----------------------------|--|
| Dates: | September 28 – 30, 2018 |
| Admission: | Free |
| Annual Attendance: | 75,000+ |
| Number of vendor locations: | Approximately 20 Commercial, 15 Farmer's Market, 40 Food & Beverage, and 10 Attraction Locations |
| Email address: | exhibitorservices@wistatefair.com |
| Office phone number: | 414-266-7040 |

General Vendor Information

Vendor Types & Definitions

At Wisconsin State Fair Park, 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.

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

2018 Locations & Rental Rates*:

The following are the different locations available at Harvest Fair:

| Location | Description | Rate |
|---|--|---|
| <p>Central Marketplace Space Rental</p>  | <p>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(s).</p> <p>Vendors may provide their own wall coverings and flooring.</p> | <p>\$225 for 9.5 feet by 9 feet of depth</p> <p>\$400 for 19 feet by 9 feet of depth</p> <p>Each garage includes up to 1,800 watts of electricity.</p> |
| <p>Farmer's Market Space Rental</p>  | <p>Located on the northwest end of the Exposition Center, the Farmer's Market is the perfect location for vendors that sell produce, flowers and handmade products.</p> | <p>\$85 per booth, regardless of size</p> <p>Leased in 10-foot increments with 10 feet of depth.</p> <p>Tents or any other structures are not included.</p> |

| Location | Description | Rate |
|----------|-------------|------|
|----------|-------------|------|

Outside Space Rental



Outdoor space is available in a variety of dimensions and configurations. All outdoor space agreements are for the ground, as-is.

\$25 per front foot
 Leased in a variety of dimensions.
 Tents or any other structures are not included.



**Prices at time of publication, subject to change.*

Commission Rates

Attraction and Food & Beverage vendors are assigned a commission rate and will pay a non-refundable guarantee deposit. The guarantee deposit is calculated on the front footage by using the location rental rate, unless otherwise noted. Vendors will pay their assigned commission rates of the net sales OR the guarantee deposit, **whichever is greater**. Vendors must report sales the Monday following the event, by 4:00pm:

| | |
|----------------------------|-----|
| Food & Beverage | 20% |
| Alcohol | 25% |
| Attractions | 20% |

Tent Requirements

The Vendor Services Department requires that all tents used by vendors during the annual Harvest Fair must be of professional grade, with either a label affixed to it indicating the tent material is flame-resistant or paper work indicating material has been treated with a flame-retardant product. Paperwork must be presented upon request. Vendors must contact Digger's Hotline before tents are installed. See Vendor Manual for more information.

All vendor space, indoor and outdoor, is leased for the entire run (3 days) of the event. See next page for additional costs.

Vendor Cost and Budgeting Guide

Along with space rental rate, there may be additional costs to be considered upon vendor acceptance. Some of these additional costs can be added to the Vendor License Agreement, and some costs are handled through other departments within the Wisconsin State Fair or external agencies.

Vendor License Agreement Breakdown

Space Rental: Assessed using the dimension of the space as described in the previous page.

Electrical Connection: Based on the electrical needs of the vendor. See Utility section of application for rates.

Additional Considerations not listed on Vendor License Agreement

Admission & Parking: Admission is free for all vendors and patrons. Information regarding parking will be available upon acceptance.

Insurance: Wisconsin State Fair Park requires that each accepted vendor secure a General Liability policy of \$1,000,000 per each occurrence for September 20-30, with *the State of Wisconsin, Wisconsin State Fair Park Board, its officers, its agents and employees are listed as additional insured* in the Description of Operations. Accepted vendors may secure their own policy, or may participate in a shared policy through Haas & Wilkerson (\$70 for first location). In addition, proof of worker's compensation coverage must also be provided for any vendor with paid employees (including family members). This must be secured by the vendor, as Haas & Wilkerson does not provide workers compensation coverage.

Phone and Informational Technology: Wisconsin State Fair Park carries an unsecured, Fairgoer use only Wi-Fi that is not intended for the use by vendors. Informational technology (hardline internet) and phone services can be added by contacting a service provider to set up these utilities.

Sales Tax: All vendors must have a Wisconsin Seller's Permit and be in good standing with the Department of Revenue prior to setup or operation at Wisconsin State Fair Park. 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.

Additional Information

Hours: Harvest Fair hours are as follows: Vendors must be open, staffed and ready to operate as follows:

| | |
|------------------------|--------------------|
| Friday, September 28 | 5:00 pm – 11:00pm* |
| Saturday, September 29 | 9:00 am – 11:00pm* |
| Sunday, September 30 | 9:00 am – 5:00pm |

*Farmers Market vendors have the option to close at dusk. All other vendors have the option to close at 10:00pm.

PLEASE NOTE:

This is only a partial listing of vendor space information and guidelines. The complete 2018 Vendor Manual, Rules and Regulations and other pertinent information is available on our website wistatefair.com.

Please feel free to let us know if you have any questions prior to filling out the application.

We can be reached at the following contact information:

Phone: 414-266-7040

E-mail: ExhibitorServices@wistatefair.com

Thank you again for your interest in the 2018 Harvest Fair!



2018 Harvest Fair Vendor Space Application

(Food & Beverage, Commercial, & Farmer's Market Vendors)

Please **type or print** clearly in ink as you carefully complete pages 1 and 2 of this application form.

Incomplete or illegible application will forfeit consideration.

Section 1: Contact Information

Legal Company Name: _____
(Name that would appear on your agreement and insurance, if approved for space)

DBA (Doing Business As): _____
(Name/Signage that would be visible to patrons)

Agreement Signing Authority: _____
(Name of person to appear on all official documents, if approved)

Name of Manager: _____
(Name of person who would run your operation at Harvest Fair)

Permanent Mailing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Business Phone: (_____) _____ **Cell Phone:** (_____) _____
(May be given to Customers)

Federal Employer ID: _____ **Wisconsin Tax ID Number:** _____
(May be applied for upon acceptance)

E-Mail Address (Required): _____

Company or product website: _____

Business Type: Sole Proprietorship Partnership Corporation Other: _____

Years you have been in business: _____ **Years of event experience:** _____

Section 2: Location and Size of Space Desired

Please rank in order of preference, 1 being your top preference. You may indicate N/A if location is not desirable or appropriate.

____ **Central Marketplace:** \$225 or \$400 per booth, includes covered space with lockable door:
 9.5 feet x 9 feet of depth - \$225, includes up to 1800 Watts electric
 19 feet x 9 feet of depth - \$400, includes up to 1800 Watts electric

____ **Farmer's Market:** \$85 per booth regardless of size – requested booth size in 10-ft increments:
_____ feet x 10 feet of depth (electric not included)

____ **Outside:** \$25 per front foot – requested booth size in 10-ft increments:
_____ feet x _____ feet of depth (electric not included)

*All prices subject to change

Section 3: Products and/or Services Offered:

List **ALL** items to be sold, displayed and/or demonstrated. Gifts, novelties, and craft items must be **specifically and individually** listed. If a product is imported, list the country of origin. If approved for space, there is no guarantee all items requested/listed below will be approved. If you are providing a service or information, please explain what you will offer. If you need more space, please enclose a separate piece of paper.

Do you plan to hold a contest, registration for a prize drawing or a giveaway? ____ Yes ____ No

If yes, briefly describe _____

Section 4: Utilities & Rentals

Electrical:

Yes, I need electrical. If yes, please specify below:

120 Volt – unlimited amps - \$100

240 Volt –60 amps and under - \$250

240 Volt – over 60 amps - \$350

Number of 20 amp circuits: _____

Estimated amp usage: _____

Estimated amp usage: _____

No Electrical needed

Water & Sewer:

Yes, I need access to water or sewer. If yes, please select from the following:

Running water

Direct sewer connection

Access to water

Access to sewer

No Water or Sewer needed

Section 5: References

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

Event 1

Name of event: _____

Name of contact: _____ Phone number: (_____) _____

Event 2

Name of event: _____

Name of contact: _____ Phone number: (_____) _____

Section 6: Photo or Schematic of Exhibit:

You **MUST** include clear color photographs or a detailed professional schematic drawing of your exhibit or booth and enclose literature pertaining to your product(s) and/or service(s). Please be sure your photos or drawings depict the display and products you would plan to utilize at the HarvestFair if accepted.

Please initial:

_____ I understand that applications without a photo or schematic will not be considered.

Section 7: Insurance & worker's compensation requirements

All vendors must obtain and provide a certificate of general liability insurance for a minimum of \$1,000,000. The policy dates must be effective a minimum of September 20 – September 30, and the Description of Operations must note "the State of Wisconsin, Wisconsin State Fair Park Board, its officers, its agents and its employees are additionally insured". General liability insurance through a group plan offered by Haas & Wilkerson may be purchased upon acceptance and receipt of a Vendor License Agreement.

In addition, all vendors with **paid employees** must obtain and provide a certificate of worker's compensation insurance.

Please initial:

____ I am prepared to meet the insurance & worker's compensation requirements if accepted.

Section 8: Acknowledgement of understandings

Please read the following statements carefully and **initial** in agreement.

____ I understand that this application does not guarantee space at Harvest Fair and does not act as a license agreement. I understand that payment should NOT be sent with this application.

____ I understand that Wisconsin State Fair reserves the right to accept or reject any applicant based on incompleteness of application materials, space availability, the uniqueness and quality of products sold, event experience, services offered, the appearance of the booth/stand, and/or references from other fairs or shows at which the applicant has been a vendor.

____ I understand that I may need to pay for utilities and parking if accepted as a vendor at Harvest Fair.

____ I have read and understand the attached application information.

____ I understand that if accepted as a vendor at Harvest Fair, my booth/stand must be open and staffed during the required operating hours as listed in the application information.

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

(Signature of Agreement Signing Authority as stated previously)

(Date)

Those who have submitted an application prior to **August 23, 2018** will receive an application status E-mail on August 24, 2018. Those submitting after August 23 will only receive communication if accepted as a vendor.

Please submit all application materials to:

MAIL: Wisconsin State Fair Park c/o Vendor Services 640 S. 84th St. West Allis, WI 53214
EMAIL: ExhibitorServices@WiStateFair.com **PHONE:** 414-266-7040 **FAX:** 414-266-7055