



2025 Harvest Fair Vendor Space Application Packet

Commercial, Attraction and Food & Beverage Vendors

Thank you for your interest in the 2025 Harvest Fair at Wisconsin State Fair Park, September 26 – 28!

Harvest Fair, an over 30-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 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:

- Pony Rides
- Make Your Own Scarecrow
- Fall Treats (pies, caramel apples, etc.)
- Free Entertainment Stages
- Carnival Rides
- Farmers Market & Shopping Vendors
- Pumpkin Patch
- Bumper Boats

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.

2025 Harvest Fair General Information

Dates:	September 26 – 28, 2025
Annual Attendance:	80,000+
Email Address:	VendorServices@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.

2025 Locations & Rental Rates*:

The following are the different locations available at Harvest Fair:

Location	Description	Rate
Central Marketplace Space Rental		
	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).	\$225 for 9.5 feet by 9 feet of depth
	Vendors may provide their own wall coverings and flooring.	\$450 for 19 feet by 9 feet of depth
		Each garage includes up to 1,800 watts of electricity.
Farmers Market Space Rental		
	Located along Grandstand Avenue, the Farmer's Market is the perfect location for Vendors that sell produce, flowers and handmade products.	\$100 for booth up to 20'
		\$200 for booths 20'+ to 40'
		\$300 for booths over 40'
		Leased in 10-foot increments with 10 feet of depth.
		Tents or any other structures are not included.

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 without notice.*

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.

Water Connection: Based on the water needs of the Vendor.

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 requires that each accepted Vendor secure a General Liability policy of \$1,000,000 per each occurrence for September 20 – 30 (if you will be on the grounds later than September 30, insurance must extend to that date). Accepted Vendors may secure their own policy or may participate in a shared policy through Haas & Wilkerson (\$85 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.

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 5.9% sales tax or 6.4% 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 26	5:00pm – 11:00pm*
Saturday, September 27	10:00am – 11:00pm*
Sunday, September 28	10:00am – 6:00pm

*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 2025 Vendor Manual and other pertinent information can be found on our website <https://wistatefair.com/harvestfair/vendor-information/> as well as provided upon acceptance.

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

We can be reached at the following contact information:

Phone: 414-266-7040

E-mail: VendorServices@wistatefair.com

Thank you again for your interest in the 2025 Harvest Fair!