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Wisconsin STATE FAIR

Presented By  U.S. Cellular

This manual has been prepared for you, our Wisconsin State Fair Exhibitors and Concessionaires, as a guideline to assist you in your efforts to better serve our guests.

The management of Wisconsin State Fair reserves the final and absolute right to interpret these rules and regulations, settle and determine all matters, questions or differences or any and all incidents to the Fair and / or the management, and guests to control and protection of State Fair Park.

Violation of any of the following: the terms and conditions of the Vendor Operating License Agreement; the printed rules and regulations and / or the policies of the Wisconsin State Fair, as printed in its Rules and Regulations and / or Exhibitor Manual, may cause the full amount of any space rental or guarantee related to the Vendor Operating License Agreement to become due, and work a revocation and forfeiture of all rights and privileges therein granted to Lessee. In which case all fees paid or contracted to be paid shall become the property of the Wisconsin State Fair Park Board as liquidated damages for said breach. The Board shall have a lien on all property being kept, used or situated upon leased premises at State Fair Park for any unpaid rents and any damages sustained by breach of the Vendor Operating License Agreement by Lessee.

Concessionaires / Exhibitors are bound by the terms of the Vendor Operating License Agreements they sign at the time of reserving space. In addition, they are under strict supervision by the Wisconsin State Fair Management.

The attached information applies and is in addition to the Rules and Regulations, which is also included in this booklet.

We wish you a very successful Fair.

Exhibitor & Vendor Services Department

If you have any questions, please direct them to the staff in the Exhibitor & Vendor Services Office at 414-266-7040

Team Members

Customer Service Representatives

Your Customer Service Representative is there to help you. They will review with you the correct locations for set up, placement and explain the rules regarding displays, decorations, lights, signs, microphones, etc. Again, the Customer Service Representatives are here to help you, please see them with any questions or problems.

The Bazaar / Mile Marketplace – 414-266-7175

The office trailer is located on First Street south of the Bazaar stage next to the restroom.

Cream Puff Pavilion – 414-266-7049

The office is located next to the east entrance of the building.

Outdoor Exhibitors – 414-266-7040

The office is located in the Exhibitor & Vendor Services trailer in the parking lot East of the Tommy G. Thompson Youth Center.

West Side Marketplace – 414-266-7048

The office is located in the center building of the West Side Marketplace.

Wisconsin Exposition Center – 414-727-8860

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

Wisconsin Products Pavilion – 414-266-7097

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

Exhibitor & Vendor Services Staff

Exhibitor & Vendor Services Director / Food and Beverage – Steve Reinhardt

Commercial Vendor Coordinator – Mary Kay Pfeffer

Fair Exhibits Program Coordinator – jill Albanese

Exhibitor & Vendor Services Coordinator / Assistant – Emily Blinkwolt

Any of the above staff can be reached at 414-266-7040 or at the Exhibitor & Vendor Services Office trailer located in the parking lot east of the Tommy G. Thompson Youth Center.

Emergency Contacts

First Aid

The Wisconsin State Fair maintains a First Aid facility. The First Aid station is located on the Southeast corner of Grandstand Avenue and Fifth Street and is staffed by registered nurses and paramedical personnel. West Allis Fire Department is located at the south end of Grandstand Avenue near Gate 2. Walk-in service is available at both facilities 24 hours a day. During the Fair, a private contractor provides ambulance service. There is a charge for emergency treatment or ambulance conveyance to First Aid stations or when necessary to West Allis Memorial Hospital. Patients who insist on being transferred to other facilities will be charged the established rate by the contracted ambulance service. They may be reached at 414-266-7134.

Lost Children

Lost children may be brought to the Police Department or to the Reconnection Center located at the Southeast corner of Grandstand Avenue and Fifth Street. Children lost inside the Expo Center may be brought to the Reconnection Center located in the Pre-Function area inside the main entrance of the Expo Center.

Police Department Phone Numbers

The following emergency phone numbers should be posted in plain sight. When calling for help, please know your exact location on the Fairgrounds and the nature of the emergency.

Call the Wisconsin State Fair Park Police Emergency Numbers before calling 911.

EMERGENCY POLICE and FIRE DEPARTMENT - 414-266-7032

Non-Emergency Police - 414-266-7033

The Wisconsin State Fair Park Police Department has permanent year-round headquarters located north of 5th Street and Grandstand Avenue.

Reconnection Centers – Lost and Found

Report lost articles and bring found articles to the Reconnection Centers. Reconnection Centers are located on the Southeast corner of Grandstand Avenue and Fifth Street or in the Exposition Center. They may be reached by calling 414-266-4217.

Tornado Warning Procedure

At all times in which tornado warnings have been issued for an area including the Park, an attempt will be made to notify all persons within the Park of the warning. During tornado warnings, persons within the 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 Exhibitors / Concessionaires at the Wisconsin State Fair is imperative to protect public safety on the Grounds during a weather emergency.

All Exhibitors / Concessionaires, who have setups which include any of the above mentioned areas, please make every effort to keep the Fair patrons away from those areas for their safety.

Vendor Operating License Agreement Information

Amplifiers, Loudspeakers, and Recordings

No loudspeakers, microphones, amplifiers, radios or other broadcasting devices will be permitted on the Fairgrounds unless written permission is first obtained from the Exhibitor & Vendor Services Department. Playing of recordings, tapes or films that have a continuous repeat message is strictly forbidden unless approved by the Exhibitor & Vendor Services Department and listed on your Vendor Operating License Agreement.

Band Booking and Band Merchandise Sales

Before providing entertainment at their location identified in annual Vendor Operating License Agreement, the Vendor must obtain written approval from the State Fair Park Entertainment Director. The Vendor shall name entertainment for the location and shall assume sole responsibility for the production and costs of same.

The Wisconsin State Fair 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 Operating License Agreement. Artist specific products are limited to CD's 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. The vendor must obtain approval by Wisconsin State Fair Park within thirty (30) days prior to the annual Fair. 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 Fair. 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 Admissions 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 of 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 Wisconsin State Fair.

Booth Signs

All booths must be properly "signed" identifying the booth to the public for both the business name and product. The business name signs must be at least 4 inches high by 22 inches wide and read identical to the name listed on the Vendor Operating License Agreement. Both the business name sign and the product signs must be prominently displayed, professionally done and may not exceed the booth's height restriction. All business name signage, product, pricing and other informational signage must be professionally or computer generated.

No handwritten signs of any kind are allowed.

Cancellation of Vendor Operating License Agreement

Space contracted and assigned, but not properly set up and ready for business by 9:00 am of the first day of the Fair, may be cancelled and reassigned with fees previously paid for space forfeited as liquidated damages. 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 Operating License Agreements may not be cancelled by Lessee without written notification and said notice must be received by the Exhibitor & Vendor Services Department no later than **July 15, 2010**. Please, return all copies of the Vendor Operating License Agreement for our records with a letter stating that you are canceling. Full refunds on a cancelled Vendor Operating License Agreement will be made only if the above provisions are met. Vendor Operating License Agreements returned as "undeliverable" by the Post Office will be cancelled.

Disturbing the Ground

The Vendor at its expense is responsible for any and all damages, changes or alterations within the footprint of their annual WSFP Vendor Operating 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, "**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 one-call system –

Diggers Hotline, toll free 1-800-242-8511
Milwaukee Area 414-259-1181
TDD 1-800-542-2289

Utility owners will respond to the notice within 3 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 inches 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 10 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 Wisconsin State Fair Park can be addressed to Jeff Jacobson, Facility Engineer at 414-266-7084.

Employee Dress

Lessees 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.

Evaluation

All exhibitor operations will be inspected and evaluated during the Fair. Your operation will be rated in three categories: Compliance, Aesthetics, and Business Practices & Operations. You will receive a copy of your operation evaluation along with a photo approximately 90 days after the close of the Fair. Your opportunity to participate in future fairs is contingent upon receiving an average or above rating. Every booth must display their exhibitor number in the upper right hand corner of their booth to assist staff conducting the evaluations.

Exhibitor / Concessionaire Number Cards

All Exhibitors and Concessionaires are required to have their number card prominently displayed in their booth structure. Proper placement of booth number is in the upper right hand corner of your booth. Any Exhibitor / Concessionaire not displaying this number is in violation of their Vendor Operating License Agreement. If your booth or concession is not fully paid for, a number card will not be issued and you may not open.

Fair ADvantage Coupon – Reporting

Vendors who participate in the Wisconsin State Fair ADvantage Coupon Book program are not required to pay the Fair Park a percentage on the values of the redeemed coupons. The value of the coupons should be deducted from your net sales. Vendors will be accountable for reporting coupon redemption during the Fair by day. A coupon redemption reporting form will be included in each contract packet. The coupon redemption reporting form will call for the number of coupons redeemed for each day and their value. In addition, it will be necessary for the used or cancelled coupons to accompany the coupon redemption reporting form which is due on each of your normal reporting days.

Insurance

The Wisconsin State Fair assumes no responsibility for accidents which may occur to you, your employees, or members of the Fair-going public. It is necessary to obtain \$1,000,000 Liability Insurance coverage. All Fair participants must submit to the Exhibitor & Vendor Services Office, a copy of their liability and property damage insurance policy, prior to the Fair. In addition, any permanent vendors must provide proof of fire insurance. See your Vendor Operating License Agreement for specific dollar values and further requirements.

Lessees are also responsible for submitting to the Exhibitor & Vendor Services Department proof of adequate Workman's Compensation Insurance. Insurance must be in accordance with the State of Wisconsin Workman's Compensation Act - Section 102.4 (definition of employer) of the Act.

All insurance must be arranged by the Exhibitor, at the Exhibitor's own expense.

In order to operate, a certificate of insurance(s) must be on file with the Exhibitor & Vendor Services Department prior to the start of an event. Vendors shall ensure that the "**Wisconsin State Fair Board, its agents and employees**" are names as "additionally insured".

No Exhibitor will be allowed to set up without proper proof of insurance.

Liquor Liability Insurance

Wisconsin State Fair holds and administers the privilege to sell or furnish alcoholic beverages.

If you've been authorized to sell or furnish alcoholic beverages, such as but not limited to beer, wine, malt beverages, and ready to drink cocktails, a \$1,000,000 Liquor Liability Insurance policy must be obtained.

Responsible Alcohol Service

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

Vendor/Concessionaire Responsibilities;

Vendors with an Alcohol Service Privilege are required to act in accordance with the following;

1. Comply with all state laws along with WSFP Alcohol Service Policies governing the sale of alcoholic beverages.
2. Annually provide the appropriate level of liquor liability insurance required by contract. A certificate of insurance must be on file with the WSFP Exhibitor & Vendor Service Department.
3. Develop and maintain a printed alcohol service policy specific to your location that is on file with the Exhibitor & Vendor Services Department. Your policy must minimally include all elements of state laws and WSFP Alcohol Service Policies.

4. Conduct alcohol service training for all staff serving alcoholic beverages prior to the start of each event. Training must include information regarding state laws, WSFP venue policies and vendor specific alcohol service policies.
5. Annually sign an "Alcohol Service Responsibility Form"
6. Post "We ID" signage that is provided by approved alcohol Distributors.
7. Comply with WSFP mandated employee training guidelines.
8. Employ personnel that are competent and trained in their responsibilities regarding responsible service of alcohol at the Park.
9. Vendors with an alcohol privilege must purchase all alcoholic beverages for consumption on the grounds from a WSFP approved alcohol distributor.
10. Serve all alcoholic beverages in the approved size of plastic cups or plastic bottles.

WSFP Alcohol Service Policies

Any person that appears to be under the age of 35 should be asked to produce proof of age before an alcoholic beverage will be served.

- Acceptable forms of Identification;
 1. Valid State Photo Drivers License
 2. Valid State Photo ID Card
 3. Valid Photo Passport
 4. Valid Photo Military ID

All of the above ID's must have a picture, a birth date, and must be valid: Check the expiration date and verify that the person presenting the ID is the person on the ID.

- If you have any doubt of the validity of the ID being presented, you should decline alcohol service to that individual.
- Servers will deny alcohol service to anyone that appears to be impaired.
- The Law States:
 - As a server, you could be held criminally and civilly liable for serving someone who is intoxicated, impaired, or underage.
- You as a server can refuse alcohol service to anyone.
 - "I'm sorry. I am no longer legally able to serve you alcohol."
- A limit of 4 alcoholic beverages can be sold to any one person with a valid ID per purchase transaction.
- Each location that sells alcohol must be staffed at all times with at least one employee who is 21 years of age or older, and possesses a valid Wisconsin Bartenders License or has a valid alcohol training certificate.
- The sale of alcohol shall cease 15 minutes before the park officially closes for the day. Times may vary based on weekend vs. weeknight or closing night. (See Exhibitor Manual for exact closing times)
- NA or low alcohol beers contain a small amount of alcohol and can not be sold to anyone under the age of 21.
- The WSFP Police Department will conduct random alcohol compliance assessments throughout the run of the event. Non-compliance with the WSFP Alcohol Service Policies will be subject to the penalties outlined in the Alcohol Compliance Assessment portion of this policy.
- Professional monitoring by "test shoppers" will be conducted throughout the run of the event to further establish compliance with WSFP Alcohol Service Policies.

- Underage alcohol drinkers or persons illegally providing alcohol to underage guests will be ejected from the Park.
- WSFP recommends that employees on duty should refrain from consuming alcoholic beverages.
- Vendors and their employees should make a reasonable effort to report an impaired person to WSFP Police, Security or Staff.
- Vendors or their staff should return any abandoned ID's to WSFP Police.
- With a paid admission, the public is not permitted to carry-in alcoholic beverages. WSFP reserves the right to inspect all carry-in packages.
- WSFP will post appropriate Park policies at all admission gates.

A Vendors failure to comply with WSFP Alcohol Service Policies is considered as non-compliance with the annual operating agreement and will result in a review of our business partnership.

Alcohol Service Compliance Assessments

WSFP Police 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 Drivers License or State ID that clearly indicates that this individual is less than 21 years of age and are not of legal drinking age.

Servers that pass the compliance assessments will receive a certificate that congratulates them on following responsible Alcohol Service Policies.

Servers that fail the compliance assessments are be subject to the following conditions and penalties;

- Tickets or fines administered by WSFP Police.
- The server must be immediately removed from their alcohol service responsibilities until all of the follow occurs;
 - Employee, Operator or a management representative must attend a mandatory meeting with WSFP Police and State Fair staff to review the incident.
 - The Operator holding the alcohol privilege or its representative will review the WSFP Alcohol Service Policies and all Vendor specific policies governing the service of alcohol with the server.
 - The Operator will use good judgment to determine whether or not that server has a good understanding of all Alcohol Service Policies and should be returned to duties that include the service of alcohol.
- Upon documented completion of the above mentioned conditions, the server may be returned to active alcohol service duties but would be prohibited from working independently and unsupervised in any location.
- If a second violation occurs during that same event to that same server they will again be subject to ticket and fine and will be prohibited from performing any duties that would include the service of alcohol or the supervision of staff conducting alcohol service.
- Multiple alcohol service violations by employees or staff during a single event or a pattern of violations over a period of time or events will result in an immediate review of the operator's business relationship with Wisconsin State Fair Park.
- It is the responsibility and in the best interest of the operator to establish hiring criteria that insures staff is capable of being sufficiently trained and competent to be entrusted with alcohol service responsibilities.

Employee Alcohol Service Training

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

In an effort to keep consistent with our Mission Statement, Wisconsin State Fair Park has adopted the following criteria for approved employee alcohol service training.

All Vendors with an alcohol service privilege and their employees who perform any type of alcohol service must possess a valid Wisconsin Bartenders License or complete and pass an alcohol service training program that has been approved by the Wisconsin Department of Revenue and fully complies with Wisconsin State Statutes 125.04 and 125.17.

- This requirement will be phased in over the next 3 years according to the following schedule;
 - 2010 – 33% of all employees serving alcohol
 - 2011 – 66% of all employees serving alcohol
 - 2012 & beyond – 100% of all employees serving alcohol
- Alcohol Service training courses can be taken online or in a classroom setting. Some online courses that are currently available are;
 - Serverlicense.com - \$18.00
 - Servingalcohol.com - \$16.00
- Alcohol service training is currently valid for a three year period.
- WSFP currently has 4 individuals who have been certified to conduct **TEAM** alcohol service training (**T**echniques for **E**ffective **A**lcohol **M**anagement). The **TEAM** training program is not currently available on-line. A fee of \$25 will be charged per person per classroom session. A schedule of training dates and times will be distributed to all the appropriate Vendors.
- It is the responsibility of the Vendor to document and track the employee alcohol service training and results along with the number of employees that possess a valid bartenders license to ensure the proper level of staff has met the aforementioned criteria. The Vendor will have available and provide this list to WSFP upon request.
- Employees are required to have on display or carry their valid bartender's license or the official alcohol service training certificate while performing alcohol service duties on the grounds.

Payment of Vendor Operating License Agreement

No Exhibitor / Concessionaire will be allowed to set up unless the space to be occupied has been paid for in full.

Renewal of Vendor Operating License Agreement

Exhibitor Renewal Applications for 2010 Wisconsin State Fair will be given to each approved Exhibitor / Concessionaire to complete and return to your Customer Service Representative during the Fair. It is your obligation to reserve your space through the return of your Exhibitor Renewal Application by the last day of the Fair.

Sales Area - Booths

Exhibitors must confine all exhibit activities to within the limits of the space allotted to them in their Vendor Operating License Agreement. Sales staff and demonstrators are prohibited from operating in the aisles in such a way as to be a nuisance or interference to the public or to other exhibitors. **Hawking is strictly prohibited!**

See page 11, Inside Sales Booths for height configurations and restrictions.

Subletting

Subletting of space is strictly forbidden. Anyone found to be subletting space shall have all Vendor Operating License Agreements cancelled.

Tax Information

You must have a Wisconsin Sales Tax Number. All of your sales of tangible property 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 should be obtained prior to the start of the Fair 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 Fair unless otherwise directed by the Department of Revenue.

For further tax information, please contact:

WI Department of Revenue

265 W Northland Avenue

Appleton, WI 54911

EMAIL: tempevtprg@revenue.wi.gov

PHONE: (920)832-2910

Vendor Operating License Agreement

All items offered, sold, furnished, or displayed **MUST** be approved by the Exhibitors & Vendor Service Department prior to the preparation of a Vendor Operating License Agreement. Sale of items not listed on your Vendor Operating License Agreement is prohibited and may result in immediate dismissal or refusal for entry into future Fairs. Vendor Operating License Agreements for space expire with the close of the Fair each year, unless otherwise specified.

Approved Licensed Distributors - Wisconsin State Fair

Vendors and Concessionaires with an alcohol sales privilege must purchase all alcoholic beverages from a State Fair Park approved licensed distributor. A list of the State Fair Park approved distributors and products are available through the Exhibitor & Vendor Services Department.

Vendors and Concessionaires that are contracted to sell non-alcoholic beverages, which include but are not limited to; carbonated soft drinks, energy drinks, bottled water, isotonic, and juices, must purchase the product from a State Fair Park approved licensed bottler/distributor. A list of the State Fair Park approved bottlers / distributors and products are available through the Exhibitor & Vendor Services Department.

Set Up / Move In

Check-In Procedure

INSIDE: Upon arrival and before setting up, INSIDE Exhibitors and Concessionaires **MUST** check in with their building's Customer Service Representative for proper placement, required exhibitor number, exhibitor admission tickets, or reserved parking permits (if ordered in advance) and other pertinent information. It is **not** necessary for inside exhibitors to check-in with the Exhibitor & Vendor Services Office.

OUTSIDE: Upon arrival and before setting up, OUTSIDE Exhibitors and Concessionaires **MUST** check in with the Exhibitors & Vendor Services Office trailer located behind the Tommy G. Thompson Youth Center for proper placement, required exhibitor number, exhibitor admission tickets, or reserved parking permits (if ordered in advance) and other pertinent information. It is necessary for outside exhibitors to check in with the Exhibitor & Vendor Services Office as outside exhibitors will be placed by the Exhibitor & Vendor Services Director or an assistant.

Because of the large number of exhibitors everyone can not be located at the same time.

Every effort will be made to help you as efficiently as possible but we ask that you be patient. Any exhibitor arriving late must notify the Exhibitor & Vendor Service Office at (414)-266-7040 for approval to guarantee space.

Occupancy Permits - Temporary and Permanent Food and Beverage Vendors

1. All outside occupants of the State Fair Park shall have an occupancy permit. The permit application shall be obtained from State Fair. 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 for an occupancy inspection. During State Fair, the West Allis Fire Prevention Bureau can be contacted at the Fire Station located in the Fair Park, or at 414-302-8000.
3. Lastly, the Fire Inspector in charge of the City of West Allis Fire Prevention Bureau, or his appointed representative, reserves the right to make any final decision regarding the above requirements, according to the Wisconsin Administrative Code.

Set Up Dates

Inside set up begins Monday, August 2, 2010. Appointments are necessary for early set up. Please call the Exhibitor & Vendor Services Department at 414-266-7040 to arrange for early set up.

Outside set up begins Friday, July 30, 2010. Appointments are necessary for early set up. Please call the Exhibitor & Vendor Services Department at 414-266-7040. However, exhibitors / concessionaires may not conduct business until the opening of the Fair.

Utilities

Electric

Outside exhibitors / concessionaires must check in at the WSFP Electrical Department upon arrival to arrange for electrical hookups. The main office for the WSFP Electrical Department is located on the east side of Sue Wetley Court. Electricians will connect electrical service per your Vendor Operating License Agreement.

Electricity is charged according to usage. Please refer to the Exhibitor packet sent with your Vendor Operating License Agreement for electrical rates.

During the Fair your electrical usage will be audited, if your electrical usage exceeds the amount charged for on your Vendor Operating License Agreement, electrical services will be billed to you during the Fair. Payments must be made prior to the end of the Fair to the State Fair Business Office Trailer located next to the Exhibitor and Vendor Services Trailer.

If your booth is located in the Wisconsin Exposition Center, utility needs ordered may be included and paid with your Vendor License Operating Agreement. Please fax your utility order with credit card payment info to the Wisconsin Exposition Center Office at 414-727-8842.

ALL STANDS AND TRAILERS MUST BE PROPERLY GROUNDED.

Wisconsin State Fair Park is equipped with Ground Fault Circuit Interrupting (GFCI) on all outside outlets. It is the responsibility of the user to insure that all equipment used at the Fair Park is in safe working order and is GFCI compatible BEFORE you arrive for your event.

Electrical service requests must be submitted by you prior to the work being done. Application for electric service will be processed when you return your Vendor Operating License Agreement. The phone number for electrical service for set up during the Fair is 414-266-7085.

Telephone

Complete public phone service is maintained throughout the Fair Park. If you require a telephone, contact AT & T Wisconsin at 1-800-660-3000. AT & T only provides the phone service; you must provide the telephone. Telephone service in the Wisconsin Exposition Center must be ordered directly from the Expo Center Office at 414-727-8841.

Water and Sewer

Outside Exhibitors / Concessionaires 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 concessionaires and exhibitors. In such locations, Lessees have the responsibility of extending such service to their equipment, which includes turning on or draining water before and after the Fair. Hoses will be inspected for leaks in hose body and fittings. Proper hoses approved by the WI State Fair plumber are required. Lessees with sewerage service shall be responsible for stoppage within their sewer system.

Display Information

Display Company

If you have a need for tables, chairs, carpets, etc. for your booth set up and do not have such equipment readily available to you, contact Wisconsin Expo, Inc at **262-670-1300**. Wisconsin Expo will be located in the Expo Center, prior to the Fair. Order forms may be faxed to 262-670-1360

Forklift Service

Forklift service on the Fairgrounds is available on a first-come, first serve basis. To obtain this service contact Wisconsin Expo, Inc located in the Expo Center and sign up for use of this equipment. We cannot assume responsibility for damage or accidents caused during the use of the forklift.

Inside Exhibit Booths

The Fair provides inside booths with a backdrop and side drapes. Ordinarily the backdrop is 8' and the side drapes are 3' in height. Displays, signage and lighting cannot extend above the allowed limits. Back wall 8 foot high, solid side walls or solid display pieces may be up to 8 foot high 3 feet out from back wall and then 3 feet high to front of booth. Free standing displays, signage or lighting within the interior of the space no matter the location can be no higher than 8 feet high. Exhibitor & Vendor Services approval must be obtained for any variance to these restrictions.

Outside Exhibit Booths

You must provide your own booth structure. 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 well in advance to the Exhibitor & Vendor Services Department, unless you have already done so, so they can be checked and approved or corrected. Electrical hookup service is available for all locations. Requirements must be submitted prior to the Fair's opening.

Pricing Signage

Pricing signs and product description signs must be printed (computer generated or pricing gun generated) and displayed on all items. **No handwritten signs of any kind are allowed.**

Return / Exchange Policy

As a Vendor at the Wisconsin State Fair it is your independent business decision on how you choose to handle returns or exchanges with our Fair guests. We would expect nothing less that these situations be handled in a professional manner. If you, as a business, do not except returns or exchanges, you are required to locate a professionally generated sign that is at least 8" x 10" with the "NO RETURNS or EXCHANGES" policy message at the point of transaction. Additionally this policy should also be verbally communicated to the customer prior to the purchase.

Hours of Operation

Public Hours of Operation

Grounds open at 8:00 am. Buildings are open from 9:00 am to 10:00 pm daily. Inside Exhibitors may enter the buildings one hour prior to public hours of operation. Exhibitors must show an Exhibitor Badge to gain early admission to any building. Exhibitors are required to have their booths open and attended every day of the State Fair during the public hours. On August 15, the last day of the Fair, all buildings will close at 9:00 pm.

Outside exhibit hours vary slightly from the inside hours. Sunday through Thursday outside stands open at 9:00 am and close at 11:30 pm. Live entertainment must stop at 11:00 pm and stands are closed to the public at 11:15 pm and completely shut down at 11:30 pm. On Friday and Saturday stands open at 9:00 am. Live entertainment must stop at midnight. Stands are closed to the public at 12:15 am and completely shut down at 12:30 am. All stands must be staffed and operating at all times. However, all outside Exhibitors/Concessionaires have the option to close at 10:30 pm on any weekday and 11:30 on Fridays and Saturdays. Closing day hours are as follows; outside stands open at 9am, entertainment ends at 8:30pm, taps off at 8:45pm, and hard close at 9:00 pm, vehicles will be allowed onsite at approximately 10:00 pm.

Admission Tickets

Re-Admittance on the Same Day

Upon request you may have your hand stamped for same day re-admittance at any one of the gates.

Reduced Rate Admission Tickets

From April 1 through June 30, 2010, "Fair Deal" admission tickets will be available for \$5 at the US Cellular Main Gate ticket windows, through the mail or by calling the admissions office. Discounted Exhibitor admission tickets are available July 1 – August 4, for \$7 each, at the US Cellular Main Gate ticket windows or by calling the admissions office. During the Fair admission tickets may be purchased at the on the north east corner of the Wisconsin Exposition Center and can only be purchased with cash or credit card. Admission tickets are good any day of the Fair. Please refer to Form 5 included in your Contract Information Packet. All delivery and service vehicles personnel require gate admission. Call 414-266-7100 for ticket information. NO REFUNDS WILL BE MADE ON THESE TICKETS.

Parking

Dead / Live Storage Parking

Dead / Live Storage Parking Spaces are available from the Exhibitor & Vendor Services Office 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 storage parking from the Exhibitor & Vendor Services Office prior to the Fair. These areas are for contracted Exhibitors / Concessionaires only. Unauthorized vehicles parked in these areas will be towed.

Parking

Reserved Exhibitor Parking - Reserved parking is available at a cost of \$200 for the Infield and Expo Parking Lots. These reserved spots are available on a first come, first served limited basis. Hang Tags must be displayed at all times while parked.

Reserved Exhibitor parking permits are obtained by contacting the Exhibitor & Vendor Services Department prior to the Fair. These reserved areas are for contracted Exhibitors and Concessionaires only. Unauthorized vehicles parked in these areas will be towed.

Recreational Vehicle Park

The Wisconsin State Fair's RV Park is available to exhibitors during the Wisconsin State Fair. There are 70 sites, which include sewer, water and electrical hook-ups. Additional sites with electric only are also available. There are men and women's restrooms, shower facilities and an on-site coin operated laundry. Charges are \$56 per night, which includes electrical hookup and \$66 per night full service hook-up. Admission into the Fair Park is not included. Minimum required stay: 11 nights. (Rates subject to change)

Storage Areas for Exhibitors / Concessionaires

Only storage vehicles authorized by the Exhibitor & Vendor Services Director will be permitted to remain in State Fair Park for such purposes. Travel trailers, motor homes or automobiles may not be designated as storage facilities and will not be approved for usage as such. Trailers and trucks used for storage of supplies only with a direct relationship to a specific exhibit or concession will be allowed and approved by the Exhibitor & Vendor Services Director. In no case may such facilities be used for cooking or sleeping. Motorized camping vehicles, motor homes, truck campers, trailers, etc. may not be parked on the State Fair Park streets or in any area of the Fairgrounds other than those camping areas designated for the parking of such vehicles.

Deliveries

Prior to the Fair

If you have merchandise shipped for setting up your booth you must have someone here to receive the shipment. The Fair will not sign for or accept deliveries. If it is impossible for you or your representative to be here then you must have the cartage company hold the shipment for you at its local office until notified that you will be available to accept delivery. Building storage is not available during or prior to the Fair.

During the Fair

All trucks and motorized vehicles must complete their deliveries and be off the streets and out of the restricted areas of the Fair Park by 9 am each day of the Fair. Absolutely no deliveries will be allowed (with the exception of ice) by motorized vehicles between the hours of 9 am and 11 pm Sunday – Thursday. On weekends, (Fridays and Saturdays) deliveries will not be allowed by motorized vehicle between 9 am and 12 Midnight, except in unrestricted areas.

Delivery Permit Requirement

All vehicles delivering merchandise must prominently display a delivery permit in the windshield of their vehicle. A delivery permit does not include gate admission, but does include general parking.

Deliveries must be made after Park closing, from 11 pm to 9 am Sunday - Thursday and 12am to 9am Fridays and Saturdays, unless other written arrangements have been made. (Permits may be purchased at the Ticket Office in the upper level of the grounds building at the north end of the park prior to the Fair. During the Fair permits may be purchased at the ticket office on the north east corner of the Wisconsin Exposition Center.) Permits may be interchanged from one vehicle to another as a convenience for those utilizing different vehicles at different times. **NO DELIVERY VEHICLE WILL BE ALLOWED ON THE GROUNDS AT ANY TIME WITHOUT A DISPLAYED DELIVERY PERMIT AND WITHOUT THE OCCUPANTS PAYING GATE ADMISSION.**

A police officer will be on duty each day to inspect delivery trucks on the grounds. Anyone without a delivery permit will not be allowed to unload merchandise until a delivery permit is purchased.

It is the responsibility of those Exhibitor / Concessionaires who require deliveries to notify companies making deliveries of the permit requirements. There will be no exceptions to this ruling.

On Site Vehicle Access

All motor and auxiliary vehicles must be operated by a driver with a valid drivers license, in a safe and courteous manner at all times. Vehicles must at all times be operated in accordance with all State or local ordinances, WSFP Rules & Regulations, posted or safe speed limits, approved travel routes, instructional signage and yield to pedestrian traffic. Delivery vehicles may have additional people riding along but may not exceed seat designs. **Each person must have an admission ticket or credential to enter the Fair.**

Anyone operating a motor vehicle otherwise will receive a warning. If the violation is serious, a citation will be issued. An additional violation will result in the revocation of the permit.

Any motor vehicle operating on the site at any time during the Fair must have a valid permit. Types of permits are:

- **Delivery Permit** – purchased at the Admissions Office (Valid during non-public hours only)

Motor vehicles are permitted on site to deliver supplies during non-public hours. These vehicles must obtain a Delivery Permit from the Admissions Office. Vehicles will be allowed on the public parts of the Park after **2330** Sunday through Thursday and **0030** Friday and Saturday and must be off the site by **0900** each day.

- **Auxiliary Vehicle Permits (AVP)** - purchased at the RV Park (Non-registered motorized vehicles, i.e. golf carts, gators)

Based upon the request from the Vendor/Supplier, applicable WSFP staff or department may approve one of the following permits to be issued:

- Limited Area Access (valid during non-public hours only)

Auxiliary Vehicles may be operated for personal transportation, product and equipment delivery by all State Fair personnel, exhibitors and program participants. Vehicles will be allowed on the public parts of the Park after **2330** Sunday through Thursday and **0030** Friday and Saturday and must be off the site by **0900** each day.

- Public Area Access (valid during non-public hours & during public hours with a walking escort and with WSFP Food & Beverage Department written approval.)

If necessary deliveries must be made during public operating hours (ice, product supplies, garbage pickup tractors & trailers), a valid AVP permit must be used. In the interest of public safety, only a limited number of auxiliary vehicles are permitted in the public sections of the Fair Park during operating hours. A **walking escort** must be used after **0900** daily. **Any vehicle driving on site during public 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 citation and may result in revocation of the AVP permit by Wisconsin State Fair Park Police.** Auxiliary vehicles are not to be used for personal use during public operating hours.

Auxiliary Vehicles may be used for personal transportation and operated without an escort in parking areas, on North Street, Fifth Street, the backstretch and Southern Ave. Failure to adhere to this rule will result in the revocation of the AVP permit by Wisconsin State Fair Park Police.

- **Entertainment Access Permit (EAP)** – purchased from the Admissions Office. Valid during non-public hours or during public hours with a walking escort and WSFP Entertainment Director’s written approval.

To ensure the safe delivery of band gear to performance stages during operating hours, bands will enter at Gate 5 (unless approved by WSF Entertainment Director). Upon scanning of admission tickets and the EAP at the access gate, WSF gates staff will notify WSF Security to provide two (2) walker escorts to proceed with the Band Gear Vehicle(s) to the entertainment stage. The WSF Security escorts will communicate with the dispatcher to determine which provides the least disruptive access route to the performance stage. One walker escort will return to Gate 5, while the remaining walker escort will stay behind at the stage until equipment unloading is completed (maximum of 30 minutes). Upon completion of equipment unloading, the walker escort will proceed with the vehicle(s) to the appropriate parking area. Non-Reserved Parking is included with EAP purchase.

Upon completion of their performance the band must completely pack their equipment for vehicle(s) loading. Then contact the Security shift supervisor at **414-266-4213** to request Band Gear Vehicle escort to have their vehicle return to the site of the performance. The escort will meet the vehicle driver(s) at the performance site and walk with that person(s) to the location of their vehicle. The escort will then walk the vehicle(s) back to the site of the performance to load the band equipment (maximum 30 minutes). When the equipment has been loaded the escort will walk the vehicle off grounds.

Vendors are responsible to ensure that bands enter by the pre-determined gate and they follow routes which minimize the impact of the vehicles on pedestrians. Band gear vehicles will be limited to not more than two (2) per band and must be approved by the WSFP Entertainment Director. It is not intended to provide band members with vehicle access to the site and applies to **band gear vehicles only**. The band gear vehicle **MUST** exit the programmed public area of the Fair immediately upon completion of unloading gear.

- **“URGENT REPAIR” Service Vehicle Permit** - obtained from the Exhibitor & Vendor Services Trailer
(Valid during public hours with a walking escort)

In the event an “Urgent Repair” service vehicle is needed on site during Fair public hours, the following procedure must be followed for the vehicle to gain access to the site. “Urgent Repair” service vehicle access is limited to a mechanical failure that prohibits you from conducting normal business operations; this does not include deliveries from suppliers due to out-of-stocks.

Vendors requiring the “Urgent Repair” service must contact the Exhibitor & Vendor Services Department at **414-266-7040** for authorization and provider contact information (name and phone number).

Exhibitor & Vendor Services Department will:

- Contact the “Urgent Repair” service company to set up the time and the entrance gate location for Fair Park access.
- Contact Impark with specifics to alert entrance gate attendants.
- Dispatch Exhibitor & Vendor Services representative to entrance gate to act as walker for vehicle to the location.
- Exhibitor & Vendor Services representative will provide the vehicle with an “URGENT REPAIR” Service Vehicle Permit that must be displayed in front window.
- “Urgent Repair” service representatives will not be required to pay admission.

Upon completion of service work, the “Urgent Repair” service representative must contact the Exhibitor & Vendor Services Department who will then dispatch a representative to act as a walker for the vehicle to the nearest exit gate. **Service Vehicle Permits** must be returned prior to service vehicle leaving the site.

Service vehicles on the site without a **“URGENT REPAIR” Service Vehicle Permit** and an Exhibitor & Vendor Services representative walker will be subject to ticket and possible tow.

➤ **EMERGENCY VEHICLES-**

WEST ALLIS FIRE DEPARTMENT - BELL AMBULANCE – WI STATE FAIR POLICE

- **Emergency calls** – When operating on an emergency call with appropriate lights and or audio alarms or transporting patient(s), emergency vehicle are NOT required to have walker escorts during public hours in public areas.
- **Non-Emergency** - If necessary operation must be made during public operating hours, a valid AVP permit must be used. In the interest of public safety, only a limited number of auxiliary vehicles are permitted in the public sections of the Fair Park during operating hours. A **walking escort** must be used after **0900** daily. **Any vehicle driving on site during public operating hours, must warn Fairgoers 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 citation and may result in revocation of the AVP permit by Wisconsin State Fair Park Police.** Auxiliary vehicles are not to be used for personal transportation during public operating hours.

Auxiliary Vehicles may be used for personal transportation and operated without an escort in parking areas, on North Street, Fifth Street, the backstretch and Southern Ave. Failure to adhere to this rule will result in the revocation of the AVP permit by Wisconsin State Fair Park Police.

➤ **COURTESY CARTS, DIGNATARIES & FAIREST OF THE FAIR**

Official Wisconsin State Fair Park Auxiliary Vehicles will be issued an AVP Permit.

- **Public Area Access** (valid during non-public hours & **during public hours with a walking escort** with WSFP Food & Beverage Department written approval.)

If necessary deliveries must be made during public operating hours (ice, product supplies, garbage pickup tractors & trailers), a valid AVP permit must be used. In the interest of public safety, only a limited number of auxiliary vehicles are permitted in the public sections of the Fair Park during operating hours. A **walking escort** must be used after **0900** daily. **Any vehicle driving on site during public 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 citation and may result in revocation of the AVP permit by Wisconsin State Fair Park Police.** Auxiliary vehicles are not to be used for personal use during public operating hours.

Auxiliary Vehicles may be used for personal transportation and operated without an escort in parking areas, on North Street, Fifth Street, the backstretch and Southern Ave. Failure to adhere to this rule will result in the revocation of the AVP permit by Wisconsin State Fair Park Police.

Motorized Personal Transportation Devices for individuals who are mobility challenged may be used throughout the Fairgrounds without a permit or an escort. **No motorcycles, mini bikes, go carts, ATV’s, bicycles, skateboards, rollerblades, or other recreational devices may be used on site during public operating hours.**

Vendor Promotions

Advertising

Name brand advertising is strictly prohibited on the outside of any building or booth structure. Refer to State Fair Park 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 space and be billed for any damages to the Fair that they incur for removal of such material from Fair property. Giveaways of promotional items must have prior written approval by the Exhibitor & Vendor Services Department. We suggest that you check with the Exhibitor & Vendor Services Department on any item you may consider as a giveaway.

Appearances – Celebrity and Mascots

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 Fair.

You must fill out and submit form #10 (Appearance – Celebrity / Mascot) which is included in the Vendor/Sponsor contract packet. Separate requests are required for Mascots to appear in the daily Fair parade.

A certificate of liability insurance must be on file with the Fair 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 Exhibitor’s liability insurance, but they must be listed individually and separately. Wisconsin State Fair Park and its employee’s 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 and or tips is strictly prohibited.

The sale of autographs, autographed items and all appearance related items are subject to a sundry commission of net sales at the current prevailing rate. Reporting of gross sales, net sales (less tax), and payment of commission monies due must be made to the WSFP Business Office by or on the assigned date. All items for sale must be submitted for approval by Wisconsin State Fair Park.

Prize Contest

To have a prize drawing you must first obtain permission and proper forms from the Exhibitor & Vendor Services Department. Contests must be limited to the run of the Fair only. Winner's names must be announced and posted on the last day of the Fair. All prize drawings, forms and stubs must state the name of the company holding the drawing (name which appears on the Vendor Operating License Agreement). All persons or companies which conduct prize drawings must submit to the Exhibitor & Vendor Services Department a written statement listing the name, address and prize delivered to each winner (by 5 pm September 1, 2010). Exhibitors who are granted contest extensions must report contest winner names, address, telephone numbers and prizes awarded winners to the Exhibitor & Vendor Services Department by December 31, 2010.

Publicity

Our Public Relations Department is always seeking new and interesting exhibits or items of interest that can be submitted to television, radio and newspaper personnel. Please contact the Public Relations Office prior to or during the Fair. The Public Relations Office is located in the lower level of the Tommy G. Thompson Youth Center or call 414-266-7060.

Food Operations

Temporary Food Operations Guidelines

Water Supply – Provide potable water from an approved source: for food preparation, utensil washing, and employee hand-washing.

Wastewater Disposal – If your stand is not connected to an approved sewage disposal system, use the following procedures:

1. Collect all liquid waste in an approved container marked for this purpose.
2. Only dispose of wastewater at a location identified by the State Fair Staff.
3. At no time is grey water to be disposed of in storm sewers.

Hand-washing – When an approved hand sink with hot and cold water under pressure is not available, we recommend the following procedure:

1. Minimum 5 gallon insulated unit with a hands-free spigot at the bottom to hold hot water. These can be inexpensively purchased at any discount store.
2. Container large enough to catch waste-water.
3. Hand soap dispenser and single use towels.
4. Provide a means to heat the water for the unit if it is not included within the unit.

Utensil Cleaning and Sanitizing – When a four compartment sink with drain boards that has hot and cold water under pressure is not available for use and limited utensils are used, the following procedure is required:

1. Three containers of adequate size.
2. Wash-rinse-sanitize.
3. Use an approved sanitizer and provide test papers to check the concentration.
4. Area must be screened or enclosed.

Refrigeration – Provide National Sanitation Foundation (N.S.F.) approved mechanical refrigeration that is adequate for all potentially hazardous foods, with a working thermometer.

Food Temperatures – All hot food must be maintained at a minimum of 140°F.

All reheated foods shall be brought to a minimum of 165°F. All cold foods must be maintained at 41°F or below. Provide an accurate metal stem thermometer to verify these temperatures.

Personnel – All persons preparing foods must wear clean, appropriate clothing, and an effective hair restraint. They shall also practice proper hand-washing.

Prevent Food Borne Illness

Help prevent a food borne illness in your food stand by following these guidelines.

Practice proper and thorough hand washing when:

1. Starting work, after breaks, after using the restroom
2. After handling raw meats or other food products
3. After handling any non-food products

Refrigerate all potentially hazardous foods such as meat and dairy products.

1. Keep refrigerated and properly covered at 41°F or colder at all times.
2. Thaw frozen foods under refrigeration or constant flowing water in an approved sink.
3. Refrigerate all prepared foods immediately and cool at a rate of 140°F to 70°F in two hours and to 41°F in an additional four hours, for a total of six hours.

Properly cook and re-heat all foods to the following internal temperatures:

1. Beef, pork, and seafood – 155° F
2. All poultry – 165°F
3. Re-heat all leftovers – 165°F

Prevent cross contamination

1. Use NSF approved cutting boards with different boards for different foods.
2. Wash – Rinse – Sanitize all food contact equipment, including cutting boards, daily and between each use.
3. Thoroughly wash and clean all produce, fruits, and melons before processing or cutting (melons can be immersed in a solution of chlorine at 50 – 100 ppm strength for two minutes).
4. All uncooked meats must be stored below any ready to eat foods so no possible contamination can occur. Store in approved closed containers or properly covered.

Waste Removal

Disposal of Bottle Tops and Caps

All Vendors that serve bottled beverages must remove bottle tops and caps prior to serving and dispose of them. This eliminates public safety hazards and unnecessary waste in the Fair Park.

Grease Disposal

Concessionaires cooking with grease are responsible for proper disposal of the grease. Inquire at the Exhibitor & Vendor Services Office located in the trailer at the north end of the grounds or call 414-266-7040, as to the company that can provide grease removal service.

IN NO CASE SHOULD GREASE BE EMPTIED INTO THE SEWERS OR ON THE GROUNDS.

Sanitation /Clean Up

All Exhibitors / Concessionaires must keep their space and/or booth plus the area immediately surrounding their space and/or booth in a clean and sanitary condition at all times by removing debris and placing same in centralized dump locations in the Fair Park as specified by the Grounds Department.

Outside - A good inside and outside cleaning and hosing, if necessary, is required each night immediately after the 11:30 pm closing weekdays and the midnight closing on Fridays and Saturdays. Morning cleaning, including hosing will not be allowed.

Inside - General cleaning of your booth area is the exhibitor's responsibility. You are to clean your booth area each evening, immediately after closing and deposit refuse in the appropriate receptacles for our grounds crew who clean after the buildings are closed. **BOXES MUST BE CUT, FLATTENED AND PLACED IN PROPER RECEPTACLES.** Large trash receptacles or dumpsters are placed within easy access for your use. Their locations may be obtained from your Customer Service Representative. **THE USE OF PUBLIC TRASH RECEPTACLES OR BARRELS BY CONCESSIONAIRES OR EXHIBITORS IS STRICTLY FORBIDDEN.** OUTSIDE EXHIBITORS MUST PROVIDE ADDITIONAL TRASH RECEPTACLES AS NECESSARY FOR THEIR PATRONS. LESSEE MUST NOT THROW ANY REFUSE OR EMPTY ANY WATER, FLUIDS OR OTHER LIQUIDS ON THE GROUND, IN THE STREET OR GUTTERS. The first violation of this regulation will cause the concession/exhibit involved to be closed with forfeiture of all fees paid.

Fire Prevention

Electrical

1. All equipment regardless of source of power must comply with the National Code, Federal, State and local safety codes.
2. Extension cords shall be listed by Underwriter's Laboratories or other approved nationally recognized agency. Extension cords shall have the load capacity of the intended usage. Extension cords shall be of a 3-wire grounding type when used in conjunction with devised equipped with a 3-prong grounding type plug. Extension cords may not be multiplied or plugged into one another. The use of power strips is recommended in order to supply power to multiple appliances. The use of extension cords plugged into power strips is allowed and not considered to be a multiplication of an extension cord. All extension cords must be taped or secured. All cords across walkways must be taped or secured to prevent from being a trip hazard.

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.
5. Floor plans for events run in State Fair Park buildings shall be submitted for approval to the West Allis Fire Prevention Bureau before each show. Events run during multiple weekends need only submit one plan, except for shows, which change the original floor plan.

Construction / Decorative Materials

1. Exhibitors 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 square feet, require the written permission of State Fair 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 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 to occupancy.

Hazardous Materials / Displays

1. Written authorization by State Fair Park 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 Fire 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. Plexiglass or similar protection must be utilized to protect onlookers from injury. A 2A10BC fire extinguisher must be provided within 10 feet of the exhibit.
3. All cooking facilities shall have a fire extinguisher of at least a 2A10BC rated capacity at a convenient location within the cooking 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. K CLASS EXTINGUISHERS ARE REQUIRED FOR ALL GRILLS AND DEEP FRYERS.
5. 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.
6. 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 10 feet from any tent or side of a tent.

Hood and Duct Requirements

1. All permanent buildings on the State Fairgrounds that have a cooking area are required to have a hood and duct system with a fire suppression system. All cooking establishments occupying a temporary structure and providing public 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.

Motor Vehicle Exhibition

1. Gasoline vehicles may not be operated in the exhibit area during show hours. Gasoline operated vehicles on display must have:
 - A. A minimal amount of fuel in the tank - 5 gallons or less.
 - B. Fuel tank caps must be locked or taped.
 - C. Battery cables disconnected and taped.
 - D. 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 exhibitor or at the expense of the show management.
 - E. The accelerator shall be disconnected or have a wood block installed so it is not functional.

Indoor Smoking Ban

In accordance with Wisconsin's Clean Air Act, section 101.23, Wisconsin Statutes, Wisconsin State Fair Park prohibits smoking in enclosed public places, places of employment or any other places "No Smoking" signs are posted.

Wisconsin State Fair Park reserves the right to identify all "No Smoking" and allowable smoking areas within the confines of the Park.

"Smoking" means the burning or holding, or inhaling or exhaling smoke from a lighted cigarette, cigar, pipe or any other lighted 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.

Outdoor smoking areas may be designated that are a reasonable distance from any entrance to the facility so that customers, employees, and others associated with the business may smoke.

The person in charge of the 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 state required signs and 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
- Notify an appropriate law enforcement agency 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 annual vendor license agreement and will result in a review of our business relationship.*

* Denotes where Wisconsin State Fair Park Policy exceeds Clean Air Act regulations.

Last revision date: 3/1/2010 4:52 PM

Security

Security

Customer Service Representatives are on duty in the exhibit buildings from 8:00 am until 11:30 pm each day of the Fair. Representatives will be on duty during set up and tear down as well. **Overnight security begins at 12:00 midnight on Monday, August 2nd** and continues until 8:00 am on Monday, August 16th. However, Wisconsin State Fair staff and personnel cannot be responsible for losses and strongly encourage our exhibitors to secure or remove items of significant value each evening after the building closes.

Security of Property

The Fair is not responsible for the security or protection of the property and merchandise of Exhibitors and Concessionaires. Each Exhibitor and Concessionaire should take precautions to avoid theft or damage to such property.

Facilities for the Disabled

Accessibility

All agricultural and exhibit buildings have handicapped entrances. The north side of the Coliseum is ramped and has handicapped accessible seating.

Parking

Handicapped parking is available near all four Wheelchair Service Centers. The lots fill quickly, especially on weekends, so arrive early. Enter at Gates 1, 3, 4, or 6 and request handicapped parking. Proper handicap credentials are necessary and must be displayed to park in these lots

Restrooms

Most restrooms and buildings have been equipped with ramps, widened doorways, handrails and wide stalls. All such restrooms are marked with the wheelchair symbol.

Wheel Chair and Scooter Rentals

There are Wheelchairs and Electric Scooters available from four Rental Centers. Locations are:

- The Southwest corner of Grandstand and Main Street (outside the Expo Center)
- The U.S. Cellular Main Gate at the North end of the Fair Park
- Gate 4 along 84th Street on the West side of the Fair Park.
- Gate 3 on the southwest corner of the Expo Center.

Hours of operation are from 8:30 am until 10:30 pm on Weekdays and until 11:30 pm on Fridays and Saturdays. Reservations for electric scooters may be made with a credit card on-line at wistatefair.com or by telephone by calling 1-877-588-4782. A \$5 convenience fee will be charged for all scooter reservations.

Tear Down / Move Out

Tear Down

Dismantling and stock removal on the last day of the Fair cannot begin before 9:00 pm for inside booths and 9:30 pm for outside booths. Early shut down or stock removal eliminates you from participation in the following year's Fair. All areas will be closed to the public by these times. Building Customer Service Representatives, gatekeepers and police officers are instructed to prevent any attempt to dismantle or remove exhibits before the hour of release. Any exhibit left overnight will be at the exhibitor's own risk. All equipment, temporary stands, structures, supplies, etc., **MUST** be removed by **4:00 pm the Monday** after the Fair ends. Items left after that day will be dismantled and become the property of Wisconsin State Fair. Closing procedures for tear down and vehicle access will be distributed during the Fair prior to closing day.

Hotel / Motel Listing

A listing of hotel and motel accommodations in the Milwaukee area is available at www.milwaukee.org, by calling 800-544-1448 or visit our website at http://www.wistatefair.com/gen_info/lodging.html

Taxicabs

Taxicabs depart from the US Cellular Main Gate located at the north end of the Fair Park.