



2019

**Attraction, Commercial,
Food & Beverage
Vendor Manual**

Wisconsin State Fair
August 1 – 11, 2019

WISCONSIN STATE FAIR

AUGUST 1-11  Presented By
U.S. Cellular

Dear Vendor Partner,

Welcome to the 2019 Wisconsin State Fair! We look forward to working together to create the best experience for both our Vendors and Fairgoers leading up to and during the eleven-day event.

This Vendor Manual, as cited in your Vendor License Agreement, serves to inform you of policies, procedures and guidelines for successful and compliant operation at the Wisconsin State Fair. It is important that you read this manual in its entirety and use the information provided for setup and operations of your location(s).

Please let us know if we can be of any help prior to your arrival or over the course of your time here at the 2019 Wisconsin State Fair. Our office is staffed year-round, full-time, Monday through Friday from 8:00am to 4:30pm, and we can be reached at vendorservices@wistatefair.com or 414-266-7040. During the Fair, each Vendor area is also staffed with Vendor Services Representatives for quick response and face-to-face interactions.

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

Vendor Services Department Staff
Wisconsin State Fair

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

Introduction

Vendor Services Department

Director of Vendor Services: Chelsea Famularo, chelsea.famularo@wistatefair.com

Food & Beverage Manager: Lisa Immel, lisa.immel@wistatefair.com

Commercial Vendor Manager: Beth Pomije, beth.pomije@wistatefair.com

Wisconsin Products Pavilion Director: Jill Albanese, jill.albanese@wistatefair.com

From Tuesday, July 16 – Monday, August 12, 2019 the Vendor Services Department is located in the Vendor Services Trailer located next to the Ticket Office (7722 W. Greenfield Ave., West Allis WI 53214). The remainder of the year, the Vendor Services Department is located in the lower level of the Tommy G. Thompson Youth Center (640 S. 84th St., West Allis WI 53214). You can reach the Vendor Services Department year-round by calling 414-266-7040 or by email at vendorservices@wistatefair.com.

Contact Information

Vendor Services Office: 414-266-7040

SpinCity Office: 414-266-7093

Expo Reporting Office: 414-443-2180

Ticket Office: 414-266-7100

WSFP Police & Fire (Emergency): 414-266-7032

WSFP Police & Fire (Non-Emergency): 414-266-7033

Vendor Services Representatives

Your Vendor Services Representative (VSR) is there to help you onsite between July 29 and August 11. They will assist you in setting up in the correct location and enforcing rules regarding displays, decorations, lights, signs, microphones, etc. If you have any questions or concerns, you can contact them as listed below:

Central & Mile Marketplace:

The office is located in the southeast corner of the Wisconsin Products Pavilion.

Exposition Center:

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

Original Cream Puff Pavilion, Galleria & the Big Backyard:

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

Outside: 414-266-7040

The office is located in the Vendor Services Trailer (see above under Vendor Services Department).

Wisconsin Products Pavilion: 414-266-7097

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

SpinCity: 414-266-7093

The office trailer is located east of the US Cellular Main Gate. SpinCity Vendors will be given additional contact information upon check-in.

General Information

Vendor Types & Definitions

At Wisconsin State Fair (WSF), 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 or service that is enjoyed after leaving the Fair Park. This category includes retail, non-retail, pitch, and novelty Vendors.

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

Hours of Operation

Fair Park Hours of Operation

The Fair Park is open to Fairgoers at 8:00 am every day of the WSF. All buildings are open to Fairgoers at 9:00am.

Sunday through Thursday:	8 am – 11 pm
Fridays & Saturdays:	8 am – 12 am (Midnight)
Final Sunday:	8 am – 10 pm

Vendor Hours of Operation

Hours that Vendors are expected to have their booths open, staffed and operating vary by booth location and day of the week. Booth locations are divided into the following categories (please see page 15 under Building Location Information for more information on each location):

Outside Vendors:

Vendors located outside and in must have their booths open, staffed and ready to operate according to the following hours:

Sunday through Thursday:	9 am – 11 pm*
Fridays & Saturdays:	9 am – 12 am*
Final Sunday:	9 am – 10 pm*

*Each night, Outside Vendors have the option to close their booth/stand one hour earlier.

SpinCity Vendors:

Vendors located outside and in must have their booths open, staffed and ready to operate according to the following hours:

Sunday through Thursday:	10 am – 10:30 pm
Fridays & Saturdays:	10 am – 11:30 pm
Final Sunday:	10 am – 9 pm

Building Vendors (Exposition Center, Original Cream Puff Pavilion, Wisconsin Products Pavilion):

Vendors located in the Exposition Center, Original Cream Puff Pavilion and Wisconsin Products Pavilion* must have their booths open, staffed and ready to operate according to the following hours:

Sunday through Thursday:	9 am – 10 pm
Fridays & Saturdays:	9 am – 10 pm
Final Sunday:	9 am – 9 pm

*Select Wisconsin Products Pavilion Vendors open at 7 am daily. Entrance is through the west doors.

Central Marketplace Vendors:

Vendors located in the Central Marketplace must have their booths open, staffed and ready to operate according to the following hours:

Sunday through Thursday:	9 am – 10 pm*
Fridays & Saturdays:	9 am – 10 pm*
Final Sunday:	9 am – 10 pm* **

*Each night, Central Marketplace Vendors have the option to remain open until Fair Park close.

**On the Final Sunday, Central Marketplace Vendors may close their booth/stand one hour earlier.

Galleria & Mile Marketplace Vendors

Vendors located in the Galleria & Mile Marketplace must have their booths open, staffed and ready to operate according to the following hours:

Sunday through Thursday:	9am – 10 pm
Fridays & Saturdays:	9am – 11pm
Final Sunday:	9am – 9 pm

Each night, all Galleria and Mile Marketplace Vendors must close at the times listed above due to shared tent covers.

At closing time, Vendors must make clear to the public that their location is in the process of ceasing operations. This may include closing tent flaps or garage doors, dimming lights, turning off marquee lights, etc.

Space licensed and assigned, but not properly set up and ready for business by 9:00am of the first day of the WSF, may be canceled with fees previously paid for space forfeited. Licensed space which is not open for business or not manned during the official hours each of the eleven days of the Fair may forfeit rights to said space.

Weather & Vendor Operations

In the event of rain or non-severe inclement weather, Outside, Galleria, Mile Marketplace and Central Marketplace Vendors may cover and protect their merchandise as necessary and within reason, but must continue to staff their location and immediately remove such protective coverings(s) and re-open for business for the remaining hours of operation prescribed when such weather passes. Please reference information about Severe Weather procedures on page 38.

Lodging**Camping**

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

Recreational Vehicle (RV) Parking

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

Any Vendors and/or employees housed overnight within designated camping areas during the Fair, must be in an approved overnight vehicle/facility and are required to purchase a Vendor Credential for identification purposes (see page 27 under Vendor Credentials). The Vendor Credential must be worn or kept on your person at all times while within the Fair Park. Random checks will be conducted by WSFP Public Safety or Police Officers. Vendors and/or employees not in compliance will be required to purchase a Vendor Credential at the Ticket Office. Failure to comply with this requirement will result in removal of that person from the Fair Park, and may result in loss of privilege to acquire space for housing and/or loss of Vendor License Agreement opportunities for future Fairs.

Hotel / Motel Listing

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

Vendor License Agreement

A Vendor License Agreement is defined as the formal agreement between a Vendor and the Wisconsin State Fair that authorizes a Vendor to offer, sell and distribute products and/or services to Fairgoers that are attending the WSF. Any Vendors doing business within the Fair Park during the annual Fair must have a valid and fully executed Vendor License Agreement. Roving concessions or exhibits are not allowed. All Vendor License Agreements are issued on an annual basis and expire with the close of the WSF each year. A Vendor License Agreement from the current Fair does not guarantee participation in future Fairs. All Vendor License Agreements must be signed, paid in full and returned by the due date listed on the agreement.

By entering into a Vendor License Agreement, the Vendor agrees to comply with this Vendor Manual. Non-compliance with the Vendor Manual may lead to consequences ranging from a lower evaluation score to cancellation or non-renewal of a Vendor License Agreement, determined by severity of the offense.

Attraction Vendors: All attractions and items offered and sold **MUST** be approved by the Vendor Services Department prior to the preparation of a Vendor License Agreement. All attraction pricing must be submitted by the established due date selected by the Vendor Services Department. Once the pricing deadline has passed, no pricing can change or deviate from the prices submitted. Vendors are assigned to a commission rate and will pay a non-refundable guarantee deposit. Vendors will pay their assigned commission rates (see below) of the net sales OR the guarantee deposit, whichever is greater. Vendors must report sales daily:

Manned Attractions	25%
Unmanned Attractions	30%

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

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

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

Vendors are assigned a commission rate and will pay a non-refundable guarantee deposit. Vendors will pay their assigned commission rates (see below) of the net sales OR the guarantee deposit, whichever is greater. Vendors must report sales daily. Reporting Procedures will be sent to participating Vendors in future communication.

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

Please note: After July 15, no product or utility changes will be made to any Vendor License Agreement except at the discretion of the Vendor Services Department.

Cancellation of Vendor License Agreement

Vendor License Agreements may not be canceled by the Vendor without written notification and said notice must be received by the Vendor Services Department no later than **July 1, 2019**. Full refunds on a canceled Vendor License Agreement will be made only if the above provisions are met.

Donations

Solicitation of donations for any cause must be approved by the Vendor Services Department and be included on your Vendor License Agreement. Donations generated through the use of contests or promotions must follow the criteria outlined on page 25 under Prize Drawings/Contest Guidelines.

Licensed Space

Vendors must confine all business activities to the limits of the space allotted to them in their Vendor License Agreement. WSF staff marks allotted space for each Vendor location annually, and all parts of the display, including but not limited to signage, storage, awnings, overhangs, hitches and bumpers must fit within this footprint.

Sales staff and demonstrators are prohibited from operating outside of their footprint. Hawking is strictly prohibited. It is not permissible to go outside of your licensed space to distribute fliers or samples, solicit customers, or advertise your product either on foot or in a vehicle.

Any authorized WSF staff or official/inspector authorized by WSF showing proper credentials may enter the licensed space at any time.

Payment of Vendor License Agreement

All Vendor License Agreements must be paid in full by the due date listed on the agreement. Failure to pay on time may result in forfeiture of space. Vendor License Agreement payments can be made with cash, credit or debit card, personal or business check, cashier's or traveler's check, or money order. No Vendor will be allowed to set up unless the space to be occupied has been paid for in full. Personal and business checks will not be accepted within the two weeks prior to the start of the Fair.

New Vendor Payment Policy: First time Vendors are required to pay 50% of the total due within 14 days of the issuance of the Vendor License Agreement and the balance by the due date listed on the agreement.

Payment of Future Vendor License Agreement: Although not encouraged by WSF, any Vendor seeking to put a deposit down for the payment due for next year's Vendor License Agreement must have prior written approval from a Vendor Services Department before the WSF Business Office can accept any funds. Doing so does not guarantee participation in future WSFs.

Renewal of Vendor License Agreement

Vendor Renewal Applications for the 2019 WSF will be given to each Vendor prior to the closing of the 2019 WSF. These renewal applications can be returned to your VSR during the WSF, or sent in via email, mail or fax in the weeks following. It is your responsibility to return your Vendor Renewal Application by September 28, 2019 to be considered for the 2019 WSF.

Completion of a Vendor Renewal Application does not guarantee participation in future WSFs. Please keep in mind that alterations to the Park, new programming or other changes may make it necessary to change layout from one year to the next. In such instances, the Vendor Services Department reserves the right to offer substitute locations or discontinue participation entirely.

Subletting

Subletting is defined as: "The holder of a WSF Vendor License Agreement allowing another company or business to occupy their location and conduct business in that location." Vendors may not sublease, assign or transfer an agreement without written approval from WSF. Anyone found to be subletting space without approval shall have all Vendor License Agreements canceled with no refunds given. No part of the Vendor space can be sublet and/or transferred.

Insurance

All Vendors are required to have proper insurance coverage in order to operate at the WSF. Vendors must arrange for the necessary policies at their expense, and have the certificate of insurance sent to WSF by their insurance agent. Certificates of insurance will not be considered valid unless they are received directly from the insurance agency via email, mail or fax accompanied by the insurance agency's identifiers. All insurance is required to be on file with the Vendor Services Department no later than Friday, July 5, 2019 to allow for proper processing. **Vendors will not be allowed to set up without proper proof of insurance.**

General Liability Insurance: All Vendors must obtain and provide a certificate of general liability insurance for a minimum of \$1,000,000. The name of the company insured must match the legal business name listed on your Vendor License Agreement. The policy dates must be effective a minimum of July 20 – August 20, and the Description of Operations must note "the State of Wisconsin, Wisconsin State Fair Park Board, its officers, its agents and its employees are additionally insured". Please see form #2 in your Vendor Information Packet on general liability requirements. You may purchase general liability insurance through a group plan offered by Haas & Wilkerson with coverage starting at \$85 per booth; please see form #3 in your Vendor Information Packet for details.

Permanent stand owners must have general liability insurance year-round with no restrictive dates. In addition to the minimum limit of \$1,000,000 per occurrence, general liability insurance coverage must also include a minimum limit of \$2,000,000 for general aggregate. Attraction Vendors may be required to hold a higher minimum limit depending on the type of ride or attraction.

Worker's Compensation Insurance: All Vendors with paid employees, including family members, must obtain and provide a certificate of worker's compensation insurance. The name of the company insured must match the legal business name listed on your Vendor License Agreement, and the policy dates must be effective a minimum of July 20 – August 20. Insurance must be in accordance with State of Wisconsin Worker's Compensation Act - Section 102.4 (definition of employer). Please visit the Wisconsin Department of Workforce Development's page for more information on Worker's Compensation and State of Wisconsin Worker's Compensation Insurance Pool at: dwd.wisconsin.gov/wc/.

Vendors who do not have any employees, or operate solely with volunteers, must complete and return a worker's compensation exemption form (see form #4 in your Vendor Information Packet). Haas & Wilkerson does not provide worker's compensation coverage.

Liquor Liability Insurance: Vendors who have been authorized to sell alcoholic beverages, including, but not limited to beer, wine, malt beverages, spirits, and ready to drink cocktails, must obtain and provide a certificate of liquor liability insurance for a minimum of \$1,000,000. The name of the company insured must match the name of the company on your Vendor License Agreement, the policy dates must be effective a minimum of August 1 – August 11, 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". You may purchase liquor liability insurance through a group plan offered by Haas & Wilkerson with coverage starting at \$625; please see form #5 in your Vendor Information Packet for details.

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

Utilities

Cable & Satellite Television

There is no official cable supplier at the WSF and service may be obtained from any provider of your choosing; please check with the specific providers for availability, as service may not be available in all locations of the Fair

Park. Please refer to Appendix A for more information on companies familiar with providing these services at the Wisconsin State Fair.

Electric

Electrical Service and Usage: Electrical connections are charged according to usage; please see Appendix B for a list of rates. During the WSF your electrical usage will be audited. If your electrical usage exceeds the amount charged on your Vendor License Agreement, electrical services will be billed to you during the WSF. Payments must be made at the WSF Expo Express Reporting Office (in Expo Lobby) prior to the end of the Fair. WSF is not responsible or liable for failure of gas and/or electrical service.

Vendors operating a privately-owned stand have an electric meter and are billed directly by We Energies.

Outside & Marketplace Vendors (Outside, Central Marketplace, Galleria, Mile Marketplace): Vendors located in outside and marketplace locations that have ordered an electrical connection will be provided with a Ground Fault Circuit Interrupting (GFCI) outlet(s). It is the responsibility of the user to ensure that all equipment used at the Fair Park is in safe working order and is GFCI compatible BEFORE you arrive for the WSF. All booths/stands must be properly grounded.

All outside Vendors who ordered electrical service must check in with the WSF Electrical Department upon arrival to arrange for electrical hookups. The WSF Electrical Department can be reached at 414-266-7080. Electricians will connect the electrical service as requested on your Vendor License Agreement.

Building Vendors (Exposition Center, Original Cream Puff Pavilion, Wisconsin Products Pavilion): All inside Vendors who ordered electrical service will find the proper electrical service run to their specific stand/booth. WSF provides an outlet(s), but Vendor is responsible for any necessary cords, surge protectors, etc. If a water feature will be present in a booth, please ensure that you provide a GFCI outlet.

Permanent Stand Vendors: All permanent stands with electricity meters will be billed directly from We Energies for electrical use during the Fair and year-round and not charged on your Vendor License Agreement. Any questions regarding electrical service or bills should be directed to We Energies. If you do not have an electricity meter on your building, your electrical usage will be billed to you post-Fair.

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

During the inspection, inspectors will be documenting electrical violations and issuing orders to correct. Violations must be corrected within the time frame given by the WSF Fire Marshal. If violations are not corrected within the given time frame, your business will be closed until the violations are corrected. Corrections will be inspected and approved by the WSF Fire Marshal or delegated inspectors prior to reopening. These violations will also be noted on your evaluation and may affect your business's ability to return for future Fairs.

All booths that have passed an electrical inspection will receive a sticker to place on the front of their Vendor Number Card. This will signal to inspectors, staff and Fairgoers that the booth has met the electrical code requirements. Please see page 19 for instructions on placement of your Vendor Number Card.

One easy way to avoid violations and identify potential hazards is to conduct your own safety review prior to your electrical inspection. Examining the lights, equipment, cords and connections in your booth/stand will allow you to be proactive in identifying and solving any issues before they arise. For a checklist of commonly encountered electrical issues please see Appendix C. Please contact the WSF Staff Electrician with any electrical related questions by calling 414-266-7080.

Common Electrical Code Reminders:

1. All electrical equipment shall be listed by UL or by a similar agency. Examples include extension cords, plug-strips, lighting strings and massage equipment shall be listed. Only products marked in the factory with "UL" or similar agency are acceptable.
2. **NO** daisy-chaining of extension cords or power strips. Connect power strips directly to power source or one extension cord directly to the power source, do not plug an extension cord into another extension

cord or a power strip into another power strip. Power strips cannot be plugged into extension cords, but an extension cord can be plugged into a power strip.

3. Replace or repair damaged or defective equipment.
4. Protect temporary lighting from accidental breakage. All lights must be in a cage, protective cover, sleeve, or be of the “rough service” (shatter-proof) type.
5. **NO** quartz or halogen construction-type lighting permitted. UL listed LED fixtures are acceptable.
6. **NO** lighting with open bulbs can be located in areas within public reach or where combustible material may contact the bulb (with the exception of UL approved LED fixtures).
7. Extension cords that are used outdoors must be marked for wet location use.
8. Only three-prong extension cords are permitted. Damaged cords cannot be used. Check all cord ends for broken ground-pins and repair or replace damaged ends.
9. All wire splices must be made in an electrical box or approved enclosure.
10. **NO** Romex can be used outdoors or in any location where it is exposed to physical damage.
11. GFCI protection is required for all 15 and 20Amp 125V receptacles used for temporary power or used outdoors. Test prior to using.
12. Protect receptacles and switches that are exposed to the weather with protective covers.
13. Protect extension cords used where they are likely to be stepped on.
14. Protect temporary electric signs (neon signs) exposed to weather and public contact. Signs used outdoors must be listed for wet locations. **For every 1” in height of a portable neon sign, the sign will need to be placed 1” back from the edge of the tent or roofline.**
15. All water features, spas or similar equipment must be GFCI protected.

Gas & Propane

The WSF does not have an exclusive supplier of Gas or Propane. Please refer to Appendix A for more information on companies familiar with providing these services at the Wisconsin State Fair.

Internet

Wisconsin State Fair Park is not equipped with any Wi-Fi Services. Vendor internet options are as follows:

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

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

Exposition Center Vendors also have the option of using their personal device(s)’ data plan through their cellular provider, a hot spot through their cellular provider, or internet services ordered through Charter Spectrum (see Appendix A for contact information).

Vendors in all other locations: Vendors in all other locations have the option of using their personal device(s)’ data plan through their cellular provider, a hot spot through their cellular provider, or internet services ordered through AT&T (see Appendix A for contact information).

Telephone

Vendors have the following options for telephone services:

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

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

Water

Outside Vendors must call 414-266-7080 upon arrival to obtain plumbing hookups. Water services, as well as stop valves on water lines, are available in many locations for use by Vendors; water connections will be listed on the Vendor License Agreement for a flat fee. Do not tamper with, or remove back-flow preventers. In such locations, Vendors have the responsibility of extending such service to their equipment, which includes turning on or draining water before and after the WSF. Hoses will be inspected for leaks in hose body and fittings. Proper hoses approved by the WSFP Plumbing Department are required. (please see page ## under waste disposal for information on sanitary drains and gray water disposal):

Water Hoses: Per State of Wisconsin Plumbing Code, all hoses for water to food & beverage Vendors must be marked “*Non-toxic PVC NSF51*” on the hose itself. Plumbing inspectors will be checking for this during the Fair. If the proper hose is not used, it will be disconnected with the Vendor only be allowed to re-open upon compliance.

Setup & Teardown

Lockdown Phase

The Fair Park will go into “Lockdown” phase starting on Monday, July 29 through Wednesday, July 31. The Lockdown is intended to ensure that we, along with Vendors, are safe and completely ready for Fairgoers on opening day of the WSF. The complete Lockdown plan will be sent to you in the weeks prior to the WSF.

Check-In Procedures

Attraction and Commercial Vendors: Upon arrival at WSF, Vendors are allowed to go directly to their area to check-in with their Vendor Services Representative (VSR), receive their check-in packet, and set up their booth. Vendors with multiple spaces throughout the Fair Park will find their packet either in the Exposition Center (if they have a space in the Expo) or in the location where they have the largest booth. Any Vendor arriving after 2:00pm on the day before the Fair must notify the Vendor Services Office.

Exposition Center Vendors:

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

Central Marketplace and Mile Marketplace Vendors:

- Your VSR is located in the office in the southeast corner of the Wisconsin Products Pavilion.
- At Check-In, you will receive your Check-In Packet which includes executed copy of your Vendor License Agreement, Vendor Number Card (required to be posted for electrical and fire inspections), Admission Tickets and Parking Permits (if ordered in advance) in addition to proper placement instructions and other pertinent information.
- It is **not** necessary for Central Marketplace or Mile Marketplace Vendors to check-in at the Vendor Services Trailer, unless you have missing documents or unresolved issues.

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

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

Wisconsin Products Pavilion Vendors:

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

Outside Vendors (Outside Locations not mentioned above):

- All Outside Vendors must check-in at the Vendor Services Trailer before setting up.
- At Check-In, you will receive your Check-In Packet which includes executed copy of your Vendor License Agreement, Vendor Number Card (required to be posted for electrical and fire inspections), Admission Tickets and Parking Permits (if ordered in advance) in addition to proper placement instructions and other pertinent information.
- It is necessary for Outside Vendors to check in directly with Vendor Services as outside Vendors will be placed by a Vendor Services staff member or a representative.
- Due to the large number of Vendors, everyone cannot be placed at the same time. Every effort will be made to help you as efficiently as possible but we ask that you be patient.

Please note: Check-In Packets will not be released and Vendors will not be allowed to set up until agreement is signed, paid in full, and proper insurance is on file with the Wisconsin State Fair.

Food & Beverage Vendors

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

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

- At Check-In, you will receive your Check-In Packet which includes executed copy of your Vendor License Agreement, Vendor Number Card (needed for electrical and fire inspections), Admission Tickets and Parking Permits (if ordered in advance) in addition to proper placement instruction and other pertinent information.
- It is necessary for Outside Vendors to check in directly with Vendor Services as outside Vendors will be placed by a Vendor Services Director or a representative.
- Please do not place any stand or trailer without checking in or without prior approval.
- Due to the large number of Vendors, everyone cannot be placed at the same time. Every effort will be made to help you as efficiently as possible but we ask that you be patient.
- Any Vendor arriving after 2:00 pm on the Wednesday before the Fair must notify the Vendor Services Office at 414-266-7040 for approval to guarantee space.

Please note: Check-In Packets will not be released and Vendors will not be allowed to set up until agreement is signed, paid in full, and proper insurance is on file with the Wisconsin State Fair.

Setup Dates & Times

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

Outside Vendors: All Outside Vendors must check-in at the Vendor Services Trailer prior to setting up. Setup begins at 8:00 am on Friday, July 26, 2019. To arrange for setup prior to July 26, please contact the Vendor Services Department.

Building & Marketplace Vendors (except Wisconsin Products Pavilion): All Inside Vendors must check-in with their VSR prior to setting up. Please see specific setup dates and times below. There will be limited vehicle access to buildings during setup; check with your VSR for availability. To arrange for setup prior to July 29, please contact the Vendor Services Department at 414-266-7040.

Date	Setup Begins	Setup Ends
Monday, July 29	8:00 am	9:00 pm
Tuesday, July 30	8:00 am	9:00 pm
Wednesday, July 31	8:00 am	10:00 pm
Thursday, August 1*	8:00 am	8:30 am**

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

Wisconsin Products Pavilion Vendors: All Vendors must check in with a WPP Team Member located in the southeast corner of the WPP before setting up for proper placement, required Vendor Number Card and admission tickets (if ordered in advance) and other pertinent information. If you need to drive a vehicle or trailer into the WPP, this must be done prior to noon on Wednesday, July 31. If you would like early setup Wednesday, July 24 or Thursday, July 25 (between 9:00 am and 3:00 pm) please contact jill Albanese at 414-777-0580 or jill.albanese@wistatefair.com.

Date	Setup Begins	Setup Ends
Monday, July 29	8:00 am	8:00 pm
Tuesday, July 30	8:00 am	9:00 pm
Wednesday, July 31	8:00 am	10:00 pm
Thursday, August 1*	8:00 am	8:30 am**

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

Teardown Plan

Detailed Teardown Procedures and vehicle access will be distributed during the WSF prior to closing day. Dismantling and packing may not begin until the times listed below on the last night of the Fair.

Exposition Center, Central Marketplace, Original Cream Puff Pavilion and Wisconsin Products Pavilion): On the last day of the WSF, Sunday, August 11, buildings will close at 9:00 pm. Dismantling and stock removal cannot begin before 9:00 pm. After that time, you will be able to dismantle and pack your booth and prepare for Park close at 10:00 pm.

Galleria and Mile Marketplace: On the last day of the WSF, Sunday, August 11, Galleria and Mile Marketplace Vendors must close tent flaps at 9:00 pm. Dismantling and stock removal cannot begin before 9:00 pm. Vendors may not do any visible packing or dismantling of your booth or stand until after the Park closes at 10:00 pm.

Outside Vendors (Outside Locations, Galleria & Permanent Building Operators): On the last day of the WSF, Sunday, August 11, the Fair will close at 10:00 pm. Outside Vendors have the option to close at 9:00 pm. For Vendors who choose to close at 9:00 pm, you may not do any visible packing or dismantling of your booth or stand until after the Park closes at 10:00 pm.

SpinCity Vendors: On the last day of the WSF, Sunday, August 11, SpinCity Vendors will be asked to cease sales by 9:00 pm. Dismantling and packing may not begin until 9:00 pm.

After all areas of the Fair have been cleared of Fairgoers, the "all clear" will be given, and vehicle access will be metered by Vendor Services Staff at the designated staging areas and gates. This procedure typically takes between 45-90 minutes. Detailed Teardown Procedures and vehicle access will be distributed during the WSF prior to closing day.

Public Safety will be on-site through Monday afternoon following the end of the Fair, but any booth or stand left overnight will be at the Vendor's own risk. All equipment, temporary stands, structures, supplies, etc., MUST be removed by **5:00 pm on Monday, August 12** unless previously authorized by the Vendor Services Department, or they become the property of WSF.

Location Information

Central Marketplace: Open-air retail environment surrounding the 1,500 seat Associated Bank Amphitheater. Vendor booths resemble garages with full side and back walls, covered roof and concrete floors. Booths are

available in 9½-foot increments, and each has a garage door with hasps to allow Vendors to lock with their own padlock. Rate is \$950 per space.

Exposition Center: Wisconsin's largest exposition hall with over 200,000 sq. ft. of air conditioned Vendor space. Commercial, informational, Food & Beverage and Attraction Vendors are welcome. Spaces are available in 10-foot increments, and includes 8-foot back and 3-foot side pipe and drape. Rate is \$115 per front foot with an additional \$575 for corners.

Galleria: Located in the Big Backyard, the Galleria features 400 feet of open-air tented walkway. This area is recommended for Commercial Vendors or for organizations. Spaces are available in 10-foot increments, and options for either 10 feet or 20 feet of depth. All spaces include tenting. Rate is \$95 per front foot with 10 feet of depth and \$105 per front foot with 20 feet of depth.

Mile Marketplace: Over 400 feet of open-air tented shopping center located beneath the Milwaukee Mile with a walkway that runs parallel to Grandstand Avenue. Spaces are available in 10-foot increments, and include tenting. This is recommended as a commercial Vendor sales area. Rate is \$95 per front foot.

Original Cream Puff Pavilion: Home of the famous "Wisconsin State Fair Cream Puff", this building offers approximately 5,500 sq. ft. of air-conditioned Vendor space for confections and food-related products. Spaces are available in 10-foot increments, and includes back and side pipe and drape. Rate is \$95 per front.

Outside: Outdoor space is available in a variety of dimensions and configurations. All outdoor space agreements are for the ground, as-is, tents or any other structures are not included. Rate is \$85 per front foot on all front facing sides for up to 25 feet of depth. See p.19 for tenting info.

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

Space & Display Information

To ensure conformity in design and appearance, the following requirements are in place for booth and display setup and operation and are subject to the discretion of the Vendor Services Department:

Audio Devices and Amplifiers

No loudspeaker, amplifier, microphone, electrical setup, radio, live entertainment, or other broadcasting device is permitted in the Park unless written permission is first obtained from a Vendor Services Director. When utilizing a audio device, usage cannot disrupt the business operations of other Vendors. Disruption of other Vendor operations will be at the discretion of the Vendor Services Department.

Please see page 43 for information on use of audio devices and amplifiers at Entertainment Stages.

Cleanliness and Waste Removal

It is the responsibility of each individual Vendor to keep their licensed space clean and tidy. See the Waste Disposal section on page 35 for complete details.

Damages and Alterations

The Vendor is responsible for any and all damages, changes or alterations within the footprint of their Vendor License Agreement. This includes but is not limited to:

- Driving nails, hooks, tacks, staples or screws into walls, ceilings or posts
- Using masking tape or any other material which when removed may deface property. Please use non-residue carpet tape where appropriate (available at Vendor Services office on Dock A of the Expo).
- Painting or in any way altering the existing colors, lighting, heating, cooling, electrical, water, gas or any physical portion of the building or grounds without prior authorization of the Vendor Services Department.
- Signage, banners, etc. may not be hung from any piping or conduit.
- Vendors who choose to stake their own tents must fill stake holes upon removal of tents. Please see page 19 under Space & Display information for more information on Tenting.

As stated within the Vendor License Agreement, “the Board shall not be responsible for any costs as a result of damages to services, utilities, structures, and property caused by the Vendor or the Vendor’s employees, private contractors, or any other entity representing the Vendor. The Vendor shall be responsible for the total cost of the repair.”

Disturbing the Ground & Excavation Notification

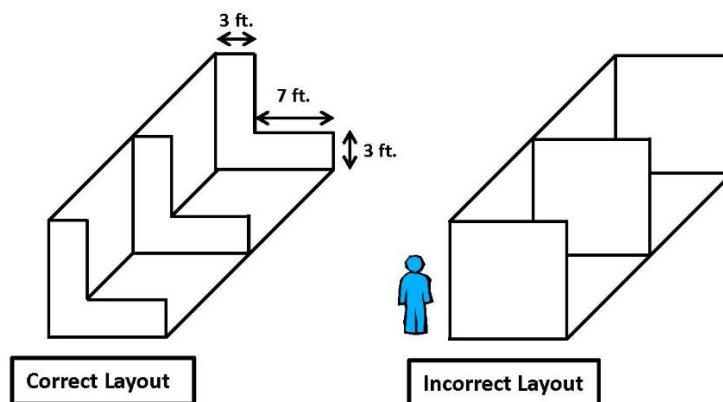
In accordance with Wisconsin state statute 182.0175, the Vendor or contracted third party that disturbs the ground by means of excavating, trenching, digging, grading, drilling, pounding stakes or posts, etc. shall take all measures necessary to become acquainted with the locations of underground service, utilities, and structures. Advance notice must be executed not less than three full working days (not including Saturday, Sundays or legal holidays) before disturbing the ground. Contact the state’s one-call system:

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

Utility owners will respond to the notice within five working days by marking underground services with paint, flags, or other physical means using the following color codes: Red: Electric, Yellow: Gas, Orange: Communications, Blue: Water, Green: Sewer. In most cases the markings will be painted dashed lines indicating the approximate centerline of the underground service and its direction. Although the markings are broken dashed lines, the service is a continuous pipe or cable. Larger pipes or multiple ducts may be indicated with a single dashed line and a dimension (i.e. 20” TEL indicating a 20” wide telephone duct) or by parallel dashed lines the width of the pipe or duct. Depth of service is not indicated and must not be assumed. Maintain a minimum clearance of 18” between an underground service and the cutting edge or point of any power-operated earth moving equipment or drilling or pounding of stakes or posts. A repeat notice to the one-call system is required if marks are destroyed or covered, if the work does not start within ten days of the scheduled start date, or if work is interrupted for more than ten days. Immediately notify the utility owner if a service has been struck, damaged, dislocated or disrupted. Any questions regarding location of underground utilities within WSFP can be addressed to Facility Engineer at 414-266-7080.

Height Restrictions

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



Wisconsin Products Pavilion: Standard pipe and draping – 8’ high backdrop and 3’ high side drapes – are only provided for those Vendors in the middle rows of the building (back and side drapes are not provided for

booths against the outside wall in the Wisconsin Products Pavilion). In the front 7 feet of booth, displays may not be higher than side drapes without permission from Wisconsin Products Pavilion (WPP) Team. Displays may extend as tall as 8' high in the back 3' of booth (see graphic above). All display materials must be flame-retardant.

Central Marketplace: Vendor booths resemble garages with full side and back walls, covered roof and concrete floors. Dimensions of each booth is 9½' wide and 9' deep in increments of 9½' or 19' of frontage. Each booth has a garage door with hasps to allow Vendors to bring their own lock to secure their space. Interior walls can be covered or draped at Vendor's expense.

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

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

Inventory & Restocking

Product inventory and back stock should be stored neatly and out of view of Fairgoers during all hours of operation. It is highly recommended that product and valuables are always kept off of the ground and/or protected from any puddles or high water that may occur due to weather or other occurrences. All restocking of product must take place during assigned non-operating hours (hours vary by location). Vehicle access will be allowed after the all-clear is given each night (approximately 30-60 minutes after Park closing) until 9 am for all outdoor locations. For Vendors inside a building, restocking access is scheduled from 8 am – 9 am daily and one hour after building close. Additional stock can be brought in via hand cart during Fair operating hours as needed.

Lighting

Building locations (Exposition Center, Original Cream Puff Pavilion, Wisconsin Products Pavilion) have overhead lighting that illuminate the entire building. Electrical connections for additional lighting can be purchased at the discretion of the Vendor.

Marketplace locations (Central Marketplace, Galleria, Mile Marketplace) may have minimal to no overhead lighting. Additional lighting is strongly recommended for these locations.

Outside locations have no direct overhead lighting other than street lights. Additional lighting is strongly recommended for these locations.

Please see the Electric paragraph under the Utilities section on page 12 for additional information.

Tenting

WSF requires that all tents used by Vendors during the Fair be of a professional grade and installation (see Appendix A for a list of preferred tent Vendors). Vendors may supply their own tent, but they must be of a high quality and not a standard retail grade pop-up tent. If supplying your own tent, it must have either a label affixed to it indicating the tent material is flame-resistant or paperwork indicating material has been treated with a flame-retardant. This information must be presented upon request. WSF Fire Marshal and/or West Allis Fire Department will be conducting inspections to ensure that all tents meet criteria required by the National Fire Protection Association.

It will be noted in your Vendor License Agreement if the area in which your tent is located is approved for staking. You are required to contact Diggers Hotline before your arrival to mark the ground for utilities before you stake (see information on disturbing the ground on page 18). If your tent is located in an area which cannot be staked, tent must be secured with water barrels. Cement blocks or weights are not approved methods of securing a tent. Please refer to Appendix A for more information on companies familiar with providing these services at the Wisconsin State Fair.

All stake holes must be filled upon removal of tent at the expense of the Vendor or tenting company. Failure to fill stake holes may result in fees invoiced following the Fair.

Vendor Number Cards

All Vendors are required to have their Vendor Number Card prominently displayed in their booth/stand. This Vendor Number Card should be posted immediately upon arrival and receipt of your Check-In Packet (see page 14 under Check-In Procedures) for fire and electrical inspection. Proper placement of a Vendor Number Card is in the upper right hand corner when facing your Booth/Stand and must not be obstructed by any part of the display. Any Vendor not displaying this number is in violation of their Vendor License Agreement.

Vendor Evaluations

Evaluations

All Vendor businesses will be reviewed and evaluated during the WSF. Your operation will be rated in three categories: Business Practices & Operations, Site Aesthetics, and Vendor License Agreement Compliance. Please see Appendix F for examples of evaluation forms.

Attractions: Evaluations for Attraction Vendors are scored on the following criteria:

- *Business Practices & Operations:* customer experience, cooperation, queue line, restrictions, safety, clear prices.
- *Site Aesthetics:* lighting, site, layout, cleanliness, signage/menu, appearance.
- *Vendor License Agreement Compliance:* complies with all state health, fire and electrical codes as well as the WSF Vendor Manual; conforms to opening and closing times with location staffed at all times during Fair operation hours; layout and representatives stay within the space identified in agreement; only products listed on the agreement are being displayed and/or sold; Vendor Number Card is displayed and clearly visible; daily sales reporting received on time; payment in full received by due date; signed agreement received by due date; proof of insurance received by due date.

Commercial: Evaluations for Commercial Vendors are scored on the following criteria:

- *Business Practices & Operations:* customer experience, cooperation, availability, clear prices.
- *Site Aesthetics:* lighting, site, layout, cleanliness, inventory, signage, appearance.
- *Vendor License Agreement Compliance:* complies with all state health, fire and electrical codes as well as the WSF Vendor Manual; major restocking of product is completed during approved restocking hours; conforms to opening and closing times with location staffed at all times during Fair operation hours; layout and representatives stay within the space identified in agreement; only products listed on the agreement are being displayed and/or sold; Vendor Number Card is displayed and clearly visible; payment in full received by due date; signed agreement received by due date; proof of insurance received by due date.

Food & Beverage: Evaluations for Food & Beverage Vendors are scored on the following criteria:

- *Business Practices & Operations:* customer experience, cooperation, product appearance, product presentation, portion/value, condiments, clear prices.
- *Site Aesthetics:* lighting, site, layout, cleanliness, inventory, signage/menu, appearance.
- *Vendor License Agreement Compliance:* complies with all state health, fire and electrical codes as well as the WSF Vendor Manual; major restocking of product is completed during approved restocking hours; conforms to opening and closing times with location staffed at all times during Fair operation hours; layout and representatives stay within the space identified in agreement; only products listed on the agreement are being displayed and/or sold; Vendor Number Card is displayed and clearly visible; daily sales reporting received on time; payment in full received by due date; signed agreement received by due date; proof of insurance received by due date.

You will receive a copy of your operation evaluation along with photo(s) via email approximately 120 days after the WSF. Please communicate to your employees the importance of receiving a rating of average or above and of achieving full compliance.

Decorating Services

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

A Decorator Service Kit is available at www.wistatefair.com on the Vendor Information page (under *General Information* on the navigation bar).

Forklift Service

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

Products, Services, Merchandise & Pricing

Products & Services for Sale and Display

Only the products and/or services listed on the signed Vendor License Agreement are authorized for sale and/or display. Please contact the Vendor Service Department with any requests to add or remove products and/or services to your Vendor License Agreement. New products will not be approved after July 15. Vendor is responsible for securing the proper licensing and paying any applicable fees for any copyright protected music, artistic work, or other property that is performed, displayed, sold, or otherwise exhibited.

Any Vendor selling or displaying products and/or services discovered that are not listed on their Vendor License Agreement will be asked to remove the products or service immediately. Additionally, the Vendor will receive a non-compliance mark that location's Vendor Evaluation (see page 19 for more information on Vendor Evaluations).

At their discretion, Wisconsin State Fair staff have the right to ask Vendors to remove products that are deemed inappropriate, offensive or objectionable to the Fair's family atmosphere. Wisconsin State Fair is a proper forum for the free exchange of ideas necessary to be a free society yet reserves the right to regulate and license all concession and exhibition in the Park with regard to time, manner and place in pursuance of its valid interest in maintaining peace and order, and in the protection of the general public.

Food, Beverage and Attraction Pricing

Food, beverage and attraction product/menu pricing may not change after the Fair has started, except for approved promotions and sales. Please see page 22 under Signage for information on pricing signage requirements.

Product Exclusivity

No Vendor will be granted exclusive rights to exhibit, promote, demonstrate and/or sell a specific product or service. A limited number of sponsorship categories currently have exclusive providers, such as cell phones, mattresses, carbonated soft drinks and bottled water. Additional protected sponsorship categories include hot tubs, cookware, and digital communication services.

Prohibited Items

The sale, display, possession or distribution of the following items is prohibited at WSFP without prior authorization from the WSFP Chief of Police, including but not limited to: actual or look-alike weapons to include firearms, rifles, knives, spears, hand grenades, swords, bludgeoning tools or instruments, brass/metal knuckles, box cutters or razor blades, explosives, ammunition (loose or packaged), black powder, fireworks, sparklers, drones, multi-tools, blow/dart guns, airsoft weapons, slingshots, pea shooters, high-pressure water guns, rubber band guns or any other device designed to launch or propel any type of projectile, conducted energy weapons (taser or stun guns), shears, loppers or scissors (with the exception of those under three (3) inches from the pivot point with rounded tips or those used for medical purposes), saws, drug paraphernalia, counterfeit merchandise, laser pointers, fire starters, handcuffs, helium balloons, stickers, puff or e-cigarettes, spray paint, stink bombs, fart spray, bull whips, snaps, pops, martial arts weapons, silly string, pornographic materials,

confederate memorabilia, or any other items that are deemed potentially insensitive or harmful to the safe operation of WSFP or the public in attendance. The WSFP Police will have final decision-making authority.

*Vendor/Exhibitor exception: Vendors with prior authorization from the WSFP Chief of Police to display or possess items listed above will have approval stated on their Vendor License Agreement with specific safety requirements in place. These items must be used for demonstration or production purposes only. They may not be handled by the public, and the utmost precautions must be executed to protect all in attendance.

Third Party Relationships

Vendors may not endorse, display, promote or sell any third-party relationships without written permission from WSFP Staff. Please see page 23 for more information on third-party signage.

Signage

Signage is an important part of how you display your business and products to the Fairgoer. All signage should be professionally generated of high quality, commercial grade materials. Handwritten signs (with the exception of attractively produced chalk signs) are not allowed. It is the Vendors responsibility to provide professional looking signage.

Accepted forms of signage include pricing and product signs, flags, banners, electronic message boards, neon signs, a-frames and other stand-alone signs (please see page 12 under utilities for more information on electrical requirements for neon lights). All components of a sign must remain within the footprint outlined in your Vendor License Agreement, including flags, a-frames or any other sign with a protruding component. Vendor signage may not be placed or attached to WSFP owned fencing, walls, poles, bleachers, barricades, or structures. In no way should signage be excessive or compromise public safety or right of way. All permanently installed signage on Vendor-owned buildings must be submitted to the Vendor Services Department for approval prior to installation.

Business Name Signage

All booths/stands must have proper signage identifying the business name to Fairgoers. Business name signs must be a minimum of 4 inches high by 22 inches wide and **must read identical to the name listed as the DBA on the Vendor License Agreement**. The business name sign must be prominently displayed, professionally generated, and may not exceed the booth's height limitation for indoor locations. Please consider the benefits of large and well-placed signage in order to help Fairgoers find and identify your business.

Pricing & Menu Signs

Pricing signs should be posted in a clear and visible location toward the front of your booth or stand, or on individual items for sale. Pricing signs and tags must be professionally generated, computer generated, or pricing gun generated and displayed for all items. Chalk signs may be used for product or menu signage, but pricing must be professionally printed in at least one sign per location.

Alcohol Signage & Merchandising Policies

In addition to the signage policies outlined above, additional parameters are in place for alcohol signage and merchandising.

Exterior Alcohol Signage & Merchandising: Alcohol brand logos, images or brand specific text is limited to 15% of the total sign surface for static signage such as business name signage, awnings, banners, menus, flags, a-frames and other stand-alone signs. For signs with multiple sides, such as a-frames, the 15% limitation is for each side of the sign. For rotating or electronic message boards, the 15% limitation applies to each individual screen. Alcohol branded neon signs are limited to one sign per 10 feet (please see page ## under utilities for more information on electrical requirements for neon lights). Signage that refers to alcoholic beverages as "Cheap or Cheapest" are not permitted.

Interior Alcohol Signage & Merchandising: Pennant stringers with alcohol brand logos or imagery are limited to the interior of a Vendor's building, tent, trailer or structure. Plastic logo wrap containing repetitive alcohol brand logos are limited to one course height of wrap covering bar sections or other surfaces, on the perimeter of the building, trailer or tent, as well as the stand or tents interior.

Third-Party Signage

Signage should not be used to promote third-party entities such as outside events, businesses, sponsors, donors, suppliers or service providers unless previously approved by the Vendor Services Department. Vendors may display signage courtesy of an exclusive or approved WSF supplier or distributor, with signage limited to the interior of a stand or building. Supplier or distributor signage is prohibited on the outside of a Vendor stand or building unless the stand or building is owned by the supplier or distributor.

Tip Jars

Vendors outside of SpinCity are permitted to have tip jars provided they are in an unassuming location. Signage on the tip jars must be professionally generated and family-friendly. Vendors with stands located in SpinCity are **not** permitted to utilize tip jars.

Wisconsin State Fair Logo Usage

WSF or WSFP logos may only be used with prior written permission from the WSFP Marketing Department. If logo use is granted, WSF will provide you with the current logo, which may not be stretched, distorted or modified in anyway, and must include the full logo text including the U.S. Cellular presenting sponsor portion.

Advertising

Advertising

Name brand advertising is strictly prohibited on the outside of any building or booth structure. Refer to Wisconsin Administrative Code 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 at the Fair Park and helium balloons are not permitted unless pre-approved. If you fail to comply you may be billed for any damages to the Fair Park that results from the removal of such material from Fair property. Giveaways of promotional items must have prior written approval by the Vendor Services Department.

Publicity

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

Social Media Promotion Guidelines for Vendors

Social media is any online platform used to communicate with an audience and includes Facebook, Twitter, Snapchat, YouTube, Pinterest, Instagram, Tumblr and Foursquare, among others. All WSF related social media promotions should be approved by the WSF Communications Department, which can be reached at 414-266-7062.

Promotions

Bargain Book

The WSF creates and promotes a coupon book comprised of Vendor discounts and offers, known as the WSF Bargain Book. Participation in the book is free to Vendors, and features more than 80 great deals from a variety of our Fair Partners. Vendor offers must carry a minimum discount of 30%, offers cannot be for a new item, and offers cannot feature alcoholic beverages. Once a Bargain Book application is approved, the price for that product cannot change. The invitation to apply is generally sent to Vendors in late January, with submissions due in early March. The Bargain Book will be available to our Fairgoers for \$4 pre-Fair through the WSF Ticket office and on our website, and for \$5 at the Fair at Fair Information booths during the Fair. Vendors not participating in the Bargain Book are not authorized to accept coupons from other Vendors. See page 40 for procedures on submitting redeemed Bargain Book coupons.

Celebrity and Mascot Appearances

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

A certificate of liability insurance must be on file with the WSF prior to the Celebrity or Mascot 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 or Mascot appearances can be covered under Vendor's liability insurance, but they must be listed individually and separately. The State of Wisconsin, Wisconsin State Fair Park Board, its officers, its agents and its employees must also be listed as additionally insured.

Celebrity or Mascot appearances are confined to your licensed foot print. At no time are you allowed to conduct activities outside of your footprint. Celebrity or Mascot appearances are required to have an escort with them at all times while on the property. Solicitation for donations or tips is strictly prohibited.

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

Commercial Vendor Recognition Program

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

Finalists will be selected on the following criteria:

- Lighting – Interior and exterior lighting is adequate, appropriate, attractive, and enhances the site and product.
- Site – Fixtures and equipment are in good repair.
- Layout – Area is efficiently utilized, clear, and uncluttered. Cords, hoses, etc. are covered or out of sight.
- Cleanliness – Areas in and around stand, counters and tables are kept clean. Ample garbage containers are provided if applicable.
- Inventory – Back-stock inventory is stored out of sight and empty boxes broken down.
- Signage – Professionally generated, well located, and easy to read.
- Appearance – Overall appearance and uniqueness of space. Area is inviting.

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

Crazy Grazin'

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

Fair Bucks

WSF issues Food and Beverage vouchers known as "Fair Bucks". These vouchers are issued to employees and select corporate partners in \$5 increments. Fair Bucks are to be treated as cash at any Food and Beverage location throughout the Fair. Change should be given if the purchase price is less than the vouchers value. More than one voucher can be redeemed at a single purchase as long as the change due back is less than the value of one (1) voucher. Vouchers should not be accepted for a "cash only redemption". See page 40 for procedures on turning in Fair Bucks for application to commission sales due.



Prize Drawings and Contests

To hold a contest or promotion, you must first meet the criteria for a legal promotion within the State of Wisconsin. Please refer to chapter 945 and section 100.171 of the Wisconsin state statutes for more information. You can also contact the Wisconsin Department of Agriculture, Trade and Consumer Protection by phone at 800-422-7128 or email at DATCPHotline@Wisconsin.gov. Their consumer facts handout found at <https://datcp.wi.gov/Pages/Publications/ContestsAndPromotions119.aspx> can answer any additional questions you might have.

If your contest or promotion meets the criteria set forth by the State of Wisconsin, you must then obtain permission from the Vendor Services Department. You must complete and submit form #8 (Prize Drawing and Contest Form) which is included in the Vendor Information Packet. You will receive confirmation from the Vendor Services Department if your contest or promotion has been approved. Please note that gambling, games of chance, raffles and ticket selling will not be permitted.

To assure that all prize drawings or contests are in the best interests of our Fairgoers, WSF requests contests be limited to the time frame of the WSF and the prize drawings to be held are for the sole benefit of and at no cost to our Fairgoers. All prize drawings, forms and stubs must state the name of the company holding the drawing to match the Vendor License Agreement. Winners' names must be announced and posted by 6:00pm on the last day of the WSF. All persons or companies which conduct prize drawings must submit to the Vendor Services Department a form listing the name, address and prize delivered to each winner (by 5:00pm September 6, 2019) by submitting a Prize Winner Confirmation Form sent with the Prize Drawings and Contest approval email prior to the WSF.

Shopper's Fair-adise

New in 2019! In an effort to spotlight our commercial vendors, increase traffic to commercial vendor areas, and attract a shopping crowd mid-week, Wisconsin State Fair is proud to introduce the Shopper's Fair-adise promotion. On Wednesday, August 7th, participating commercial vendors will offer discounts on products and services for a one-day promotion. The invitation to apply will be communicated via email, and those wishing to participate must submit the Shopper's Fair-adise Application. Submissions will be reviewed by the Vendor Services Department to ensure that all criteria are met, and vendors will be notified of acceptance into the promotion. Vendors not participating in Shopper's Fair-adise are not authorized to offer discounts on this day that are not offered all 11 days of the Fair.

Sporkies

WSF hosts an annual Vendor Food Competition known as The Sporkies. The invitation to apply is generally sent in late January, with submissions due in early April. Vendors are challenged to present the most innovative, interesting and mouthwatering creations they can think up.

Submissions are first reviewed by the Vendor Services Department to ensure that they match the criteria and rules set forth for the program. After they are approved, an internal panel of staff reviews the entries, and based on the photo, description and information provided, narrows the field down to eight finalists. Leading up to the Fair, the Marketing & PR Department will reveal the finalists.

Fairgoers will also have the opportunity to vote via social media for the #FairgoersFave. On the Wednesday of WSF, eight finalists will prepare their creations, and present them to our local celebrity judges. After tasting, deliberating and discussing, the judges will award the Golden Spork Trophy for 1st Place, 2nd Place and 3rd Place, and we will announce the winner of the #FairgoersFave award. **Please note: If a Vendor selected as a finalist is unable to keep product available in the days before the final judging, WSF reserves the right to revoke the finalist status of any participant based on the severity of the Vendor's inability to meet customer demand. Final decisions will be made at the discretion of the Vendor Services Department.**

Souvenir Cup

The WSF Souvenir Cup Program is a promotion aimed at providing Fairgoers the chance to take home a collectable Souvenir Cup filled with the Coca-Cola fountain beverage of their choosing for \$6, with refills available for \$3. This is the only authorized fountain refill program at the WSF for carbonated soft drinks. Cups are designed and purchased by WSF and sold to Vendors at a discount. Food & Beverage Vendors are contacted in early spring and invited to participate by submitting their cup order. More information on Souvenir Cup ordering, pick up and payment will be provided to participating Vendors prior to the Fair.

Fair Policies

Customer Returns

Consumer Protection Act

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

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

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

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

Return & Exchange Policy Signage

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

Wisconsin Department of Revenue/Sales Tax

All Vendors must have a Wisconsin Seller's Permit and be in good standing with the Department of Revenue before being allowed to set-up or operate at the WSF. All sales of tangible goods in the State of Wisconsin are subject to a 5.6% sales tax for merchandise, attractions and grocery items, or 6.1% food and expo tax pursuant to Chapter 77.52 of the Wisconsin statutes unless specifically exempted. Note: some services are also subject to tax. Seller's Permits may be obtained by applying online or mailing an Application for Business Tax Registration available at www.revenue.wi.gov. Additional information regarding sales tax for temporary events is available at <http://www.revenue.wi.gov/html/temevent.html>. The sales tax must be paid by the end of the month following the WSF unless otherwise directed by the Department of Revenue. For further information, please contact the Wisconsin Department of Revenue at 608-266-2776 or by email at DORBusinessTax@wisconsin.gov.

Employee Dress

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

Indoor Smoking Ban

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

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

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

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

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

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

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

Penalties

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

Admission Policies

Admission

Persons entering the Wisconsin State Fair are subject to having their image and/or likeness reproduced for promotional and/or publicity purposes in Fair, Sponsor or Media photography, video, broadcasts, and/or webcasts. Proper attire, including shirts and shoes, is required to be worn at all times. Persons entering the facility assume all risks incidental to the event.

Admission Tickets at the Gate

The WSF has an “all-pay” gate policy, and does not issue free admission or parking. Daily General Admission Tickets are \$14 for adults age 12 and over, \$8 for seniors age 60 and over, and \$8 for children ages 6-11. Children 5 and under are free.

Vendor Admission Tickets

Starting on the day you receive your Vendor License Agreement through July 10, discounted admission tickets will be available for \$6 at the Ticket Office, online or by mail. After July 10, discounted Vendor admission tickets are available for \$8 each through August 11 from the Ticket Office. During the WSF, Vendor admission tickets may be purchased at the Ticket Office, and can only be purchased with cash or credit card. Admission tickets are good any day of the WSF. To order Vendor admission tickets, please see form #6 in your Vendor Information Packet. All orders must include your agreement number (located on the top right corner of Vendor License Agreement) to be processed. Orders without an agreement number will be returned.

Vendors will be allowed to return up to 50 Vendor admission tickets. Please see Appendix G for more information and requirements.

Vendor Credentials

WSF also offers Vendors the option of purchasing a Vendor Credential instead of daily tickets. The Vendor Credential is a photo ID which allows daily admission into the Fair Park, as well as re-entry without the hassle of hand stamps. Vendor Credentials can be purchased for \$66 starting on the day you receive your Vendor License Agreement through July 10, and \$88 from July 11 through August 11. A Credential Voucher will be sent to you upon receipt of payment or placed in your check-in packet, and it will include instructions for having your photo taken when you arrive for setup. Vouchers must be redeemed by Friday, August 2 at the WSF Ticket Office. If you, or an employee have a valid photo on file from last year, you may re-order a Vendor Credential using the same photo.

Admission Tickets may not be redeemed for Vendor Credentials. Vendor Credentials are non-transferable and will be confiscated if misused. To order new Vendor Credentials, or to re-order Vendor Credentials, please see form #6 in your Vendor Information Packet. All orders must include your agreement number (located on the top right corner of Vendor License Agreement) to be processed. Orders without an agreement number will be returned.

If a Vendor Credential is lost or stolen during the Fair, a new Vendor Credential can be reprinted at the Ticket Office for \$5. The barcode on the lost or stolen Vendor Credential will be cancelled and a new barcode will be created for the replacement Vendor Credential.

Vendor Badges

The 2019 Vendor Badge allows you to identify yourself to WSF staff and Fairgoers as a Vendor. Vendor Badges are not valid for admission. The Vendor Badge will allow access onto the Fair Park after 6:00 pm for your employees that are under the age of 18 (see page 29 under Admission Policy – After 6:00 pm). Vendor Badges will serve to identify you in the event of a bag search (see below under Bag Search Policy) or before/after-hours in the Fair Park (Admission Ticket required for Fair Park access at all times). In addition, Vendors accessing the Expo Express Reporting Office before the building opens at 9:00 am need a Vendor Badge. Vendor Badges will be available at time of check-in upon request and can be obtained from your VSR during the WSF.



Admission Entrances

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

- **Entrance A:** South Grandstand Ave. (southeast corner of Expo, off Greenfield Ave.) – *opens at 6:00 am*
- **Entrance B:** Expo West (westside of Expo, south of the Natural Resources Park) – *opens at 7:00 am*
- **Entrance C:** Transit (84th St. & Washington St.) – *opens at 7:00 am*
- **Entrance D:** Ag Village (84th St. & Schlinger St.) – *open 24 hours*
- **Entrance E:** U.S. Cellular Main Gate (east of Pettit Center, off I-94 Frontage Rd.) – *opens at 7:00 am*
- **Entrance F:** North Grandstand (northwest turn of Milwaukee Mile Race Track) – *opens at 6:00 am*
- **Entrance G:** Tunnel (from infield track parking under Grandstands) – *opens at 7:00 am*
- **Entrance H:** Main Stage (southwest turn of Milwaukee Mile Race Track) – *opens at 7:00 am*

Bag Search Policy

The WSF Policy for Bag Search states the following:

1. **POLICY** It is the policy of WSFP that bags be searched prior to admission to the Fair Park to make sure that certain prohibited items are not allowed into the Fair Park.

2. DEFINITIONS

- 2.1. Bags: Any purse, back pack, hand carried bag, cooler, or any other container that might contain items prohibited from being admitted to the Fair Park.
- 2.2. Prohibited items: Alcohol, weapons, illegal drugs, or any other items deemed by the WSFP CEO as prohibited, are not permissible to be allowed into the Fair Park.
- 2.3. Search: A visible examination of the internal contents of a bag by a designated Public Safety Staff prior to admission to the Fair Park.

3. PROCEDURE

- 3.1. Tables will be set up on the exterior of all park entrances.
- 3.2. The tables will be staffed with designated Public Safety Staff trained to examine bags.
- 3.3. Anyone entering the park will be asked to open their bags, and they will then be examined by the Public Safety Staff with the use of flashlights and/or wands.
- 3.4. Prohibited items observed by the Public Safety Staff will be removed from the bag by the bag's owner and then be deposited in a designated container or returned to the owners' vehicle or another place from where the owner came.
- 3.5. Designated containers for prohibited items will be placed and serviced by the WSF Facility Services Department.
- 3.6. The Public Safety Staff will not reach into the bag at any time other than with a flashlight or a wand and will not remove any prohibited item from a bag.
- 3.7. If a weapon or other illegal contraband is observed, the Public Safety Staff will immediately call for the assistance of a WSFP Police Officer.
- 3.8. If a dispute occurs over the search of the bag, the Public Safety Staff will ask for the assistance of a WSFP Police Officer.
- 3.9. Signs advising of the bag search will be posted at all admission entrances and all parking gates to the park.

Please be sure to wear your 2019 Vendor Badge (see page 28 under Vendor Badges) when entering WSFP. The Vendor Badge will alert Public Safety that you are a Vendor and may be carrying large amounts of currency and will search with discretion. When transporting currency into the Fair Park, please place all currency in a separate bag within your bag. Public Safety has been instructed not to search the separate internal bag or to draw attention to the presence of currency. Vendors are not exempt from bag searches.

Re-Entry Policy

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

Admission Policy – After 6:00pm

The WSF Admission Policy states the following:

1. Fairgoers under 18 years of age entering the Fair after 6:00pm must be accompanied by a parent 21 years of age or older.
2. Anyone age 18 years or older may be asked to show a valid driver's license or state identification card for proof of age in order to be admitted to the WSF without a parent after 6:00pm.
3. Anyone under the age of 18 without a valid driver's license or state identification card and not accompanied by a parent will not be admitted to the Fair after 6:00pm.
4. Vendor employees under the age of 18 must show either a valid 2019 Vendor Credential or Vendor Badge in order to be admitted after 6:00pm. (Vendor Badges are not valid for admission)
5. Exceptions and challenges to this policy will be satisfied at the discretion of Fair management.

Metal Detectors

Persons passing through Admission Entrances at Wisconsin State Fair Park will be required to pass through a metal detection system. Both walk-through and wand metal detection devices will be utilized. All visitors – including Vendors – should be prepared to comply with metal detection and other security screening requirements before entering the Fair Park. ***Please note: possession of a concealed carry permit does not allow you to carry a concealed weapon within the fence line of Wisconsin State Fair Park.***

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

- There will be designated screening lanes at each gate for patrons who do not have a bag for timelier access. There will also be dedicated lanes for patrons with wheelchairs, electric scooters, strollers and any medical condition that may prohibit the use of metal detection.
- ALL bags will be searched upon entering. Certain items may not be brought on the premises including without limitation: weapons of any kind, alcohol, contraband, illegal drugs and controlled substances. No one may enter or remain on the grounds while concealing or openly carrying a knife, firearm, or any other illegal or unauthorized items. Failure to comply with this notice will result in immediate ejection from the Fair Park.
- State Fair Park Police or Public Safety may also search vehicles entering and exiting the grounds at any time for any reason.
- Persons entering the facility assume all risks incidental to the event. Fair staff reserves the right to refuse admission or eject any person violating any law, rule or policy.
- Additional prohibited items include: cans or glass bottles, lawn chairs, skateboards, in-line skates, bicycles, kites and Frisbees. For a full list of restrictions, including additional items not permitted at the Main Stage presented by Potawatomi Hotel & Casino please visit WiStateFair.com

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

Parking & Storage

Vehicle Parking Options

General Parking & Delivery Permits: General Vendor parking is available at a cost of \$132 per Parking Permit and is valid all 11 days of the WSF. Each permit may only be used one time per day, and will be scanned upon arrival. Upon Gate entry, Parking Attendants will direct you to the General Parking Lots based on availability. General Vendor parking does not guarantee parking in a specific lot. *Parking Permits do not include Fair Admission.* General Vendor Parking Permits allow late/early access to the park for deliveries and restocking (approximately ½ hour after closing until 9:00am). To order General Parking & Delivery Permits, please see form #6 in your Vendor Information Packet.

Reserved Parking Permits: Reserved parking costs vary depending on the size of vehicle, ranging from \$200 to \$400 per Parking Permit. Permits are valid all 11 days of the WSF and allow for multiple gate entries per day. Upon Gate entry, Parking Attendants will direct you to your space within the Reserved Vendor Infield Lot or Expo Vendor Lot (dependent upon which Permit you purchase) based on availability. *Parking Permits do not include Fair Admission.* Reserved Vendor Parking Permits allow late/early access to the park for deliveries (½ hour after close until 9:00am). Spaces over 16ft. and those with electrical are limited in availability. Reserved Parking Permits must be ordered in advance by contacting the Vendor Services Department. All Parking Permits must be displayed at all times while the vehicle remains parked in the Lot. Unauthorized vehicles parked in Reserved Lots will be towed at the owner's expense.

Daily Parking: Parking may also be purchased on a daily basis for the General Parking Lots at a cost of \$12 per day (or \$6 per day for motorcycles). This option does not include delivery and restocking access privileges.

Outside of WSFP: Vendors may also choose to find parking on the streets in the neighborhoods surrounding Wisconsin State Fair Park at no cost. This option does not include delivery access. Please note that this option has no affiliation with WSFP and parking there is at your own risk.

Accessible Parking

Reserved Vendor Lots have a number of Accessible Parking spaces. Please call Vendor Services to arrange for purchase of these pre-assigned spaces. General accessible parking is available near all three Wheelchair Rental Centers. The lots fill quickly, especially on weekends; early arrival is recommended. Enter at Gates 1, 3 or 7 and request accessible parking. General Parking/Delivery Permits may be used in these lots. Proper disability credentials are necessary and must be displayed to park in these lots.

Parking Entry Gates

All Parking Entry Gates offer vehicle entrance to reserved and non-reserved lots. No Admission Tickets are sold at these Gates. A Parking Permit is required to enter (See Appendix E for a map of the Fair Park).

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

Storage & Stock Vehicles

Vendors have several storage options for vehicles, trucks, trailers. A limited number of interior spaces are available for Vendors to park within the Fair Park. Motorhomes, RV's, truck campers and automobiles may not be parked within the Fair Park, and Vendors may not sleep overnight within the Fair Park. Please see page ## under lodging for information about the WSFP RV Park. Additional dead or live storage options are available in the interior reserved and expo reserved lots. Vehicles authorized as a dead storage vehicle should not be moved in and out during the run of the Fair. Unauthorized vehicles parked in these areas will be towed at the owner's expense. Availability and pricing vary depending on the size of your vehicle, and electrical requirements. Please inquire with the Vendor Services Department as to the availability of these spaces.

Deliveries & Shipments

Delivery Hub

WSF has designated an area on the west end of Expo Vendor Reserved Parking Lot (just east of gate #2) to serve as a Delivery Hub. This area may be used for Vendor package pick-up from UPS, FedEx or other delivery services as needed.

In addition, the Delivery Hub may be used by Fairgoers for pick-up of oversize purchases from Vendors. Please see a Vendor Services Representative in your area for Fairgoer Package Pickup Permits when a pick-up is requested. The Fairgoer will need this pass to be able to drive into Gate #1 and be directed to the Delivery Hub. Interstate Parking, WSFP Police and Public Safety are aware of the activities conducted in the Delivery Hub and will recognize all passes and permits generated by WSFP for entrance to the Delivery Hub. (see page 34 Fairgoer Package Pick-up for more details).

The Delivery Hub area is designated for drive-in and pick-up only. Parking is limited to 15 minutes; vehicles/trailers may remain in this area for no longer than 15 minutes and may not be left unattended. Violators are subject to towing.

Since the Delivery Hub is located outside the ticketed area of the Fair Park, please make sure that you either have a photo credential or a re-entry hand stamp before you exit to meet a Fairgoer with their purchase so you are able to re-enter the Park.

Deliveries/Shipments Prior to WSF

If you have merchandise dropped or shipped to the WSF prior to the start of the Fair, you must have someone here to receive the shipment. WSF will not sign for or accept deliveries. If it is not possible for you or a representative to be here, then you must have the cartage company hold the shipment for you until you are available to accept delivery. Building storage is not available during or prior to the Fair. Wisconsin Expo, Inc. offers drayage services to Vendors; see page 21 for contact information or ask a VSR on-site.

Deliveries/Shipments During WSF

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

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

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

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

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

UPS: UPS will operate a delivery trailer onsite during the WSF. The UPS trailer will be open Monday-Friday, 10:00 am-2:00 pm from July 31-August 9. They will not be open Saturdays or Sundays. All packages shipped via UPS must be addressed as follows:

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

USPS: Vendors unable to select a delivery option of UPS or FedEx shall adhere to the following protocol when using the United States Postal Service (USPS):

1. Alert the Vendor Services Department of a delivery arriving via USPS as soon as possible by calling 414-266-7040 with the expected delivery date. Packages must use the following format:

Your Business Name
Contact Person
Contact Cell Number
Wisconsin State Fair
640 S. 84 St.
West Allis, WI 53214

2. No pallets of merchandise will be accepted via USPS – boxes and packages only.
3. Vendor Services Department will send a Delivery Waiver for Vendor to sign and return to their Vendor Services Representative. This will grant authorization to WSF personnel to sign for and accept the designated package on behalf of the Vendor. ***WSF is not responsible for lost, damaged or stolen items. WSF has the right to deny delivery of any shipment if no waiver has been signed, the shipment is deemed too large, the shipment is not addressed correctly, or the shipment is deemed unsafe.***
4. It is the responsibility of the Vendor to track the arrival of the package at WSFP. To verify if the package has arrived, please call 414-266-7000.
5. Package pick up hours are 8:00 am-8:00 pm in the Lower Level of the Tommy G. Thompson Youth Center located through Gate 5 on 84th St. & Schlinger Ave.
6. Vendor must pick up package within 24 hours of receipt at WSF and sign when package is received.

Restocking & Park Access

Restocking

All Vendors must complete their restocking and vehicles must be outside of the ticketed fenceline of the Fair Park by 9:00 am each day of the WSF. For all locations that can be accessed outside, restocking can only take place after the all-clear is given each night (approximately 30-60 minutes after Park closing) until 9:00 am. Expo Center restocking hours are 8:00 am-9:00 am as well as 10:00 pm to 11:00 pm. Vendors may enter through the Dock A & C with an Expo Vendor badge. Cream Puff Pavilion restocking hours are 8:00 am-9:00 am and Vendors may enter through the south doors with a Vendor Badge. Absolutely no restocking will be allowed by motorized vehicles between the Fair operating hours of 9:00 am and the all clear being given, except in unrestricted areas.

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

Park Access

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

Urgent Repair Vehicles/Service Permits

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

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

Urgent Repair Vehicles must display permit from the front rear view mirror while in the Fair Park. Vehicles onsite without the proper permit will be subject to a ticket and possible tow. *Urgent Repair Service Providers do not need an admission ticket.*

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

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

A WSF walking escort must be used after 9:00 am daily. Any vehicle driving on site during Fair operating hours, must warn Fairgoers (no whistles) in its path by WSF staff escort walking in front of the vehicle. Failure to comply

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

Auxiliary Vehicles/Golf Carts

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

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

Fairgoer Package Pickup

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

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

Please see page 43, under the Entertainment Stages section.

Accessibility

Accessible Parking

See page 30 for details.

Motorized Personal Transportation Devices

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

Service Animals

During the 11 days of the Wisconsin State Fair, pets are not permitted within Fair gates with the exception of service animals as defined in the Americans with Disabilities Act (ADA) or animals approved as part of an exhibition. Service animals are those that have been individually trained to do work or perform tasks for a person with a disability. Service animals are working animals, not pets. The work or task that an animal has been trained to provide must be directly related to the person's disability. Animals whose sole function is to provide comfort

or emotional support do not qualify as service animals under the ADA. Vaccinations records must be available upon request.

Wheelchair and Scooter Rentals

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

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

Hours of operation are from 8:30 am until 10:30 pm Sunday through Thursday and until 11:30 pm on Fridays and Saturdays. Reservations for electric scooters may be made with a credit card on-line at <http://www.vistamobility.net> or by telephone at 262-677-2690. A \$5 convenience fee will be charged for all online scooter reservations.

Waste Disposal

Appliance Disposal

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

Sanitary Drains & Gray Water Disposal

Gray water is defined as waste water which includes but is not limited to that produced from sinks, dishwashing, general cleaning and handwashing. Vendors may dispose of gray water by directly connecting to a sanitary drain if available, utilizing a WSF provided gray water tank, or utilizing a holding tank (emptying to a gray water tank or sanitary drain as needed). If you do not know the location of the nearest sanitary drain or gray water tank, your VSR can assist you in locating one. Vendors are responsible for keeping their lines clean and properly functioning at all times. Gray water is only to be disposed of in the appropriate locations as identified by WSF. Vendors caught dumping gray water in storm sewers or other locations are subject to a fine by the Wisconsin Department of Natural Resources. WSF and/or City of Milwaukee Plumbing Inspectors will be performing inspections during the WSF to ensure compliance.

Grease Disposal

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

Recycling

WSF encourages all Vendors to recycle during the WSF. WSF provides receptacles for garbage, recycling (items such as cardboard, glass, aluminum, etc. can be comingled), which are located throughout the Fair Park. A map of these locations is available from your VSR or by contacting the Vendor Services Department. Please make sure your staff knows the location and the proper use of the receptacles in your area as referenced on the Fair Recycling posters distributed at check-in. All recycling efforts are appreciated.

Sanitation & Clean-Up

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

Outside Vendors: A thorough interior and exterior cleaning/hosing is required; you must do so immediately after closing. Morning cleaning, including hosing will not be allowed. Outside Vendors must provide additional

trash receptacles for Fairgoers within their contracted space. Vendors may not dispose of any refuse, water, or other liquids on the ground, street or down the sewers.

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

Trash Collection

The WSF Facility Services Department provides regular collection service to all WSF trash receptacles, dumpsters and recycling receptacles throughout the Fair Park. Fairgoer waste receptacles are not intended for use by Vendors before or during the WSF. WSF trash receptacles should not be utilized within the footprint of a Vendor booth/stand. Please contact the Facility Services Department at 414-266-7080 to report full or overflowing receptacles.

Fire Safety Guidelines

Fire Prevention Guidelines

General Information

1. All 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 a building and within 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 operating 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 WSFP Staff. Storing empty crates and boxes behind an exhibit booth is prohibited. Excessive accumulation of combustibles, papers, cardboard and general waste material must be removed or disposed of in the proper receptacles.

Construction / Decorative Materials

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

Hazardous Materials / Displays

1. Written authorization by WSFP Management and the West Allis Fire Prevention Bureau shall be required for the following:
 - a. Display and operation of any heater, barbecue, cooking appliance, heat producing or open flame devices, candles, lanterns, torches, etc.
 - b. The display and operation of any electrical, mechanical, or chemical devices.
 - c. Use of storage of flammable liquids, compressed gases, or dangerous chemicals.
2. No hazardous display will be permitted without the written approval of the WSFP Staff **and** the West Allis Fire Prevention Bureau. If approval is granted, the demonstration must be performed in a manner which ensures the absence of danger or injury to anyone or any nearby object. Plexiglas or similar protection must be utilized to protect onlookers from injury. A 2A10BC fire extinguisher must be provided within 10 feet of the exhibit.
3. All food preparation facilities shall have a fire extinguisher of at least a 2A10BC rated capacity at a convenient location within the food preparation area. All fire extinguishers shall comply with NFPA 10 Standards.
4. ALL OUTSIDE STANDS OR BOOTHS SHALL HAVE A FIRE EXTINGUISHER OF AT LEAST A 2A10BC RATED CAPACITY LOCATED AT A CONVENIENT LOCATION WITHIN THE STAND OR BOOTH. ALL EXTINGUISHERS SHALL COMPLY WITH NFPA 10 STANDARDS.
5. K CLASS EXTINGUISHERS ARE REQUIRED FOR ALL STANDS WITH GRILLS AND DEEP FRYERS.
6. All liquid petroleum (LP) gas tanks are to be removed from trailers and mobile homes. No LP tanks, empty or full, are to be stored in the building (except for LP containers which are new and filled with an inert gas).

Vendors that require LP gas to operate equipment are limited to containers of five (5) pounds maximum capacity filled. Exhibitors requiring LP gas must obtain a permit from the West Allis Fire Prevention Bureau 414-302-8000.

7. Open type cooking fires, such as charcoal, are not permitted within any building or enclosure. If the proper hood and duct system with a fire suppression system is installed, then the open type cooking shall be allowed. All cooking appliances shall be at least 10 feet from any tent or side of a tent.

Hood, Duct & Fire Suppression System Requirements

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

West Allis Fire Department – Fire Inspections

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

Carbon Monoxide and Propane Leak Detectors

All Vendors utilizing gas are required to have a carbon monoxide detector mounted within the building/stand. For Vendors specifically utilizing propane, they are also required to have a propane leak detector. Each time the propane tank is changed, the Vendor must take a reading using the propane leak detector and keep a written log within the building/stand. The WAFD and/or Fire Marshal will be conducting spot checks for compliance.

Display of Motor Vehicles

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

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

Security

VSRs and the Vendor Services staff will be on duty during setup and teardown (see page 14 for specific hours). Overnight public safety staff begins at 10:00 pm on Monday, July 29, and continues until 9:00 am on Monday, August 12. During the WSF, VSRs are on duty from 8:00 am until 11:30 pm in the buildings, and outside from 7:30 am until 11:30 pm Sunday through Thursday, and until 12:30 am Saturday and Sunday.

All persons entering the Fair Park will be required to pass through Metal Detectors. Please refer to page 29 for more information on those procedures.

Security of Property

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

Emergency Contacts

Wisconsin State Fair Park Police & Fire Departments

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

Emergency Phone Number

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

Non-Emergency Phone Number

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

The WSP Park Police Department has permanent year-round, 24-hour headquarters located northwest of the intersection of Fifth St. and Grandstand Ave.

First Aid

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

Lost Persons/Reconnection Center

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

Lost & Found Articles

Report lost articles and bring found articles to the Guest Services Pavilion on the corner of Main Street and Central Avenue.

Severe Weather & Tornado Warning Procedures

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

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

Attraction & Ride Safety

Vendors are required to comply with the State of Wisconsin's ride safety registration and inspection laws (See Appendix H and I – Amusement Ride Regulation of Amusement Rides Safety Laws). WSP must be provided with copies of any inspection reports, correction orders, affidavits, insurance records, etc. required or generated thereby relative to Vendor's operation at WSP within twenty-four (24) hours of their receipt.

WSF has contracted for the services of safety, inspection, and loss control personnel of proven ability, with industry credentials to conduct inspections of attractions, concessions, and support equipment. Inspections by WSF's safety, inspection and loss control contractor will be conducted prior to the opening of the Fair and daily during the Fair. Vendors are required to provide access for and fully cooperate with these inspectors throughout the inspection process; the inspectors' directives and correction orders are to be implemented immediately.

Vendors are required to have in their possession manuals provided by the manufacturer that detail operating, maintenance, and inspection procedures for their attraction(s) and make them available for reference and review by WSF inspectors and/or safety, inspection, and loss control personnel. Manuals must be printed in the English language, or must have been translated into English at the Vendor's expense.

Prior to the opening of WSF; each day during the Fair before opening and operation; and subsequent to any repair or maintenance shut-down before commencing ride or show operation; Vendors shall conduct an inspection of and submit to WSF a properly completed manufacturer's Vendor/inspector manual safety checklist for each ride and/or show they are Licensed to present, with the authorizing signature of WSF's safety, inspection and loss control contractor. If no such checklist is available, WSF and its safety, inspection and loss control contractor may substitute its own inspection form for submission by the Vendor, with the authorizing signature of WSF's safety, inspection, and loss control contractor. Copies of said completed and authorized checklists must be provided to WSF within one (1) hour after their completion.

Vendors shall provide WSF with notice of any prior accidents or significant incidents involving their attraction(s) during the twelve (12) month period preceding the Fair. If others may have owned or operated the attractions(s) during this period, details of such circumstances must be provided. Upon request, Vendors shall also provide WSF with copies of any and all attraction inspection and/or insurance loss reports relative to any attraction(s) they are licensed to present at WSF. Vendors must also provide WSF with duplicate copies of all insurance company and/or underwriter inspection reports relative to their operations at WSF. These reports must be provided within twenty-four (24) hours of their receipt.

Food Safety

Licenses and Permits

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

Health Inspections

DATCP will be inspecting (and potentially re-inspecting) Food & Beverage Vendors during the entire run of the Fair. Cooperation with authorized state food inspectors is expected of all Food & Beverage Vendors, Vendors offering samples and employees thereof. Questions regarding the inspections can be directed to 608-635-6611 or kelsey.kohout@wisconsin.gov.

Sampling

All Vendors intending to provide samples must notify the Vendor Services Department and received written authorization. Approved distribution of samples will be written on your Vendor License Agreement. Vendors are permitted to distribute samples of approved food or non-alcoholic beverage menu items within their licensed footprint or assigned area. Individual samples cannot exceed 2 ounces without prior written approval. The sampling of alcoholic beverages is prohibited. Product sampling will only be approved if appropriate food handling procedures are adhered to.

Reporting Procedures

Daily Vendor Sales Reporting

All Vendors licensed to do business at Wisconsin State Fair (WSF) by way of guarantee deposit and percentage payments (as outlined on your Vendor License Agreement), must report sales daily. If all or a portion of your

sales include food, non-alcoholic beverage, alcohol or an attraction/experience, then you must report sales daily. Each licensed location in operation at the WSF is reported independently.

Additional information on Reporting Procedures and Cash Register Requirements will be sent via email to Vendors who report sales.

Bargain Book Coupon Reporting

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

Fair Bucks Voucher Reporting

Vendors must turn in redeemed vouchers at the Expo Express Reporting Office along with their daily sales reporting. Fair Bucks will be treated as cash payment towards your commission due to WSF. Fair Bucks must be submitted by August 12, 2019.

Banking Services

WSF will have change available for Vendors to order prior to the Fair, and purchase during the Fair. The banking services will be in the Expo Express Reporting Office (NE corner of the Exposition Center in the front lobby). Hours are 8:00 am to 6:00 pm from Wednesday, July 31 through Sunday, August 11. Denominations (and cost to Vendor) are available as follows: quarters (\$0.25 roll), straps of 100 \$1.00 bills (\$1.00 each) and straps of 40 \$5.00 bills (\$1.00 each). Additional denominations may be available upon request. For Vendor privacy the area is curtained off from the public.

Vendors can also pre-order change at a discounted rate per roll / strap and orders will be ready for pick-up starting Wednesday, July 31 at the Expo Express Reporting Office. Pre-orders are due to WSF Business Office by July 12, 2019. Questions can be directed to a Vendor Reporting Clerk at 414-266-7013.

Alcohol Service

Alcohol Service

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

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

Alcohol Service Policies

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

1. No one under the age of 21 will be served alcoholic beverages.
2. Any person that appears to be under 35 will be asked to produce identification.
 - a. Acceptable forms of identification are valid state issued driver's licenses, state issued photo ID's, passports or military ID's.
 - b. Servers will carefully check the ID to determine its authenticity.

- c. In the absence of valid and authentic identification, or in case of doubt, the employee will refuse service of alcoholic beverages to the Fairgoer.
3. Servers are required to deny alcohol service to anyone that appears to be already intoxicated or impaired.
4. Servers will not serve alcoholic beverages to anyone to the point of intoxication.
5. Vendors and their servers should make a reasonable effort to report impaired persons, fake ID's, underage persons consuming alcohol or person's illegally providing alcohol to underage persons to WSFP Police. A Vendor or server may retain an ID under question while attempting to notify WSFP Police. All abandoned ID's must be turned into WSFP Police.
6. A limit of 2 alcoholic beverages may be purchased for each person of legal drinking age. No more than 2 alcoholic beverages can be in the possession of any one person of legal drinking age, at any time. Example: If an individual has an open unfinished alcoholic beverage at the time of purchase, only 1 alcoholic beverage can be served to that individual.
7. Last call for sales of alcohol must be announced no later than 10:30 pm Sunday through Thursday and 11:30 pm on Friday and Saturday. No alcohol will be served after 10:45 pm Sunday through Thursday and 11:45 pm on Friday and Saturday (hours vary on the last day of Fair, please see page 6, under Hours of Operation).
8. "We ID" signage must be visibly posted at each point of purchase (available from distributors upon request).
9. Vendors must sign and return the Alcohol Service Responsibility Agreement annually.
10. Develop and maintain a comprehensive alcohol service policy specific to your location that is on file with the Vendor Services Department. Policies should be reviewed and updated annually, and should minimally include all elements of Wisconsin state statutes as they pertain to alcohol service and WSF Alcohol Service Policies.
11. Vendors must obtain and provide a certificate of liquor liability insurance for a minimum of \$1,000,000; this certificate must be on file with the WSF Vendor Services Department prior to the start of any event where the Vendor will be serving alcohol.
12. Alcoholic beverages must be served in approved sizes of aluminum cans, plastic cups or plastic bottles; beverages may not be served in glass containers.
13. Vendors with an alcohol privilege must purchase all alcoholic beverages for consumption on the grounds from a WSF approved alcohol distributor.
14. Alcoholic beverage pricing must be submitted to the WSF prior to the Fair, and must meet pricing minimums set by WSF.
15. All aluminum and bottled beverages must be opened and served with bottle caps removed and disposed of prior to serving.
16. No one under the age of 18 shall be allowed to serve alcoholic beverages at WSF. Employees assigned to single staff locations must be at least 21 years of age.
17. Servers must be able to use good judgement at all times while on duty. It is the recommendation of WSF that servers do not consume alcoholic beverages while working. We strongly encourage Vendors to make this a policy.
18. Servers must possess either a valid Wisconsin bartender's license (AKA "operator's license"), or an approved responsible beverage server certificate in order to serve alcoholic beverages.
19. Vendors must conduct alcohol service training for all servers prior to the start of each event.
20. The above policies pertain to both alcohol sales to the public and complimentary alcoholic beverages served to employees or musicians/bands.
21. The above policies also apply to low alcohol or no alcohol beers.

Employee Alcohol Service Training

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

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

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

Employee Licenses & Certifications

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

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

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

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

Alcohol Service Compliance Assessments

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

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

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

Please see page ## under Signage for information on alcohol signage and merchandising.

Approved Suppliers & Distributers

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

- **Alcoholic Beverages**
- **Bottled Water & Carbonated Soft Drinks**
- **Draft Root Beer**
- **Ice, 20 lb. Bags**

Please refer to Appendix A for more information on companies familiar with providing these services at the Wisconsin State Fair.

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

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

Corkage Audit

Vendors serving alcoholic beverages during the Fair will be subject to a corkage audit by the Vendor Services Department upon the conclusion of the event. As a part of this audit, actual alcoholic beverage pricing will be checked against the prices submitted by the Vendor prior to the Fair. These prices are used in conjunction with the sales reported to the business office and sales reports provided by the distributors to determine if there is a variance owed WSF. Variances owed as part of the Corkage Audit are considered an extension of the sales commission owed by Vendors as part of the Vendor License Agreement, and are required to be paid within 30 days of issuance. Vendors are urged to review all of their invoices daily and work with the distributors to ensure all purchases, returns, shortages, and credits are properly accounted for immediately post-Fair. All product ordered immediately prior to and during the Fair will be attributed to Fair sales, and must be returned if not used during the Fair. Vendors may not order any product for other events, outside use or sales, this is considered a violation of use of the WSFP liquor privileges.

Entertainment Stages

Amplifiers, Recordings & Live Entertainment

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

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

sound levels are in compliance with WSF requirements. Clearwing Productions will then invoice the Vendor directly for the cost of the sound engineer for the run of the Fair.

Band Merchandise Sales & Permits

The WSF may grant the Vendor permission to permit the Artist and/or Artist's Representative the sole and exclusive right, though not the obligation, to sell Artist's products within the footprint specified in the annual Vendor License Agreement. Artist specific products are limited to CDs and merchandise that displays the Artist name and/or logo. Non-specific Artist merchandise (i.e. glow sticks, roses, books, rugs, jewelry) will not be allowed for sale. Artist and/or Artist's Representative may sell Artist's products thirty (30) minutes before, during, and thirty (30) minutes after any one performance.

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

Entertainment Schedules

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

Entertainer Vehicle Access Permits

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

Each permit grants one vehicle parking in the Vendor Band Shuttle Lot outside of Turn 2 of the Milwaukee Mile, accessed via Gate 1 off of 79th & Greenfield Avenue (see WSF Map in your Vendor Information Packet). Admission tickets will also be needed for each band member parking in the lot. Bands should arrive at the Vendor Band Shuttle Lot approximately two hours before their set time. Bands that arrive after the two-hour time period, will not be guaranteed arrival to their venue at the desired time. Once a band has arrived in the lot, group members and equipment will be shuttled to and from their designated stage for their performance by WSF entertainment drivers. Upon completion of their performance, the band must completely pack their equipment for vehicle(s) loading. When the band has completed packing and is ready, please contact our entertainment dispatcher to arrange for pick up and return to the Vendor Band Shuttle Lot (entertainment dispatch phone number will be available at a later date and is subject to change annually). Once the band and their equipment is returned to the Vendor Band Shuttle Lot, re-admittance to the Fair Park is only available with a hand stamp. Once the vehicle leaves the Vendor Band Shuttle Lot, it cannot re-enter the Fair Park.

Due to the number of performances taking place each day at the WSF, all performers (bands) are allowed to purchase only two (2) permits per band which will allow these two (2) band vehicles to park in the Vendor Band Shuttle Lot. Performers are encouraged to carpool and be mindful of space when determining how to get your equipment to the Fair Park, so all performer vehicles fit in the lot. Furthermore, this means that band vehicles are not allowed in the Fair Park during regular hours of Fair operation (Sunday – Thursday 8 am – 11 pm, Friday and Saturday 8 am – Midnight) and will not be allowed until the all-clear has been given (approximately 30 minutes after Park closing). If you have questions, contact the WSF Director of Entertainment at 414-266-7071.

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

Wisconsin Administrative Code

In addition to the policies and procedures outlined in this manual, Vendors must comply with the Wisconsin Administrative Code governing the Wisconsin State Fair Park, Chapters SFP 1-7. A full listing can be found at https://docs.legis.wisconsin.gov/code/admin_code/sfp or on the Vendor Information page on our website.

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**WISCONSIN
STATE FAIR PARK**

**2019
Attraction, Commercial,
Food & Beverage
Vendor Manual
Appendix**

Wisconsin State Fair

August 1 – 11, 2019

Appendix A: Supplier & Contact Information

Exclusive Suppliers

The suppliers listed below have exclusivity for the products listed, and are the official providers of those products to the Wisconsin State Fair.

Arctic Glacier Ice: Exclusive Ice

Gary Moilanen

Office: 262.345.6984

Cell: 414.881.3615

Coca-Cola: Exclusive Carbonated Soft Drink and Bottled Water (Dasani)

Andrea Krueger

Cell: 630.464.1583

wsfcoca-cola@glccd.com

Sprecher Brewing Company: Exclusive Draft Root Beer (exclusivity does not apply to beer)

Doug Cullaz

Cell: 414.791.7837

Approved Suppliers

The suppliers listed below are the only approved beer and ready-to-drink beverage distributors that can be used at the Wisconsin State Fair *note: you may only sell alcoholic beverages if approved via your Vendor License Agreement

Beechwood Sales and Service: Anheuser Busch Products, Craft and Imported Beers

Justin May

Office: 262.717.3096

Cell: 262.339.7383

Beer Capitol: MillerCoors Products, Craft and Imported Beers, Malternative Beverages

Damian Dohr

Office: 262.820.6350

Cell: 414.397.0259

Capitol Husting: Bacardi, Daily's & Philly's Ready-to-Drinks and Copa Di Vino Wines

Tom Balistreri

Cell: 414.807.8539

Wisconsin Distributing (FKA River City Distributing): Craft Beers

Dan O'Neil

Cell: 920.248.9621

Preferred Suppliers

The suppliers listed below are Wisconsin State Fair partners with preferred status

Brookfield Party Rental: Tent & Event Equipment Rental

Harry Boebel

Office: 262-786-2666

brookparty@madfoxparty.com

JK Rentals: Tent & Event Equipment Rental

John Goeman

Office: 1.800.558.3687

info@jkrentals.com

Prairie Farms Dairy: Prairie Farms Milk

Theresa Norwood

Cell: 563.340.6825

tnorwood@prairiefarms.com

TSMGI: Apparel & Merchandise

Dan Elias

Cell: 414.614.0210

Dan.Elias@tsmgi.com

Wisconsin Exposition, Inc: Decorating, Rental and Drayage Services (exclusive in the Exposition Center)

Office: 262.670.1300

orders@wi-expo.com

Miscellaneous Suppliers & Contacts

The suppliers listed below are for frequently requested suppliers/contacts and are not required or endorsed by the Wisconsin State Fair

ACM Fire Protection: Hood Cleaning, Fire Suppression Service and Extinguisher Rental

Clark Anderson Office: 414.541.9000 Cell: 414.687.3497
acmfire2206@gmail.com

Affordable Fire Protection: Hood Cleaning, Fire Suppression Service and Extinguisher Rental

Mike Janik Office: 414.778.1181

Ahern: Hood Cleaning, Fire Suppression Service and Extinguisher Rental

Office: 414.921.7580
mefarley@ahernfire.com

Amerigas: Propane

Office: 414.483.3341 5550@amerigas.com

AT&T: Internet & Phone (Vendors located in the Expo Center must order internet & phone through Vendor Services)

Greg Koenigs Office: 262.446.5812 Out of State: 1.800.660.3000 cb3435@att.com

Cash Register Service Co.: Cash Register Rentals

Joe Luckow Office: 414.447.6200 Cell: 414.447.6171
jcluckow@crsmilwaukee.com

Charter Spectrum (FKA Time Warner Cable): Internet, Cable & Phone

Mary Anne Ceraso-Alioto Office: 414-908-4815 Cell: 414.526-2108
<mailto:maryanne.ceraso@charter.com>

Haas & Wilkerson: Wisconsin State Fair Group General Liability Insurance Policy and Liquor Liability

Adam Keener Office: 913.676.9271
adam.keener@hwins.com

Hopson Oil: Diesel and Kerosene

Office: 262.542.5343

Reinhart Foodservice: Food, Equipment & Supplies

Luke Martin Office: 1.800.775.9040 Cell: 920.470.6318
LAMartin@RFSDelivers.com

Sysco: Foodservice Products

Nikki Broetzmann Office: 262.424.1429
broetzmann.nicole@eastwi.sysco.com

US Foods: Foodservice Products

Wendy Galian Office: 262.253.7878
wendy.galian@usfood.com

Sanimax: Grease Removal & Grease Trap Cleaning

DeAnn Abel Office: 800.765.6453 x1428 Cell: 262.305.7753

Wisconsin Department of Revenue: State of WI Seller's Permits and Sales Tax questions

Mary Newman Office: 414.227.4944
mary.newman@revenue.wi.gov

Wisconsin Department of Health Services/DATCP:

Kelsey Kohout Cell: 608.635-6611 <mailto:kelsey.kohout@wisconsin.gov>

Appendix B: Utility Rates

Exposition Center:

A. Electrical Service

A. Electrical Service	Rate
Up to 20amp - 120v (2000 Watts)	\$127.00
Up to 20amp - 208v 1 phase	\$175.00
Up to 30amp - 208v 1 phase	\$217.00
Up to 50amp - 208v 1 phase	\$344.00
Up to 20amp - 208v 3 phase	\$233.00
Up to 30amp - 208v 3 phase	\$291.00
Up to 50amp - 208v 3 phase	\$449.00
24 hour service	Add 50%

B. Informational Technology*

B. Informational Technology *	Advance Rate	After July 15
Internet (high-speed hardline*) - first connection	\$165.00	\$265.00
Internet (high-speed hardline*) - additional connections	\$80.00	-
Satellite Installation	\$169.00	-
IT or Cable Services – patch fee	\$106.00	-

C. Water	Rate
Running water with drain in booth	\$270.00
Water fill / drain – up to 500 gallons	\$125.00
Water fill / drain – over 500 gallons	\$230.00
Water fill – no drain	\$50.00
Water top off – per item	\$35.00

D. Phone	Advance Rate	After July 15
Phone line – local and toll free calls	\$170	\$270

Indoor Vendor:

(Central Marketplace, Mile Marketplace, WI Products Pavilion, or Original Cream Puff Pavilion)

Service	Rate
Up to 16amp - 120v outlet up to 2000 watts (16 amps) WSFP is equipped with Ground Fault Circuit Interrupting (GFCI) outlets outside and some of the inside areas. It is the responsibility of the user to ensure that all equipment used at the Fair Park is in safe working order and is GFCI compatible BEFORE you arrive for your event.	\$105
Up to 30amp - 120/208v 1 phase	\$296
Up to 60amp - 120/208v 1 phase	\$441
Up to 100amp - 120/208v 1 phase	\$646
Up to 30amp - 208 volt 3 phase (availability limited)	\$446
Up to 60amp - 208 volt 3 phase (availability limited)	\$681
Up to 100amp - 208 volt 3 phase (availability limited)	\$881
Water Connection	\$50

Note 1: You must have a main breaker in your booth/stand/ to match the size of any special drop you request.

Note 2: You must provide 50 feet of cord and pigtail, if needed, to match the size of drop that you request per the chart below:

15amp 120v or less (1500 watts or less)	#14-3 conductor cord
20amp 120v (1500 to 2000 watts)	#12-3 conductor cord
30amp 120v	#10-3 conductor cord
30amp 120/240v 1 phase	#10-4 conductor cord
50amp 120/240v 1 phase	#8-4 conductor cord
60amp 120/240v 1 phase	#6-4 conductor cord
100amp 120/240v 1 phase	#3-4 conductor cord

Note 3: For your protection, we advise installing surge protection on all computers and sensitive equipment. The WSF Electrical Department reserves the right to refuse hookup to anything deemed unsafe.

Outdoor Vendor:

Service	Rate
Up to 20amp - 120v 1 phase (You will be charged by the number of cords plugged in.) WSFP is equipped with Ground Fault Circuit Interrupting (GFCI) outlets outside and some of the inside areas. It is the responsibility of the user to ensure that all equipment used at the Fair Park is in safe working order and is GFCI compatible BEFORE you arrive for your event.	\$171
Up to 30amp - 120v 1 phase (You must provide a pigtail and cord for your connection.)	\$239
Up to 30amp - 120/240v 1 phase	\$397
Up to 50amp - 120/240v 1 phase (Available only in select areas, please inquire with the Exhibitor & Vendor Services Department. You must provide your own cord and plug.)	\$607
Up to 60amp - 120/240v 1 phase	\$712
Up to 80amp - 120/240v 1 phase	\$922
Up to 100amp - 120/240v 1 phase	\$1,132
Up to 125amp – 120/240v 1 phase (availability limited)	\$1,415
Up to 150amp – 120/240v 1 phase (availability limited)	\$1,698
Up to 200amp - 120/240v 1 phase	\$2,182
Up to 30amp - 208v 3 phase (availability limited)	\$554
Up to 60amp - 208v 3 phase (availability limited)	\$1,027
Up to 100amp - 208v 3 phase (availability limited)	\$1,607
Up to 200amp - 208v 3 phase (availability limited)	\$3,132
Water Connection	\$50

*All prices are tax inclusive (with the exception of water). No refunds for connection services.

Note 1: You must have a main breaker in your stand/concession to match the size of any special drop you request.

Note 2: You must provide 100 feet of cord and pigtail, if needed, to match the size of drop that you request per the chart below:

15 amps 120 volt or less (1500 watts or less)	# 14 - 3 conductor cord
20 amps 120 volt (1500 to 2000 watts)	# 12 - 3 conductor cord
30 amps 120 volt	# 10 - 3 conductor cord
30 amps 120/240 volt single-phase	# 10 - 4 conductor cord
50 amps 120/240 volt single-phase	# 8 - 4 conductor cord
60 amps 120/240 volt single-phase	# 6 - 4 conductor cord
100 amps 120/240 volt single-phase	# 3 - 4 conductor cord

Note 3: For your protection, we advise installing surge protection on all computers and sensitive equipment. The WSF Electrical Department reserves the right to refuse hookup to anything deemed unsafe.

Appendix C: Electrical Updates and Checklist

WISCONSIN STATE FAIR

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2019 Vendor Electrical Inspections & Safety Guidelines

Electrical Inspections: State of Wisconsin Electrical Inspectors will be performing inspections the three days prior to the opening and during the 2019 Wisconsin State Fair (WSF). To schedule an electrical inspection prior to this call 414.266.7085.

During the inspection, inspectors will be documenting electrical violations and issuing orders to correct. Violations must be corrected within the time frame given by the WSF Fire Marshal. If violations are not corrected within the given time frame, your business will be closed until the violations are corrected. Corrections will be inspected and approved by the WSF Fire Marshal or delegated inspectors prior to reopening. These violations will also be noted on your evaluation and may affect your company's ability to return for future Fairs.

One easy way to avoid violations and identify potential hazards is to conduct your own safety review prior to your electrical inspection. Below we have created a checklist of commonly encountered electrical issues. Examining the lights, equipment, cords and connections in your booth/stand will allow you to be proactive in identifying and solving any issues before they arise. Please use the checklist to evaluate your electrical equipment and make any necessary corrections prior to the inspection.

Electrical Code Compliance Checklist	Yes	No	N/A
1. All electrical equipment shall be listed by UL or by a similar agency. Examples include extension cords, plug-strips, lighting strings and massage equipment shall be listed. Only products marked in the factory with "UL" or similar agency are acceptable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. NO "daisy-chaining" of extension cords or plug strips. Connect plug strips directly to power source or <u>one</u> extension cord directly to the power source.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Replace or repair damaged or defective equipment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Protect temporary lighting from accidental breakage. All lights must be in a cage, protective cover, sleeve, or be of the "rough service" type.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. NO quartz or halogen construction-type lighting permitted. UL listed LED fixtures are acceptable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. NO lighting with open bulbs can be located in areas within public reach or where combustible material may contact the bulb (with the exception of UL approved LED fixtures).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Extension cords that are used outdoors must be marked for wet location use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Only three-wire extension cords are permitted. Damaged cords cannot be used. Check all cord ends for broken ground-pins and repair or replace damaged ends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. All wire splices must be made in an electrical box or approved enclosure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. NO Romex can be used outdoors or in any location where it is exposed to physical damage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. GFCI protection is required for all 15 and 20Amp 125V receptacles used for temporary power or used outdoors. Test prior to using.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Protect receptacles and switches that are exposed to the weather with protective covers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Protect extension cords used where they are likely to be stepped on.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Protect temporary electric signs (neon signs) exposed to weather and public contact. Signs used outdoors must be listed for wet locations. For every 1” in height of a portable neon sign, the sign will need to be placed 1” back from the edge of the tent or roofline.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. All water features, spas or similar equipment must be GFCI protected.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You must comply with all applicable topics covered in this checklist. Failure to do so may affect your ability to conduct business at the Wisconsin State Fair.

NOTE: This information is not intended to be your only electrical information resource. Additional information and knowledge may be necessary for safe electrical use and compliance with the National Electrical Code.

Contact the WSF Staff Electrician with any electrical related questions by calling 414.266.7085.

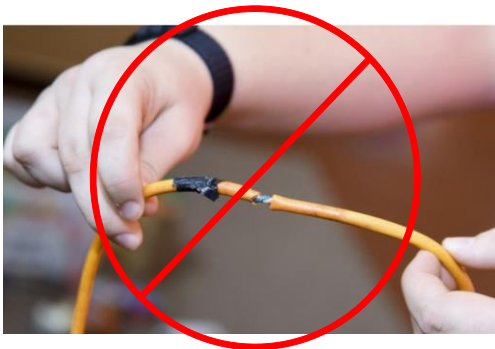
WISCONSIN STATE FAIR PARK

2019 Electrical Safety Guidelines

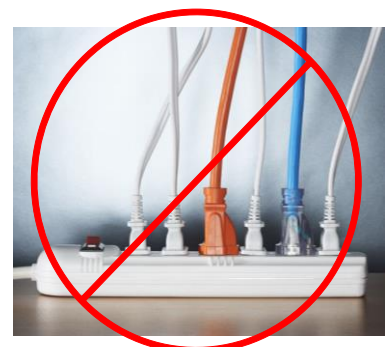
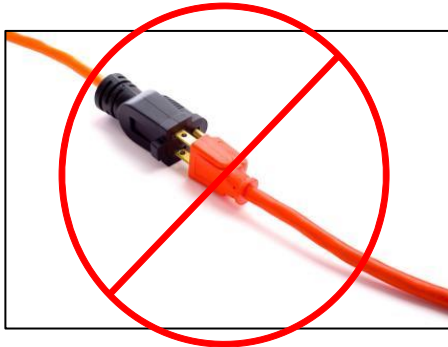
State of Wisconsin Electrical Inspectors and/or Wisconsin State Fair Park (WSFP) Fire Marshal's will be conducting electrical inspections during the Wisconsin State Fair (WSF) and other year-round events. Inspectors will be looking to ensure all Vendors are compliant with State of Wisconsin and National Electric Codes. Violations will be documented and orders to correct will be issued as needed. Severe violations and those not corrected within the given time frame may be closed until the violations are corrected.

Below you will find a list of commonly occurring issues. This does not constitute a full listing of electrical code requirements but should provide clarification on frequent violations. The electrical safety guidelines outlined below are meant to serve as your guide to safe and compliant operation at WSFP. For questions, or to schedule a walk-through prior to inspection, please call the WSFP Electricians Office at 414.266.7080.

1. All electrical equipment must be listed by UL or a recognized agency. All electrical cords must be grounded and properly sized to the equipment to which it is connected. This includes extension cords, plug-strips, and string lights.
2. Replace damaged or defective equipment.



3. Extension cords, power strips, and surge protectors should be connected directly to the power source. Extension cords **CANNOT** be plugged into another extension cord. Power strips/surge protectors **CANNOT** be plugged into another power strip/surge protector. A power strip/surge protector **CAN** be plugged into an extension cord, but an extension cord **CANNOT** be plugged into a power strip/surge protector. Appliances **CANNOT** be plugged into a power strip/surge protector but **CAN** be plugged into an appropriately sized extension cord.



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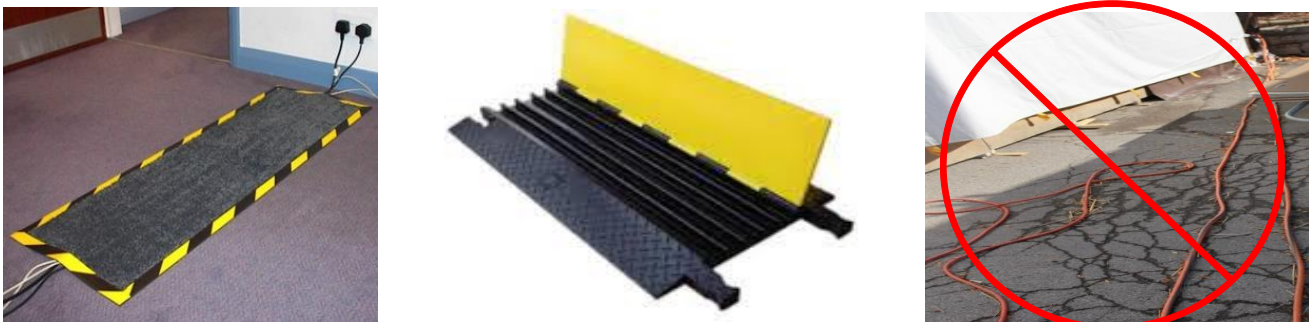
4. Extension cords used outdoors must be marked for outdoor use. Indoor extension cords **CANNOT** be used outside.



5. Only three-wire/three-prong extension cords can be used. Two-wire/two-prong extension cords **CANNOT** be used. Cord ends should be inspected to ensure all three prongs are in good condition, and broken ground-pins are repaired or replaced.



6. Equipment and extension cords should be protected from foot traffic or other damage. Cable ramps or mats should be used to protect cords and prevent a tripping hazard.



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7. Light bulbs should be protected from accidental breakage by means of a protective cover, cage, or safety sleeve. Unprotected bulbs must be rough service or shatterproof bulbs.



8. Light bulbs (with the exception of rough service or shatterproof LED bulbs) must be outside of the public reach and away from combustible materials.

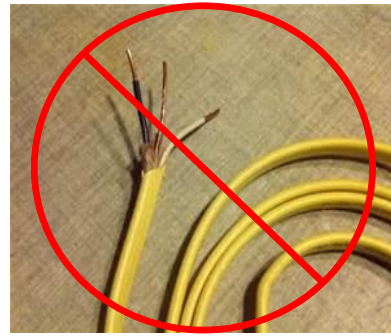


9. Halogen and quartz-halogen lighting and fixtures **CANNOT** be used. UL approved LED lighting and fixtures **CAN** be used.

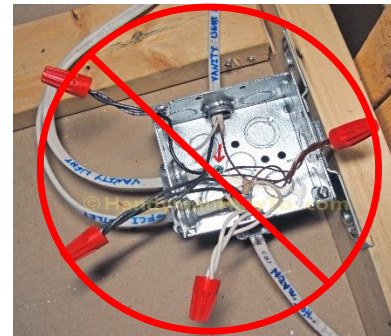


WISCONSIN STATE FAIR PARK

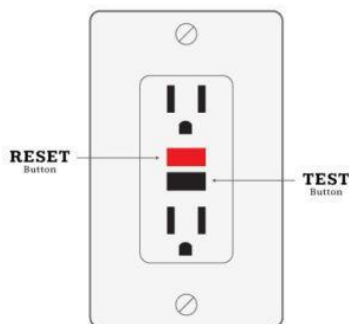
10. Romex **CANNOT** be used outdoors or in locations exposed to physical damage.



11. All wire splices must be properly connected inside an electrical box or approved enclosure.



12. GFCI's (ground-fault circuit interrupter) are required for all 15A and 20A 125V receptacles or outlets located outdoors. This includes both temporary and permanent locations and buildings. Equipment utilizing water such as spas, hot tubs, fountains and other water features are required to be GFCI protected. All GFCI's should be tested prior to using.



WISCONSIN STATE FAIR PARK

13. Outdoor receptacles or outlets must be housed in protective covers.



14. Temporary electric and neon signs must be protected from weather and direct public contact. For every 1" of the signs height, it must be placed 1" back from the edge of a roof or tent overhang. Ex: a 12" sign must be hung 12" from the edge of the overhang. Permanent electric and neon signs used outdoors must be marked for outdoor use.



Appendix D: Parking

Parking lots available: Infield Vendor Lot Expo Vendor Lot Other (Specify): _____

Parking Pricing	Cost Each*
Number of reserved parking spaces at \$200 each (0ft. – 15ft.)	\$200
Number of reserved parking spaces at \$300 each (16ft. – 30ft.)	\$300
Number of reserved parking spaces at \$400 each (over 30ft.)	\$400

Parking Electrical Pricing (if applicable)	Cost Each*
Up to 20amp - 120v - 2000 watts 1 phase (You will be charged by the number of cords plugged in)	\$171
Up to 30amp - 120v 1 phase (You must provide a pigtail and cord for your connection)	\$239
Up to 30amp - 120/240v 1 phase	\$397
Up to 60amp - 120/240v 1 phase	\$712
Up to 30amp - 208v 3 phase (availability limited)	\$554

*prices are accurate at time of publication. Subject to change at discretion of WSF.

Note 1: You must provide 100ft of cord and pigtail needed to match the drop requested per the chart below.

15amp - 120v or less (1500 watts or less)	# 14 - 3 conductor cord
20amp - 120v (1500 to 2000 watts)	# 12 - 3 conductor cord
30amp - 120v	# 10 - 3 conductor cord
30amp - 120/240v 1 phase	# 10 - 4 conductor cord
50amp - 120/240v 1 phase	# 8 - 4 conductor cord
60amp - 120/240v 1 phase	# 6 - 4 conductor cord

Note 2: The WSF Electrical Department reserves the right to refuse hookup to anything deemed unsafe.

Appendix E: Map of the Grounds



- VENDOR STAGES**
1. APOLLO'S GRIGOS
 2. BIG SKY COUNTRY BAR & GRILL
 3. BREW CITY
 4. BUDWEISER MUSIC PAVILION
 5. CHARCOAL GRILL ROADHOUSE
 6. CRACOVA
 7. DOOR COUNTRY FISH BOIL
 8. DOUBLE K RANCH GRUB & SUDS
 9. KNUCKLEHEAD
 10. MAJOR GOULDSBY'S HEARTLAND STAGE
 11. MARGARITA EXPRESS
 12. MILLER LITE SPORTS BAR & GRILL
 13. PITCH'S BBQ / MISS KATE'S OWNER
 14. ROBERT'S RESTAURANT / LEAFROOTS BAR & GRILL
 15. RUPENAS
 16. SAZ'S MILLER HIGH LIFE PAVILION
 17. SAZ'S BBQ
 18. SLIM MCCANN'S IRISH PUB
 19. SLIMS LAKEFRONT BREW PUB & EATERY
 20. SLIMS PBR PARK
 21. SPEECHER LANDING
 22. TAVERN AT THE PARK
 23. TROPICS AT THE PARK
 24. WATER STREET BREWERY
- LEGEND:**
- ADMISSION ENTRANCE
 - AMERICAN RED CROSS
 - ATM
 - BELT AMBULANCE
 - CREAM PUFFS TO GO
 - FAMILY/BABY CARE CENTERS
 - GATE
 - INFORMATION CENTER
PRESENTED BY MADONNE COGNAC, SEVINGE
 - LOST & FOUND
 - OFFICIAL FAIRWEAR
BY 7&800
 - POLICE
 - RECONNECTION CENTER
 - REDEMPTION BOOTH
 - RESTROOM
 - SHOPPING
 - U.S. CELLULAR®
CHARGING STATION
 - WHEELCHAIR, WAGON, STROLLER
 - ELECTRIC SCOOTER RENTAL

Appendix F: Blank Evaluation Forms

Attraction Vendor Evaluation



Company Name:

DBA:

Location:

Date of Evaluation:

Vendor Number:

First Year of Service:

Rank System: 1=Unacceptable 2=Poor 3=Below Average 4=Average 5=Above Average 6=Superior

Business Practices & Operations	(1-6)	Site Aesthetics	(1-6)	Vendor License Agreement Compliance	(Yes /No)
Customer Experience: Staff is professional, attentive, and courteous to the public. Service is prompt.		Lighting: Interior and exterior lighting is adequate, appropriate, attractive, and enhances the site and attraction.		Complies with all state health, fire, and electrical codes, as well as the WSF Vendor Manual and Rules & Regulations.	
Cooperative: Staff is cooperative with WSF staff and other vendors.		Site: Fixtures and equipment are in good repair.		Conforms to opening and closing times. Location is staffed at all times during Fair operating hours.	
Queue Line: Queue line is positioned for easy ingress and egress, well-marked, clear and uncluttered.		Layout: Area is efficiently utilized, clear and uncluttered. Cords, hoses, etc. are covered or out of sight.		Layout and representatives stay within the space identified in agreement.	
Restrictions: All attraction restrictions are clearly posted.		Cleanliness: Areas in and around location are kept clean. Ample garbage containers are provided if applicable.		Only attractions and products listed in the agreement are being operated and/or sold.	
Safety: Appropriate safety measures are in place to ensure a safe experience for riders and spectators.		Signage/Menu: Professionally generated, well located, and easy to read.		Business name is prominently displayed.	
Clear Prices: Prices are clearly posted, visible and accurate.		Appearance: Overall appearance and uniqueness of space. Area is inviting.		Vendor number card is displayed and clearly visible.	
				Daily sales reporting received on time.	
				Payment in full received by due date.	
				Signed agreement received by due date.	
Column Sub Total:		Column Sub Total:		Proof of insurance received by the due date.	
Column Score:		Column Score:		Column Score:	
Overall Score:					
Business Practices & Operations Comments:					
Site Aesthetics Comments:					
Vendor License Agreement Compliance Comments:					
Vendor Service Representative(s):					

Food and Beverage Vendor Evaluation



Company Name:

DBA:

Location:

Date of Evaluation:

Vendor Number:

First Year of Service:

Rank System: 1=Unacceptable 2=Poor 3=Below Average 4=Average 5=Above Average 6=Superior

Business Practices & Operations	(1-6)	Site Aesthetics	(1-6)	Vendor License Agreement Compliance	(Yes/No)
Customer Experience: Staff is professional, attentive, and courteous to the public. Service is prompt.		Lighting: Interior and exterior lighting is adequate, appropriate, attractive, and enhances the site and product.		Complies with all state health, fire, and electrical codes, as well as the WSF Vendor Manual and Rules & Regulations.	
Cooperative: Staff is cooperative with WSF staff and other vendors.		Site: Fixtures and equipment are in good repair.		Major restocking of product is completed prior to opening time.	
Product Appearance: Products appear appetizing when served.		Layout: Area is efficiently utilized, clear and uncluttered. Cords, hoses, etc. are covered or out of sight.		Conforms to opening and closing times. Location is staffed at all times during Fair operating hours.	
Product Presentation: Products are served in appropriate containers and are attractive in appearance.		Cleanliness: Areas in and around stand, counters and tables are kept clean. Ample garbage containers are provided if applicable.		Layout and representatives stay within the space identified in agreement.	
Portion/Value: The price for the portion is reasonable and a perceived value.		Inventory: Back-stock is stored out of sight and empty boxes broken down.		Only products listed in the agreement are being displayed and/or sold.	
Condiments: Readily available either with meal or in a designated area, including all necessary napkins and utensils.		Signage/Menu: Professionally generated, well located, and easy to read.		Business name is prominently displayed.	
Clear Prices: Product prices are clearly posted, visible and accurate.		Appearance: Overall appearance and uniqueness of space. Area is inviting.		Vendor number card is displayed and clearly visible.	
				Daily sales reporting received on time.	
				Payment in full received by due date.	
				Signed agreement received by due date.	
Column Sub Total:		Column Sub Total:		Proof of insurance received by the due date.	
Column Score:		Column Score:		Column Score:	
Overall Score:					
Business Practices & Operations Comments:					
Site Aesthetics Comments:					
Vendor License Agreement Compliance Comments:					
Vendor Service Representative(s):					

Retail Vendor Evaluation

Company Name:

DBA:

Location:

Date of Evaluation:

Vendor Number:

First Year of Service:

Rank System: 1=Unacceptable 2=Poor 3=Below Average 4=Average 5=Above Average 6=Superior

Business Practices & Operations	(1-6)	Site Aesthetics	(1-6)	Vendor License Agreement Compliance	(Yes /No)
Customer Experience: Staff is professional, attentive, and courteous to the public. Service is prompt.		Lighting: Interior and exterior lighting is adequate, appropriate, attractive, and enhances the site and product.		Complies with all state health, fire, and electrical codes, as well as the WSF Vendor Manual and Rules & Regulations.	
Cooperative: Staff is cooperative with WSF staff and other vendors.		Site: Fixtures and equipment are in good repair.		Major restocking of product is completed prior to opening time.	
Availability: Product or support materials are available in good supply.		Layout: Area is efficiently utilized, clear and uncluttered. Cords, hoses, etc. are covered or out of sight.		Conforms to opening and closing times. Location is staffed at all times during Fair operating hours.	
Clear Prices: Product prices are clearly posted, visible and accurate.		Cleanliness: Areas in and around stand, counters and tables are kept clean. Ample garbage containers are provided if applicable.		Layout and representatives stay within the space identified in agreement.	
		Inventory: Back-stock is stored out of sight and empty boxes broken down.		Only products listed in the agreement are being displayed and/or sold.	
		Signage: Professionally generated, well located, and easy to read.		Business name is prominently displayed.	
		Appearance: Overall appearance and uniqueness of space. Area is inviting.		Vendor number card is displayed and clearly visible.	
				Payment in full received by due date.	
				Signed agreement received by due date.	
Column Sub Total:		Column Sub Total:		Proof of insurance received by the due date.	
Column Score:		Column Score:		Column Score:	
Overall Score:					
Business Practices & Operations Comments:					
Site Aesthetics Comments:					
Vendor License Agreement Compliance Comments:					
Vendor Service Representative(s):					

Appendix G: Vendor Ticket Return Policy

2019 Wisconsin State Fair Vendor Ticket Return Policy

Vendors can return unused 2019 vendor admission tickets to the Admissions Office for a refund.

Conditions for the return of vendor admission tickets:

- A maximum of up to 50 admission tickets are eligible to be returned per vendor license agreement.
- Only unused, valid purchased tickets can be returned. It is preferred that these remain attached in a batch for ease of refund.
- No complimentary, group sales, sponsorship, trade or any other type of complimentary tickets will be eligible for return.
- Refunds will be in the form of a credit to either a credit card or debit card. **The credit card to be refunded must be the card used at purchase. Photo ID may be requested.**
- Refund values will be at the original purchase price of the tickets.
- Tickets will be accepted for refund at the Wisconsin State Fair Park Admissions Office starting on Sunday, August 11 (open until 7pm) and **must be returned to no later than 3pm on Wednesday August 14, 2019.**

Admissions Office
7722 W. Greenfield Ave
West Allis, WI
414-266-7100

Reminder: Vendors are prohibited from the re-sale of admission tickets to the general public on State Fair Park grounds at any time.

Appendix H: Amusement Ride Registration with State of Wisconsin

The State of Wisconsin requires all amusement rides be registered with the Department of Commerce annually. They must be registered in 2019 before being opened to the public.

Use Safety and Buildings Division form SBD-7620a Amusement Ride Registration to register your rides. Registrations will not be processed until fees and completed registration information is provided; only then will registration stickers be issued. Walk-in registration requests after 12 p.m. (noon) will be processed and may be available the next business day if all of the required paperwork is submitted. Remember, a ride is not registered until the registration sticker is attached to the ride. All 2019 registrations expire December 31, 2019. Registration fees are not refundable.

Amusement rides will not be registered for any of the following reasons:

- ❑ Uncorrected serious safety-related orders
- ❑ Outstanding inspection fees
- ❑ Modifications, repairs or maintenance that are not in accordance with safe practices
- ❑ Failure to provide non-destructive testing information when required.

Amusement Ride Owners will need to submit paperwork proving their operation is insured to meet the requirements of section Comm 34.035. Minimum insurance coverage is \$1,000,000 per occurrence for class 1 and 2 rides and \$500,000 coverage for non-mechanical rides. The insurance policy should list each ride submitted for registration. Failure to maintain liability insurance will result in the department issuing a cease and desist order for the ride not insured, and the ride's registration sticker will be removed.

The Department may remove a registration for any false statement or misrepresentations of facts on which the registration was based. Please see requirements under section Comm 34.04. (Commerce Codes may be purchased from Document Sales at 608-243-2441 or viewed and downloaded at www.commerce.state.wi.us/SB/SB-DivCodesListing2003.htm.)

The Department requires that registration applications include an affidavit from the owner stating that violations identified by written orders are corrected. Fees for non-compliance with past orders will be assessed should prior year's discrepancies not be repaired by the start of the 2019 inspection. In certain cases your registration may be revoked depending on severity of the past violation. Any outstanding orders have been included with your packet. If you have questions about the orders received, contact the inspector listed on the orders. For 2019, if a ride has open orders more than 3 years old, it will not be registered until those orders have been cleared by a department inspector.

Contact: Branden Piper
Director, Bureau of Field Services Division
of Industry Services dsps.wi.gov
Division of Industry Services
1400 East Washington Ave.
Madison, WI 53703
Branden.piper@wisconsin.gov
608-267-9420

Appendix I: Wisconsin State Amusement Ride Laws Chapter Comm 34

Copy and paste into internet browser:

https://docs.legis.wisconsin.gov/code/admin_code/sps/safety_and_buildings_and_environment/326_360/334.pdf