

WISCONSIN STATE FAIR

AUGUST 6-16  Presented By
U.S. Cellular

2020 Food & Beverage or Attraction Vendor Application Packet

Thank you for your interest in the 2020 Wisconsin State Fair! We look forward to reviewing your application and potentially working together to create one of the nation's best State Fairs.

The Wisconsin State Fair has been providing access to the highest quality products and fun for more than 165 years. While we pride ourselves on maintaining a consistently high vendor retention rate, we are continuously searching for professional vendors who present new and unique products or experiences to our Fairgoers.

This packet includes general information about the Wisconsin State Fair, rates, budget guide, and application. Please read the packet in its entirety, complete the application, and submit to the mailing address or email address printed at the bottom of the last page.

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

2020 Wisconsin State Fair General Information

Dates:	August 6 - August 16, 2020
Adult admission:	\$14 at the Gate*
Senior admission:	\$8 at the Gate*
Youth admission (6-11):	\$8 at the Gate*
Gate hours:	8:00am-11:00pm, Sunday-Thursday 8:00am-Midnight, Friday-Saturday
Total attendance in 2019:	1,130,572
Average daily attendance:	100,325
Number of vendor locations:	Approximately 500 Commercial, 235 Food & Beverage, and 15 Attraction Vendor Locations
Entertainment & demonstration stages:	30
Website:	wistatefair.com
E-mail address:	vendorservices@wistatefair.com
Department phone number:	414-266-7040
Year-round office hours:	8:00am-4:30pm, Monday-Friday

*All prices subject to change without notice

General Vendor Information

Vendor Types & Definitions

At Wisconsin State Fair, Attraction and Food & Beverage 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.

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

Commission Rates



Attraction and Food & Beverage vendors are assigned to a commission rate and will pay a non-refundable guarantee deposit. The guarantee deposit is calculated on the front footage and depth of the space by using the location rental rate, unless otherwise noted. Vendors will pay their assigned commission rates of the net sales OR the guarantee deposit, whichever is greater. Vendors must report sales and pay commissions owed daily:

Food & Beverage	24% (All locations)
Beverage Only	30% (Guarantee deposit rate is \$150 per frontage foot for all locations)
Association Rate	18% (Must provide proof of 501(c)(3) status)
Attractions (Manned)	25%
Attractions (Unmanned)	30%

Locations & Rental Rates*

The following are the different locations available at Wisconsin State Fair for Attraction and Food & Beverage vendors.

*All rates are subject to change without notice

Location	Description	Rate
<p>Exposition Center Space Rental</p> 	<p>This is Wisconsin's largest exposition hall with over 200,000 square feet of air-conditioned vendor space.</p>	<p>\$115 per front foot</p> <p>Leased in 10-foot increments, with 10 feet of depth.</p> <p>Additional configurations may be available upon request.</p> <p>An additional \$575 per corner.</p>
<p>Wisconsin Products Pavilion Space Rental</p> 	<p>With a family-friendly feel and 30,690 square feet of air-conditioned space, this building is home to Wisconsin's finest commodity groups, producers, and businesses.</p>	<p>\$95 per front foot</p> <p>Leased in 10-foot increments, with 10 feet of depth.</p> <p>Additional configurations may be available upon request.</p> <p>An additional \$950 per corner.</p>

Location	Description	Rate
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Original Cream Puff Pavilion Space Rental



Home of the famous “Wisconsin State Fair Cream Puff”, this building offers approximately 5,500 square feet of air-conditioned vendor space for confections and food-related products.

\$95 per front foot
 Leased in 10-foot increments, with 10 feet of depth.
 An additional \$475 per corner.

Outside Space Rental



Outside space is available in a variety of configurations throughout the Fair Park. All outdoor space agreements are for the ground, as-is.

\$85 per front foot
 Leased in a variety of dimensions. Additional fee for spaces over 25 feet of depth.
 Tents or any other structures are not included.



All vendor space, indoor or outdoor, is leased for the entire run of the Fair (11 days) on a per front-foot basis. Additional charges will be assessed for spaces that include excessive depth. Excessive depth is over 10 feet of depth for inside space and over 25 feet of depth for outside space. See next pages for additional costs.

Vendor Cost and Budgeting Guide

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

Vendor License Agreement Breakdown

Space Rental: Assessed using the dimensions of the space on a per front-foot basis. For example, a 10' x 10' in the Expo at the \$115 per front foot rate would cost \$1,150 for the 11 days of the Wisconsin State Fair.

Electrical Connection: Based on the electrical needs of the vendor. Please see the Utility Order Form for rates.

Phone and Informational Technology: Informational technology (hardline internet) and phone services can be added to the Vendor License Agreement for the Exposition Center only. All other areas will need to contact an outside service provider to set up these utilities. Please see the Utility Order Form for rates.

Water & Sewer: Based on the needs of the vendor. Please see the Utility Order Form for rates.

Reserved Vendor Parking: Wisconsin State Fair offers vendors the chance to park on the grounds in two reserved areas. Permits for each of these areas include delivery privileges during non-Fair hours, as well as unlimited in and out privileges for one vehicle. Prices vary by vehicle size. Please see the Vendor Parking Order Form for rates.

Stock Trucks & Storage Vehicles: Prices vary by size and location. Please talk with the Vendor Services Department for more information and availability.

Additional Considerations not listed on Vendor License Agreement

Vendor Admission Tickets: The Wisconsin State Fair has an "all-pay" gate policy and does not issue free admission or parking. Vendors are offered discounted tickets and can take advantage of numerous promotional deals. From agreement issuance through early July, discounted admission tickets are available for \$6 per ticket, or \$66 per vendor credential (valid for all 11 days of the Fair). From mid-July through the end of the Fair, vendor admission tickets are offered at \$8 per ticket, or \$88 per vendor credential. Vendor Admission Ticket Order Forms are sent out with Vendor License Agreements upon acceptance.

General Parking & Delivery Permits: If a vendor does not wish to purchase Reserved Vendor Parking Permits, a General Parking & Delivery Permit is available through the Ticket Office. At \$132 per permit, General Parking does not guarantee parking in a specific lot and allows for only one vehicle entrance per day. These permits also include delivery privileges after hours.

Daily Parking: Parking may also be purchased daily for the General Parking lots at a cost of \$12 per day available for purchase at the gate. This option does not include delivery access.

Insurance: Wisconsin State Fair requires that each accepted vendor secure a General Liability policy of \$1,000,000 per each occurrence for July 20-August 20 (if you will be on the grounds later than August 20th, insurance must extend to that date). Accepted vendors may secure their own policy or may participate in a shared policy through Haas & Wilkerson (\$85 for first location). In addition, proof of worker's compensation coverage must also be provided for any vendor with paid employees (including family members). This must be secured by the vendor, as Haas & Wilkerson does not provide workers compensation coverage.

Sales Tax: All vendors must have a Wisconsin Seller's Permit and be in good standing with the Department of Revenue prior to setup or operation at Wisconsin State Fair. All sales of tangible goods in the State of Wisconsin are subject to a 5.6% sales tax or 6.1% food and expo tax pursuant to Chapter 77.52 of the Wisconsin statutes unless specifically exempted.

Please note, there may be additional considerations that are specific to a minority of vendors' needs, such as RV parking, auxiliary vehicle permits, food safety licensing, supplier and repair services, etc. All prices are subject to change at the discretion of Wisconsin State Fair Park.

Additional Information

Hours of Operation

Vendors must be open, staffed, and ready to operate as follows for all eleven days of the Fair:

Sunday through Thursday

Park Opens: 8:00am

Buildings Open: 9:00am

Buildings Close: 10:00pm

Outside Vendors: Have the option to close at 10:00pm, must close at 11:00pm

Park Close: 11:00pm

Fridays and Saturdays

Park Opens: 8:00am

Buildings Open: 9:00am

Buildings Close: 10:00pm

Outside Vendors: Have the option to close at 11:00pm, must close at Midnight

Park Close: Midnight

Last Sunday of the Fair

Park Opens: 8:00am

Buildings Open: 9:00am

Buildings Close: 9:00pm

Outside Vendors: Have the option to close at 9:00pm, must close at 10:00pm

Park Close: 10:00pm

Signage

All signage used by vendors must be professionally made. This includes the required company sign, pricing signs, informational signs, and booth identification signs. ***Handwritten signs, of any type, are NOT allowed.***

Tent Requirements

The Vendor Services Department requires that all tents used by vendors during the annual Wisconsin State Fair must be of a professional grade and installation, with either a label affixed to it indicating the tent material is flame-resistant or paper work indicating material has been treated with a flame-retardant product. Paperwork must be presented upon request. Pop-up style tents are not permitted. Vendors must contact Digger's Hotline before tents are installed. See Vendor Manual for more information.

PLEASE NOTE:

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

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

We can be reached at the following contact information:

Phone: 414-266-7040

E-mail: vendorservices@wistatefair.com

Final selections will be made by the last Friday in May. All applicants will be notified via email of their application status. If you have questions regarding the status of your application, we ask that you please contact us after June 1, 2020.

Thank you again for your interest in the 2020 Wisconsin State Fair!