

WISCONSIN STATE FAIR

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2025 Food & Beverage or Attraction Vendor Application Packet

Thank you for your interest in joining the 2025 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 170 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, and a budget guide. Please read the packet in its entirety before completing and submitting the application.

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.

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 beverages, 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 daily and pay commissions owed every other day:

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
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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 provided.



Dairy Building Space Rental




Home of the famous "Original 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.

Location	Description	Rate
Exposition Center Space Rental		
	Wisconsin's largest exposition hall with over 200,000 square feet of air-conditioned Vendor space.	<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>

Wisconsin Products Pavilion Space Rental



With a family-friendly feel and over 30,000 square feet of air-conditioned space, this building is home to Wisconsin's finest commodity groups, producers, and businesses.	<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>
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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 become part of 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' outside at the \$85* per front foot rate would cost \$850 for the 11 days of the Wisconsin State Fair.

Electrical Connection: Based on the electrical needs of the Vendor. Please see the [Vendor Utility Connections](#) for rates.

Phone and Informational Technology: Wisconsin State Fair carries an unsecured, Fairgoer-only Wi-Fi that is not intended for the use by Vendors. 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 a service provider to set up these utilities. Please see the [Vendor Utility Connections](#) for rates.

Water & Sewer: Based on the needs of the Vendor. Please see the [Vendor Utility Connections](#) for rates.

Reserved Vendor Parking: Wisconsin State Fair offers Vendor parking on the grounds in two reserved areas for an additional fee. 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 Options](#) for rates.

Stock Trucks & Storage Vehicles: Prices vary by size and location.

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. 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, a General Parking/Delivery Permit is available through the Ticket Office. At \$165* 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 during non-Fair hours.

Daily Parking: Parking may also be purchased daily for the General Parking lots at a cost of \$15* 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 Workers’ 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 5.9% sales tax or 6.4% 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.

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, with either a label affixed to it indicating the tent material is flame-resistant or paperwork indicating material has been treated with a flame-retardant product. Paperwork must be presented upon request. Standard 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.

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 2, 2025.

Thank you again for your interest in the 2025 Wisconsin State Fair!