

WISCONSIN STATE FAIR

JULY 31-AUGUST 10, 2025 Presented By  uscellular

2025 Vendor Manual

WISCONSIN
STATE FAIR PARK

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Dear Vendor Partner,

Welcome to the 2025 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 11-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 2025 Wisconsin State Fair. Our office is staffed year-round, full-time, Monday through Friday from 8 am to 4:30 pm, 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 responses 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

Chief Program Officer of Vendor Services: Lisa Immel, Lisa.Immel@wistatefair.com
 Director of Vendor Services: Kayla Thuemling, Kayla.Thuemling@wistatefair.com
 Vendor Services Account Manager: Kelly Dohse, Kelly.Dohse@wistatefair.com
 Vendor Services Manager: Carrie Obradovich, Carrie.Obradovich@wistatefair.com
 Vendor Services Coordinator: Bryce Kiefer, Bryce.Kiefer@wistatefair.com
 Project Specialist for SpinCity and Momentus: Joe Hauser, Joseph.Hauser@wistatefair.com

From Monday, June 2nd through Friday October 3rd, 2025, the Vendor Services Department is stationed 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

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 28th and August 10th. They will assist you in setting up in the correct location and enforcing rules regarding displays, decorations, lights, signs, microphones, etc. Complete phone lists will be available in your check-in packets. VSR's can be found in the locations listed below:

Central & Mile Marketplace:

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

Exposition Center:

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

Dairy Building, Midwest Marketplace & the Big Backyard:

The office is on the outside southwest wall of the Dairy Building.

Outside: 414-266-7040 (year-round phone number)

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

Wisconsin Products Pavilion:

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

SpinCity:

The office is located just east of the uscellular entrance (Entrance E).

General Information

Vendor Types & Definitions

At the 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 10 am every day of the WSF. All buildings are open to Fairgoers at 10 am.

Sunday through Wednesday:	10 am – 10 pm
Thursday through Saturday:	10 am – 12 am (Midnight)

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:

Outside Vendors:

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

Sunday through Wednesday:	10 am – 10 pm
Thursday through Saturday:	10 am – 12 am (Midnight)*
Final Sunday:	10 am – 10 pm*

*Thursday through Saturday, and final Sunday, Outside Vendors have the option to close their booth/stand one hour earlier.

SpinCity Vendors:

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

Sunday through Wednesday:	11 am – 10 pm
Thursday through Saturday:	11 am – 11:30 pm
Final Sunday:	11 am – 9 pm

Building Vendors (Exposition Center, Dairy Building, Wisconsin Products Pavilion):

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

	Exposition Center	Dairy Building	Wisconsin Products Pavilion
All 11 days:	10 am to 9 pm	10 am to 10 pm*	10 am to 10 pm* **

* Buildings will close at 9 pm on Final Sunday.

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

Central Marketplace Vendors:

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

Sunday through Wednesday:	10 am – 10 pm
Thursday through Saturday:	10 am – 10 pm*
Final Sunday:	10 am – 9 pm*

*Thursday through Saturday, and final Sunday, Central Marketplace Vendors have the option to remain open until Fair Park close.

Midwest Marketplace Vendors

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

Sunday through Wednesday:	10 am – 10 pm
Thursday through Saturday:	10 am – 11 pm
Final Sunday:	10 am – 9 pm

Midwest Marketplace Vendors MUST close at the times listed above due to shared tent covers.

Mile Marketplace Vendors

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

Sunday through Wednesday:	10 am – 10 pm
Thursday through Saturday:	10 am – 11 pm
Final Sunday:	10 am – 9 pm

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 closing. 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 10 am on 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 11 days of the Fair may forfeit rights to said space.

Weather & Vendor Operations

In the event of rain or non-severe inclement weather, Outside, Midwest Marketplace, Mile Marketplace, and Central Marketplace Vendors may cover and protect their merchandise as necessary but must continue to staff their location and immediately remove such protective coverings(s) once conditions have passed. (see p. 40 for Severe Weather Procedures).

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.

Vendors and/or employees housed overnight in designated camping areas during the Fair, must be in an approved overnight vehicle, and are required to purchase a Vendor Credential for identification purposes (see p. 28 on 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 and/or Police Officers. Vendors and/or employees not in compliance will be required to purchase a Vendor Credential at the Vendor Service Trailer. 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. 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 dates 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 cancelation 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, food, non-alcoholic beverage, alcoholic beverage, or sundry pricing cannot deviate from the prices submitted without written approval from the Vendor Services Department.

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 pay a non-refundable guarantee deposit. Vendors pay their assigned commission rates (see below) of the net sales OR the guarantee deposit, whichever is greater. Vendors must report sales daily. See Appendix for more details on Vendor Reporting Procedures.

Food & Non-Alcoholic Beverages	24%
Beverage Only Locations	30%
Alcoholic Beverages	30%
Controlled Spirits	33%
Association Rate (Food & N/A 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.

Cancelation 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, 2025**. 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 p. 24, 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.

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, **July 11, 2025**, listed on your Vendor License Agreement. Failure to pay on time may result in forfeiture of space or late fees. 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. Please note there is a credit card fee of 2%. 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 by the signature due date listed on the Vendor License Agreement (typically 30 days after send date) and the balance by the due date listed on the agreement (on or after July 11).

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. Pre-payment does not guarantee participation in future WSFs.

Renewal of Vendor License Agreement

Vendor Renewal Applications for the 2025 WSF will be sent electronically after the closing of the 2025 WSF. It is your responsibility to complete your Renewal Application by September 26, 2025 to be considered for the 2026 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 and Third-Party Relationships

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 or any part of the licensed space without written approval from WSF. Additionally, Vendors may not endorse, display, promote, or sell any third-party relationships without written permission from WSFP Staff (see p. 22 for information on third-party signage). Anyone found to be subletting space without approval shall have all Vendor License Agreements canceled with no refunds given.

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 (vendorinsurance@wistatefair.com), or mail. All insurance is required to be on file with the Vendor Services Department no later than Friday, July 11, 2025 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 the Vendor Portal for general liability requirements. You may purchase general liability insurance through a group plan offered by Haas & Wilkerson; please see the Vendor Portal 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: Vendors with paid employees, including family members, must 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, with policy dates effective a minimum of July 20 – August 20. Insurance must be in accordance with Wis. Stat. § 102.4; 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 employees, or operate solely with volunteers, must sign the opt-out statement on the Vendor Portal. 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 July 31 – August 10, 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; please see the Vendor Portal 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 physical street address 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 specific providers for availability as service may not be available in all locations of the Fair Park.

Electric

Electrical Service and Usage: Electrical service should be discussed with the Vendor Services Department prior to your Vendor License Agreement being issued. If your Vendor License Agreement has already been issued, please contact the Vendor Services Department for assistance. Please be aware that electrical connection rates increase for orders placed after July 15.

Electrical connections are charged according to usage; 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, you will be billed during the WSF. Payments must be made at The Hub or via your Portal prior to the end of the Fair. WSF is not responsible or liable for failure of gas and/or electrical service.

Outside & Marketplace Vendors (Outside, Central Marketplace, Midwest Marketplace, Mile Marketplace): Vendors located outside and inside 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 Vendor to ensure all equipment used is in safe working order and is GFCI compatible BEFORE arriving 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 listed on your Vendor License Agreement.

Building Vendors (Exposition Center, Dairy Building, 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. Please be aware that internet service rates will increase significantly for orders placed after July 15.

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 and/or WSFP Fire Marshals will be conducting electrical inspections on the three days prior to and during the WSF. 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. Locations with severe violations and those not corrected within the given time frame may be closed until the violations are corrected. Once a Vendor has passed an electrical inspection, they will receive a sticker to place on the front of their Vendor Number Card or Vendor Booth Sign for Expo Vendors (see p. 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. Please see Appendix C for more information on electrical inspections and safety guidelines. For questions, or to schedule a walk-through prior to inspection, please call the WSFP Electricians Office at 414-266-7080.

Violations will be noted on your evaluation and, depending on the frequency and severity of these issues, may be cause for termination of your Vendor License Agreement and/or affect your ability to return for future Fairs.

Gas & Propane

The WSF does not have an exclusive supplier of gas or propane.

Internet

WSFP is not equipped with any Vendor Wi-Fi services. Vendor internet options are as follows:

Exposition Center Vendors: For situations where an internet connection is vital to your booth (eg. streaming video or accepting payments), we encourage renting a hardline connection or a secure, private wi-fi network from a third-party IT provider.

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 a third-party provider. Wisconsin State Fair Park recommends using PurelyIT for this service: <https://forms.purely.it/wsf-internet/>

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 a third-party provider.

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. 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 a third-party provider. Please contact Vendor Services for options.

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. (See p. 37 under waste disposal for information on sanitary drains and gray water disposal):

Water Hoses: State of Wisconsin Plumbing Code requires all hoses for water to Food & Beverage Vendors to be marked “Non-toxic PVC NSF51” on the hose itself. Plumbing inspectors will be checking hoses and disconnecting hoses not in compliance.

Hot tubs, whirlpools, hydrotherapy spas, humidifiers, or any other product that aerosolizes water may pose a risk for Legionnaires’ disease. Any Vendor displaying or selling such items is required to follow the recommendations of the Centers for Disease Control and Prevention (CDC) for creating and maintaining safety. Please see the following link for more information: <https://emergency.cdc.gov/han/han00422.asp>.

Setup & Teardown

Lockdown Phase

The Fair Park will go into “Lockdown” phase starting on Friday, July 25 through Wednesday, July 30. The Lockdown is intended to ensure that the Fair Park is 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

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, insurance is on file, and all other required tasks are completed.

Attraction and Commercial Vendors: Upon arrival at WSF, Vendors who have submitted all required documents and payments 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. We ask that all **NEW** Vendors please check in at the Vendor Services Trailer. Any Vendor arriving after 2 pm on the day before the Fair must notify the Vendor Services Office.

Exposition Center Vendors:

- Check-in is located in the southwest lobby of the Exposition Center inside Gate 2.
- At Check-In, you will receive your Check-In Packet which includes a Vendor Compliance Sticker (see below), Admission Tickets & Parking Permits (if ordered in advance), in addition to other pertinent information.
- Each Expo Booth will include a Vendor Booth Sign indicating your Business Name, DBA, and Booth Number to help with Fairgoer wayfinding. The Vendor Booth Sign will also have a section in the lower left-hand corner for your inspection and compliance stickers. If you are cleared to set up, you will receive a Vendor Compliance Sticker in your Check-In Packet. Vendors who have not received their Vendor Compliance Sticker or Check-In Packet may not set up until all issues have been resolved. Inspection Stickers will be given out during electrical and fire inspections during setup. Vendor Compliance Stickers must be placed on your Vendor Booth Sign immediately upon booth arrival.
- 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:**

- Check-In is located in the office inside the southeast corner of the Wisconsin Products Pavilion. If you are unable to find the Vendor Services Representative in this office, please call 414-266-7040 to arrange a meeting place.
- At Check-In, you will receive your Check-In Packet which includes a Vendor Number Card (required to be posted for electrical and fire inspections), Admission Tickets & 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.

- **Dairy Building, Midwest Marketplace, and Big Backyard Vendors:**

- Check-In is located in the southwest end of the Dairy Building. If you are unable to find the Vendor Services Representative in this office, please call 414-266-7040 to arrange a meeting place.
- At Check-In, you will receive your Check-In Packet which includes a Vendor Number Card (required to be posted for electrical and fire inspections), Admission Tickets & Parking Permits (if ordered in advance), in addition to proper placement instructions and other pertinent information.
- It is **not** necessary for Dairy Building, Midwest Marketplace, and Big Backyard Vendors to check-in at the Vendor Services Trailer, unless you have missing documents or unresolved issues.

- **Wisconsin Products Pavilion Vendors:**

- Check-In 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 a Vendor Number Card (required to be posted for electrical and fire inspections), Admission Tickets & 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 a Vendor Number Card (required to be posted for electrical and fire inspections), Admission Tickets & 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 are patient.

Food & Beverage Vendors

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

- At Check-In, you will receive your Check-In Packet which includes a Vendor Number Card (needed for electrical and fire inspections), Admission Tickets & 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 Manager 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 are patient.
- Any Vendor arriving after 2 pm on the Wednesday before the Fair must notify the Vendor Services Office at 414-266-7040 for approval to guarantee space.

Setup Dates & Times

Vendors may **not** open before 10 am opening day of WSF without prior written approval from WSF staff.

Outside Vendors: All Outside Vendors must check in at the Vendor Services Trailer prior to setting up. Setup begins at 8 am on Monday, July 28. To arrange for setup prior to July 28, 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 28, please contact the Vendor Services Department at 414-266-7040.

Date	Setup Begins	Setup Ends
Monday, July 28	8 am	9 pm
Tuesday, July 29	8 am	9 pm
Wednesday, July 30	8 am	10 pm
Thursday, July 31*	8 am	9 am**

* First day of the WSF ** Buildings Marketplaces open to Fairgoers at 10 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 30. Please contact the Vendor Services Department if you would like early setup Wednesday, July 23 or Thursday, July 24 between 9 am - 3 pm.

Date	Setup Begins	Setup Ends
Monday, July 28	8 am	8 pm
Tuesday, July 29	8 am	9 pm
Wednesday, July 30	8 am	10 pm
Thursday, July 31*	8 am	9:30 am**

* First day of the WSF ** Buildings open to Fairgoers at 10 am. Breakfast Vendors at 7 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, Dairy Building and Wisconsin Products Pavilion: On the last day of the WSF, Sunday, August 10, buildings will close at 9 pm. Dismantling and stock removal cannot begin before 9 pm. After that time, you will be able to dismantle and pack your booth and prepare for Park close at 10 pm.

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

Outside Vendors (Outside Locations, Midwest Marketplace & Permanent Building Operators): On the last day of the WSF, Sunday, August 10, the Fair will close at 10 pm. Outside Vendors have the option to close at

9 pm. For Vendors who choose to close at 9 pm, you may not do any visible packing or dismantling of your booth or stand until after the Park closes at 10 pm.

SpinCity Vendors: On the last day of the WSF, Sunday, August 10, SpinCity Vendors will be asked to cease sales by 9 pm. Dismantling and packing may not begin until 9 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 process typically takes between 45-90 minutes. Detailed Teardown Procedures 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. 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 pm on Monday, August 11** unless previously authorized by the Vendor Services Department, or they become the property of WSFP.

Space & Display Information

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 & Amplifiers

Loudspeakers, amplifiers, microphones, radios, live entertainment, or broadcasting devices are not permitted within the Fair Park without written permission from WSFP staff. (Vendors permitted to operate in such a manner should refer to p. 45 under audio devices, amplifiers, and live entertainment for more information).

Cleanliness and Waste Removal

It is the responsibility of each individual Vendor to keep their licensed space clean and tidy. Please see p. 37 under Waste Disposal for more information.

Damages and Alterations

Vendors are responsible for 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 Exhibitor Services office on Dock A of the Expo).
- Painting or in any way altering the existing colors, fixtures, utilities, or any physical portion of the building or Fair Park 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 (see p.18 under Space & Display information for more information on tenting).

Disturbing the Ground & Excavation Notification

In accordance with Wis. Stat. § 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:

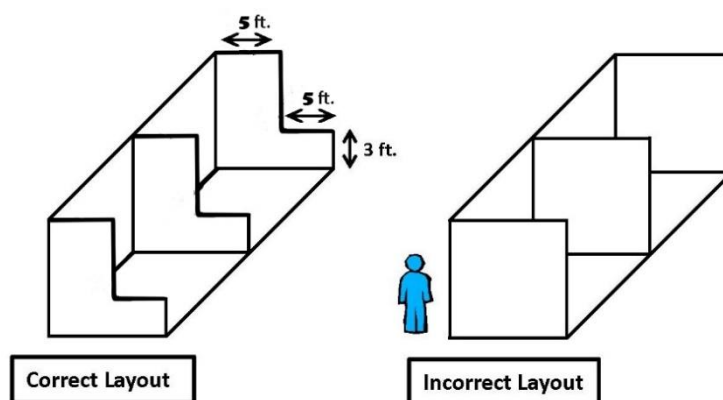
Diggers Hotline, toll free 800-242-8511
Milwaukee Area 414-259-1181

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 the outer edge of the utility markings and the cutting edge of excavation for drilling, staking and both power and hand excavation. 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 the Facility Engineer at 414-266-7080.

Display Restrictions

Exposition Center, Dairy Building: 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 5' 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. Any requests for deviation from these display restrictions must be submitted to Vendor Services. 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. 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', 19', or 27½' 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.

Midwest Marketplace, Mile Marketplace: The Midwest Marketplace and Mile Marketplace are comprised of groupings of tents, available in 10' increments. Vendors must create a natural barrier between themselves and any neighbors (drapery, shelving, etc.). 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. Vendors must keep the rear tent panels pulled down at all times to ensure adequate coverage of backstock.

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 – 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 9:30 am for all outdoor locations. For Vendors inside a building, restocking access is scheduled from 8 am – 9:30 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, Dairy Building, 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, Midwest Marketplace, Mile Marketplace) may have little to no overhead lighting. Additional lighting is strongly recommended for these locations. Outside locations have no direct overhead lighting other than streetlights. Additional lighting is strongly recommended for these locations. Please see p. 11 under utilities for more information on electric.

Tenting

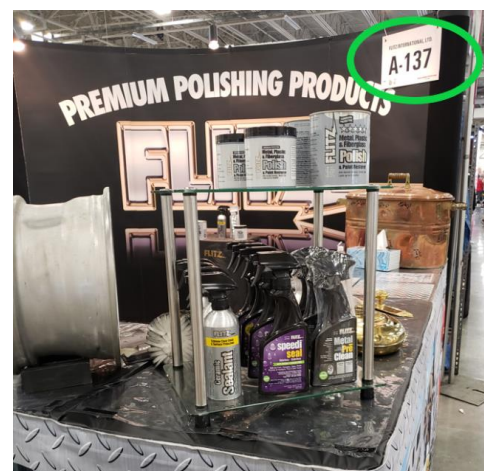
WSF requires that all tents used by Vendors during the Fair be of a professional grade and installation. Vendors may supply their own tent, but they must be of a high quality and not a standard retail grade pop-up tent. There are also a number of local suppliers who have great experience in providing tenting at Wisconsin State Fair Park. Inspectors will be looking to ensure all tents meet criteria required by the National Fire Protection Association. This requires all tents 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.

Your Vendor License Agreement notes if the area in which you are located is approved for staking. Please see p.16 for more information on disturbing the ground. All stake holes must be filled upon removal of tent at the expense of the Vendor or tenting company. Vendors will be invoiced for stake holes that have not been filled within 3 weeks post-Fair.

If your tent is in an area which cannot be staked, tents must be secured with water barrels. Cement blocks, weights, rocks, milk jugs, and the like are not approved methods of securing a tent.

Vendor Number Cards and Compliance Stickers

All Vendors are required to have either their Vendor Compliance Sticker (Expo Vendors only) or their Vendor Number Card (all other Vendor locations) prominently displayed in their booth/stand. This Vendor Compliance Sticker or Number Card should be posted immediately upon arrival and receipt of your Check-In Packet (see p. 13 under Check-In Procedures). Vendor Compliance Stickers are to be placed on your Vendor Booth Sign (these are pre-hung in Expo booths and must remain in the upper right-hand corner when facing your booth/stand). Vendor Number Cards should be placed 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 their Vendor Compliance Sticker or Number Card 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 four categories: Business Practices & Operations, Site Aesthetics, Vendor License Agreement & Vendor Manual Compliance, and Safety Inspections. Please see Appendix F for examples of evaluation forms.

Vendors are scored on the following criteria:

- Business Practices & Operations: customer experience, cooperation, employee conduct, and availability of product and/or supporting materials.
- Site Aesthetics: lighting, fixtures, layout, cleanliness, signage, uniqueness, and inventory.
- Vendor License Agreement & Vendor Manual Compliance: complies with policies and procedures regarding hours of operation, footprint, products/services, posting of business name and Vendor Number, pricing, payment & paperwork deadlines, reporting compliance (if applicable), and overall compliance.
- Safety Inspections: complies with fire, electrical, health (if applicable), and ride/attraction safety (if applicable) regulations.

You will receive a copy of your operation evaluation along with photo(s) via email approximately 90 days after the WSF. Please communicate to your employees the importance of achieving full compliance with above average ratings. Low evaluation scores and compliance issues (one-time or repeated) may affect your ability to return for future Fairs.

Decorating Services

Wisconsin Exposition, Inc. is the exclusive provider of decorating services within the Exposition Center at the 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.

Forklift Service

Forklift service is available through the decorator. Please see above 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 that are not listed on their Vendor License Agreement will be asked to remove the products or services immediately. Additionally, the Vendor will receive a non-compliance mark on that location's Vendor Evaluation (see p. 19 for more information).

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 pricing may not change after the Fair has started, except for approved promotions and sales. Please see p. 22 under signage for more 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, but are not limited to, hot tubs, cookware, and digital communication services.

Prohibited Items

Weapons Possession and/or Sale Strictly Prohibited

Per [SFP Administrative Code 2.14](#) no person may carry, possess or use any dangerous weapon, except with the written approval of the Chief of Police or their designee or for law enforcement purposes. Dangerous weapons not approved by the Chief of Police may be confiscated by a police officer. [2.14 (9)]. During the Wisconsin State Fair, the carrying of concealed firearms is prohibited as defined in Wis. Stat. [943.13\(1m\)\(c\)3](#). Additionally, per [SFP Administrative Code 2.14](#), the sale, display, or distribution of knives, dangerous weapons, or look-alike firearms is prohibited at WSFP, unless such display, sale, or distribution is specifically authorized

by the Chief of Police or their designee under the terms of any contract executed by the Board. The Board through its duly appointed agents or representatives, reserves the right to determine what item does, or does not, constitute a knife or dangerous weapon under this subsection [2.14 (8)].

A “dangerous weapon” means any device designed as a weapon and capable of producing death or great bodily harm, any electric weapon (tasers, stun guns, etc. as defined in [Wis.Stat. 941.295 \(1c\)](#), or any other device or instrument which, in the manner it is used or intended to be used, is calculated or likely to produce death or great bodily harm. Dangerous weapons include, but are not limited to: blackjack, billy, standclub, sandbag, bludgeon, nunchaku sticks, throwing stars, sling shot, any instrument which impels a missile by compressed air, spring, or blank cartridges, crossknuckles, knuckles of any metal, barbed or blade type arrowhead, bowie knife, dirk knife, dirk, dagger, switch blade that may be drawn without the necessity of contact with the blade itself or is automatically opened by pressure on the handle or some other part of the knife and is commonly known as a switch blade knife, straight-edge razor, or any other knife having a blade 3 inches or longer.

A “look-alike firearm” means any imitation of any original firearm that was manufactured, designed, and produced after December 31, 1897, including and limited to toy guns, water guns, replica nonguns, and air-soft guns firing nonmetallic projectiles.

Additional Prohibited Items

The sale, display, possession, or distribution of the following items are also prohibited at WSFP without prior authorization from Wisconsin State Fair Park Administration: spears, hand grenades, swords, bludgeoning tools, or instruments, box cutters or razor blades, explosives, ammunition (loose or packaged), black powder, fireworks, sparklers, drones, multi-tools, blow/dart guns, airsoft weapons, BB guns, pellet guns, slingshots, pea shooters, high-pressure water guns, rubber band guns or any other device designed to launch or propel any type of projectile, shears, loppers or scissors (with the exception of those under three inches from the pivot point with rounded tips or those used for medical purposes), saws, drug paraphernalia, counterfeit merchandise, laser pointers, fire starters, handcuffs, balloons, stickers, puff or e-cigarettes, spray paint, stink bombs, fart spray, bull whips, snaps, pops, 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.

Vendors with authorization to display, possess or utilize items listed above will have approval stated on their Vendor License Agreement with specific safety requirements in place.

Signage

Signage is an important part of how you display your business and products to the Fairgoer. Vendors should ensure all signage is professionally generated and made of high quality, commercial grade materials. Handwritten signs (with the exception of attractively produced chalk signs) are not allowed. 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 near 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 (see Appendix C 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 family-friendly and not handwritten. Vendor stands located in SpinCity are **not** permitted to utilize tip jars.

Wisconsin State Fair Logo Usage

WSF or WSFP logos and the Wisconsin State Fair name may only be used with written permission from the WSF Marketing Department, which can be reached at marketing@wistatefair.com. If use is granted, WSF will provide you with the current logo, which may not be distorted, or modified in any way, and must include the full logo text including the “presented by uscellular” portion. Any items printed with incorrect logos will be asked to be taken down or destroyed.

Advertising

Publicity

The WSF Marketing 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 Public Relations Director prior to or during the WSF by calling 414-588-1659.

Social Media Promotion Guidelines for Vendors

All WSF-related social media promotions should be approved by the WSF Marketing Department, by emailing to marketing@wistatefair.com

Promotions

NEW IN 2025! \$11 Meal Deal

In an effort to highlight affordability at Wisconsin State Fair, Food & Beverage Vendors have the option of participating in this promotion. A combination of at least one entree and beverage (non-alcoholic) items will be offered at just \$11 to Fairgoers. If a side is included, entrée may be offered at reduced size.

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 to our Fairgoers. Vendor offers must carry a minimum discount of 25% or \$5 off an item, 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 sent to Vendors in February, with submissions due in April. The Bargain Book is available to Fairgoers for \$5 pre-Fair through the WSF Ticket office and on our website, and for \$6 during the Fair at Fair Information Centers. Vendors not participating in the Bargain Book are not authorized to accept coupons from other Vendors. Please see p. 42 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 the Celebrity & Mascot Appearance task on the Vendor Portal.

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 footprint. 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, a Merchandise Permit must be acquired from the Vendor Service Trailer. (see p. 48).

Vendor Recognition Program

Each year, WSF looks for the best of the best to recognize as winners of the Vendor Recognition Program. All Vendors automatically qualify to participate, with winners to be chosen in the following categories:

Commercial Vendor Recognition Awards

- Best Overall Indoor Booth
- Best Overall Outdoor Booth
- Most Unique Display
- Exceptional Customer Service
- Spirit of the Fair
- Best New Look
- Judge's Award, one to be awarded in each of the following areas:
 - Exposition Center
 - Dairy Building/Big Back Yard/Midwest Marketplace
 - Central Marketplace/Mile Marketplace
 - Outside

Food & Beverage/Attraction Vendor Recognition Awards

- Exceptional Customer Service
- Spirit of the Fair
- Best Overall Atmosphere
- Most Innovative Menu

Winners from each category will receive a banner to display in their booth during the current WSF and beyond. Best Overall Booth winners will receive two Vendor Admission Credentials or 22 single-day Admission Tickets for next year's WSF. Photos of your booth may be taken and posted on our website and/or social media.

Crazy Grazin'

All returning Food & Beverage Vendors are invited to participate in the Crazy Grazin' Promotion, which encourages Vendors to offer a smaller portion at a smaller price or discount on a regular-sized item. Offers must carry a minimum discount of 30%, with preference given to Vendors offering smaller portions or higher discounts. This promotion runs on the Tuesday of the WSF only, and applications are sent out in February with submissions due in April.

Fair Bucks

WSF issues Food and Beverage vouchers known as "Fair Bucks" to employees and select corporate partners in \$5 increments. Fair Bucks are to be treated as cash and can be used at *any* Food & Beverage location throughout the Fair. Change **MUST** be given if the purchase price is less than the voucher's 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 voucher. Vouchers should not be accepted for a "cash only redemption".

Prize Drawings and Contests

To ensure that prize drawings and contests are in the best interests of our Fairgoers, WSF requests contests be limited to the 11-days 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 and/or dba and must match the name(s) listed on Vendor License Agreement. Winners' names must be announced and posted by 6 pm on the last day of the WSF. Vendors



conducting prize drawings must submit the name, address and prize delivered to each winner by submitting a Prize Winner Confirmation Form through a Portal task, accompanied with a Prize Drawing and Contest Form) to the Vendor Services Department by 5 pm September 1, 2025.

If your contest or promotion meets the criteria above, you must complete and submit the Prize Drawing and Contest task on the Vendor Portal. 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.

It is the Vendor's responsibility to ensure their contest or promotion is considered legal within the State of Wisconsin. Please refer to Wis. Stat. § 945, 100 and 100.171 for more information. You can also contact the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) by phone at 800-422-7128 or email at DATCPHotline@Wisconsin.gov for more information.

Sporkies

WSF hosts an annual Vendor Food Competition known as The Sporkies. The invitation to apply is sent in 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 WSF Marketing Department will reveal the finalists.

Fairgoers can vote via text message and social media for the #FairgoersFave. On the Tuesday prior to opening day of the WSF, finalists will prepare their creations and present them to our local celebrity judges. After tasting and deliberating, the judges will award the Sporkies Trophy for 1st Place, 2nd Place and 3rd Place, and we will announce the winner of the #FairgoersFave award (includes Drinkies finalists) during the second week of the Fair. More information, as well as contest rules, will be sent out annually in February.

Drinkies

WSF hosts an additional Vendor Competition known as The Drinkies. The invitation to apply is generally sent in mid-February, with submissions due in early April. Vendors are challenged to present the most innovative, interesting, thirst-quenching non-alcoholic 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 four finalists. Leading up to the Fair, the WSF Marketing Department will reveal the finalists.

Fairgoers can vote via text message and social media for the #FairgoersFave. On the Tuesday prior to opening day of the WSF, finalists will prepare their creations and present them to our local celebrity judges. After tasting and deliberating, the judges will award the Drinkies Trophy for 1st Place, and we will announce the winner of the #FairgoersFave award (includes Sporkies finalists) during the second week of the Fair. More information, as well as contest rules, will be sent out annually in February.

Souvenir Cup

The WSF Souvenir Cup Program is a promotion aimed at providing Fairgoers the opportunity to purchase a collectable Souvenir Cup filled with the Coca-Cola fountain beverage of their choosing for \$8.00, with refills available for \$4.00. 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 cost. Food & Beverage Vendors are contacted in early spring and invited to participate by submitting their cup order. **PLEASE NOTE:** All cups ordered will be

entered into the Vendor Portal and will be the responsibility of the Vendor to pay for by the end of the Fair. More information on Souvenir Cup ordering, pick up and payment will be provided to participating Vendors prior to the Fair.

Vendor Anniversary Program

Each year, WSF acknowledges and celebrates the Vendors that have reached milestones here at our Fair. Once a Vendor has been in operation at WSF for 25 Fairs, they are rewarded a commemorative plaque to be displayed as they desire, stating and congratulating them on their accomplishment. WSF will honor Vendors that have reached 50 Fairs with a commemorative brick to be placed at WSFP for all visitors to see along with a commemorative plaque. For Vendors that have reached 75 Fairs, a bench dedicated to them will be placed on our grounds for guests to enjoy year-round and will also be presented with a commemorative plaque.

Fair Policies

Credit Card Fees

All Vendors wishing to surcharge credit card payments must charge a 2% fee or build the fee into product prices. It is the responsibility of the Vendor to ensure compliance with surcharge laws as governed by Wisconsin State law and card brand rules. Vendors must:

- Notify in writing any credit card networks you accept of your intent to impose surcharges
- Post notice for customers of the credit card surcharge percentage. The WSF will provide a sticker to post at each POS indicating the 2% surcharge on credit cards, which must be used by Vendors who choose to surcharge.
- Show the fee on the customer receipt.
- Not charge fees on American Express, any debit card, or prepaid card.

It is not the responsibility of the WSF to ensure the above steps have been taken by the owner/operator. By signing the Vendor License Agreement, you are agreeing to compliance and completion of the above steps.

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:

- The transaction applies to certain cash or credit transactions that exceed \$25;
- The transaction was entered into away from the seller's normal place of business (such as WSF); and
- 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 Wis. Stat. § 423 Wi. 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 to 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 (DOR) before being allowed to set-up or operate at the WSF. Sales that are North of 5th Street, including the Tommy G. Thompson Youth Center and SpinCity, will be taxed at the City of Milwaukee tax rate of 7.9% (or 8.4% for F&B). Sales that are South of 5th Street will be taxed at the City of West Allis tax rate of 5.9% (or 6.4% for F&B). 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 <https://www.revenue.wi.gov/Pages/HTML/temevent.aspx>. The sales tax must be paid by the end of the month following the WSF unless otherwise directed by the DOR. For further information, please contact the Wisconsin DOR at 608-266-2776 or by email at DORTempEvents@wisconsin.gov.

- **NEW FOR 2025** - Sales Tax Policies
 - Sales tax must be itemized separately on price signs, lists, menus, and tags. If tax is included in the selling price, a sign or menu notation stating:
 - “All prices include sales tax” is required to inform customers. Inclusive pricing cannot change depending on the payment method.
 - Example: \$5 Corn Dog - “All prices include sales tax.” If Fairgoer pays cash, the corn dog is \$5. If Fairgoer pays with a credit card, the corn dog is \$5 with the only adjustment being the 2% CC Fee that is uniformly allowed at the grounds.
 - Wisconsin State Fair prefers all-inclusive pricing for clarity and consistency throughout the grounds.

Vendor Conduct and Professional Appearance

Wisconsin State Fair actively promotes an environment that is free of harassment, and Vendors must comply with the Wisconsin State Fair Park’s Harassment Policy (see Appendix K). This is a requirement that all Vendors must comply with as a condition of doing business with Wisconsin State Fair Park.

Vendors are responsible for refraining from and discouraging any conduct that is derogatory, demeaning, or creates a hostile environment. Vendor staff must not harass, intimidate, or speak offensively to Fairgoers, Fair Park staff, employees, or any other persons at Wisconsin State Fair Park. In addition, Fairgoers may not be touched, grabbed or pulled into booths or locations. Vendors who apply product to skin or provide services that require physical touch must practice proper discretion. No products may be applied to skin without permission of the consumer.

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 Wis. Stat. § 101.123, WSFP prohibits smoking in enclosed public spaces, places of employment or any other places “No Smoking” signs are posted. Enclosed space is defined as 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. Smoking, as defined by WSFP, includes e-cigarettes and vaping.

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.

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 a Vendor or person in charge of a structure 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. Repeated violations by a Vendor will be construed as non-compliance with 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 \$20 for adults age 12+, \$15 for seniors age 60+, \$15 for military and veterans with ID, and \$13 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 11, discounted Admission Tickets will be available for \$7 at the Ticket Office, online or by mail. After July 11, discounted Vendor Admission Tickets are available for \$9 each through August 10 from the Vendor Service Trailer. If an initial order was made prior to the July 11th deadline, the \$7 price is honored for any additional ticket purchases thereafter. During the WSF, Vendor Admission Tickets may be purchased at the Vendor Services Trailer and can only be purchased with a credit/debit card. Admission Tickets are good any day of the WSF. To order Vendor Admission Tickets, see the associated task on the Vendor Portal. 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 until the Wednesday after the Fair ends. 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 \$77 starting on the day you receive your Vendor License Agreement through July 11, and \$99 from July 12 through August 1. 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 1 at the WSF Ticket Office or by July 30th at Expo Vendor Check-in. After Friday, August 1, you must redeem your credential voucher in the Vendor Services Trailer. 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 or vice-versa. Vendor Credentials are non-transferable and will be confiscated if misused. To order new Vendor Credentials, or to re-order Vendor Credentials, visit the task on the Vendor Portal. 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 Vendor Service Trailer for \$5. The barcode on the lost or stolen Vendor Credential will be invalidated and a new barcode will be created for the replacement Vendor Credential.

Vendor Badges

The 2025 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 into the Fair Park after 5 pm for your employees that are under the age of 18 (see p. 30 under Admission Policy – After 5 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). The Vendor Badge will allow you to use the Turn 4 Gate as well. 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/Credential to enter. Park access from the Infield Parking Lot is through entrances F & G. Entrance F opens at 6 am. (See Appendix E for a map of the Fair Park)

- **South Entrance A:** Southeast corner of Expo, off Greenfield Ave. – *opens at 7 am for Vendors ONLY*
- **84th & Greenfield Entrance B:** Westside of Expo, south of the Exploratory Park – *opens at 8 am for Vendors ONLY*
- **West Entrance C:** 84th St. & Washington St. – *opens at 9 am for Vendors ONLY*

- **AG Village Entrance D:** 84th St. & Schlinger St. – *opens at 6 am for all*
- **U.S. Cellular Main Gate Entrance E:** East of Pettit Center, off I-94 Frontage Rd. – *opens at 10 am*
- **Turn 4 Entrance (not a public entrance):** Northwest turn of Milwaukee Mile Racetrack – *opens at 9 am*
- **Tunnel Entrance F:** From infield track parking under Grandstands – *opens at 6 am for all*
- **Main Stage Entrance G:** Southwest turn of Milwaukee Mile Racetrack – *opens at 7 am for Vendors ONLY*

Bag Search Policy

The WSF Policy for Bag Search states the following:

1. POLICY

- 1.1. 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, backpack, 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 visual 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, a search stick, and/or metal detection.
- 3.4. Prohibited items observed by the Public Safety Staff will be removed from the bag by the bag's owner and then deposited in a designated container or returned to the owner's vehicle or another place from where the owner came.
- 3.5. 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 the bag.
- 3.6. If a weapon or other illegal contraband is observed, the Public Safety Staff will immediately call for the assistance of a WSFP Police Officer.
- 3.7. If a dispute occurs over the search of the bag, the Public Safety Staff will ask for the assistance of a WSFP Police Officer.
- 3.8. Signs advising of bag searches will be posted at all admission entrances and all parking gates to WSF.

Please be sure to wear your 2025 Vendor Badge (see p. 29 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 entrances. Admission Ticket sales cease one hour before closing. The issuing of hand stamps ceases two hours before closing.

Admission Policy – After 5 pm

Fairgoers under the age of eighteen (18) must be accompanied by a parent or legal guardian (age 21+) to enter Wisconsin State Fair Park after 6 pm and 4 pm on the final Sunday during the Wisconsin State Fair.

- State Fair Park staff reserves the right to request a valid ID with proof of age from anyone entering State Fair Park after 5 pm each day and after 4 pm on the final Sunday of the Wisconsin State Fair.

- Fairgoers under the age of eighteen (18) must be accompanied by a parent or legal guardian at all times after 5 pm each day and after 4 pm on the final Sunday of the Wisconsin State Fair.
- State Fair Park staff reserves the right to remove any unaccompanied youth or Fairgoer from State Fair Park after 5 pm each day and after 4 pm on the final Sunday of the Wisconsin State Fair.
- Exceptions and changes to this policy are at the discretion of Fair Management and may be enacted at any time.

Metal Detectors

Persons passing through Admission Entrances during the WSF 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.

Although we do not anticipate long back-ups due to these 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 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 at the Fair Park while concealing or openly carrying a knife, firearm, or any other illegal or unauthorized items. Possession of a concealed carry permit does not allow you to carry a concealed weapon within the fence line of the Fair Park. Failure to comply with this notice will result in immediate ejection from the Fair Park. For more information on prohibited items, see p. 20, or visit www.wistatefair.com.
- WSFP Police or Public Safety may also search vehicles entering and exiting the Fair Park 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.

If you see something or someone that looks suspicious, contact WSFP Police at 414-266-7032. Please take the time to brief your employees on this safety initiative. The safety of our Fairgoers and Partners is our first priority.

Parking & Storage

Vehicle Parking Options

General Parking & Delivery Permit: General Vendor Parking is available at a cost of \$165 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 early/late access to the park for deliveries and restocking (approximately ½ hour after closing until 9:30 am). To order General Parking & Delivery Permits, see the Vendor Admission Tickets, Credentials & Parking task in the Vendor Portal.

Reserved Parking Permit: Reserved Parking costs vary depending on the size of vehicle, ranging from \$200 to \$500 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 a space within the Reserved Infield Vendor Lot, the West Vendor Lot, or the South Infield 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 9:30 am). 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 \$15 per day (or \$8 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 off-site 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, 2 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 or parking ticket (sold at public parking gates) 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 2** (84th St. North of Greenfield Ave.) is a Parking Entry Gate to the West Vendor Lot and is also an Accessible Parking Lot. Disabled Placard or Plates required in addition to a Vehicle Parking Pass, Permit, or ticket.
- **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 9** (76th St. & Pierce St.) is a Parking Entry Gate to non-reserved lots during WSF operating hours.

Storage & Stock Vehicles

Vendors have several storage options for vehicles, trucks and 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 p. 7 under lodging for information about the WSFP RV Park. Additional dead or live storage options are available in the Interior Reserved and Expo South 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 the 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 just west of Gate 1 to serve as a Delivery Hub. This area may be used for Vendor package pick-up from UPS, FedEx or other delivery services.

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. 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 p. 36 Fairgoer Package Pick-up for more details). Since the Delivery Hub is located outside the ticketed area of the Fair Park, please make sure that you have either an Admission Credential or re-entry hand stamp if you exit to meet a Fairgoer with their purchase.

The Delivery Hub 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.

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 on-site to receive the shipment. WSF will not sign for or accept deliveries addressed to a Vendor or Fairgoer. 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. The decorator offers drayage services to Vendors; see p. 20 for contact information or ask a VSR on-site.

Deliveries/Shipments During WSF

WSFP will not 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): FedEx 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. FedEx Air will only deliver on weekdays. All packages shipped via FedEx Air must be addressed as follows:

Your Business Name
Contact Name & Cell
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 Name & Cell
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, 9:30 am-1 pm from July 28-August 8. They will not be open Saturdays or Sundays. All packages shipped via UPS must be addressed as follows:

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

USPS/Amazon/Any Other Shipping Company: Vendors unable to select a delivery option of UPS or FedEx shall adhere to the following protocol when using any other shipping company:

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

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

- No pallets of merchandise will be accepted – boxes and packages only.
- Vendor Services Department will send a Delivery Waiver for the 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.***
- 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.
- Package pick up hours are 8 am - 8:00 pm in the Main Lobby of the Tommy G. Thompson Youth Center located through Gate 5 on 84th St. & Schlinger Ave.
- 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 fence line of the Fair Park by 9:30 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 9:30 am. Expo Center restocking hours are 8 am – 10 am as well as 10 pm - 11 pm. Vendors may enter through the northeast entrance of the Expo Center with an Expo Vendor Badge until 10 am. Entrance will then be through Dock Doors A & C for the remainder of the day. Dairy Building restocking hours are 8 am-10 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 9:30 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:

- Vendors requiring urgent repair service must contact the Vendor Services Department at 414-266-7040 to receive authorization. You must call a minimum of 30 minutes prior to the arrival of the service vehicle and provide the service provider's contact information (this includes company name and phone number).
- The Vendor Services Department will assign an Access Gate location and notify Parking and any necessary Public Safety and/or Gate Attendants.
- Public Safety and/or Gate Attendants at the assigned Access Gate will have the necessary Urgent Repair Permit and will provide a walking escort, known as a walker, to the service location.
- The walker will provide the service provider and/or Vendor with a contact card. Upon completion of service, the service provider or Vendor must call the number on the card and they will then dispatch a walker to escort the vehicle out of the Fair Park and take possession of the Urgent Repair Permit.

Urgent Repair Vehicles must display permit on the front rear view mirror while in the Fair Park. Vehicles onsite without the proper permit will be subject to a citation and possible tow of the vehicle at the owner's expense.

Urgent Repair Service Providers do not need an Admission Ticket.

Gates: Urgent Repair Access Gates offer vehicle entrance from 30 minutes after Fair Close until 1 am and 6 am to 9:30 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)

A walker must be used after 9:30 am daily. Vehicles driving on site during Fair operating hours must warn Fairgoers (no whistles) in its path by the use of a walker 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 the Auxiliary Vehicle Permit Request task on the Vendor Portal. 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 departments 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 and for 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 10:30 pm Sunday through Wednesday and 12:30 am Thursday-Saturday), and must be out of the Fair Park by 9:30 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 walker and the proper permit. Auxiliary vehicles may be used for personal transportation and operated without a walker in parking areas, the backstretch of the Race Track and on the designated cart path (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 by WSFP Police.

Fairgoer Package Pickup

Fairgoers who purchase a larger item will be able to enter 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 pg. 32 for “Deliveries & Shipments” and 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 10 am to 11 pm daily and 10 am to 8 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 p. 49 for details.

Accessibility

Accessible Parking

See p. 32 for details.

Motorized Personal Transportation Devices

Motorcycles, Segways, mopeds, scooters, minibikes, 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 with a mobility impairment, which may be used throughout the Fair Park without a permit, valid Driver's License, or walker.

Service Animals

During the 11 days of the WSF, pets are not permitted within Fair Park except for service animals as defined in the Americans with Disabilities Act (ADA) or animals approved as part of an exhibition. A service animal is one that is trained to do work, perform tasks, and assist individuals with disabilities. Service animals must remain on a leash or in a harness and under the control of the owner at all times. Due to the nature of some attractions at WSF, service animals are not permitted on rides or attractions. ADA regulations state that the work or task a dog has been trained to provide must be directly related to a person's disability. Dogs whose sole function is to provide comfort or emotional support do not qualify as service animals according to 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 uscelluar Main Gate at the north end of the Fair Park
- Entrance along 84th St. on the west side of the Fair Park.

Hours of operation are from 10 am until 10 pm Sunday through Wednesday and until 11:30 pm on Thursday through Saturdays. Reservations for electric scooters may be made with a credit/debit 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

WSFP does its best to provide a clean safe environment for our Vendors and Fairgoers. Vendors are expected to follow best practices for waste management as outlined below. Improperly disposing of waste or causing unsanitary conditions may be cause for termination of your Vendor License Agreement and/or affect your business's ability to return for future Fairs.

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 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 (DNR). 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 in an unauthorized location may be assessed cleaning fees by WSF and/or fine(s) from the DNR.

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 and disposing debris in centralized trash collection locations in the Fair Park as specified. 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 not permitted.

Outside Vendors: If 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 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

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, and should not be located within the footprint of a Vendor booth/stand. Please contact the Facility Services Department at 414-266-7080 to report over-flowing receptacles.

Fire Safety Guidelines

Fire Prevention Guidelines

General Information

- All hydrants and sprinkler connections are to be kept clear at all times. Do not block fire lanes.
- All emergency exits and fire extinguishers (including those inside a building and within Vendor space) must be visible and accessible always. 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.
- All empty crates and boxes must be stored in areas approved and assigned by WSFP Staff. Storing empty crates and boxes behind a Vendor 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

- Vendors are responsible for the safe construction and maintenance of their booths/stands.
- Locations which have an enclosed ceiling, more than 100 square feet, require the written permission of WSP Management **and** the West Allis Fire Department (WAFD) 414-302-8000. We also suggest the use of perforated or porous materials to avoid special fire sprinkler protection.
- 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.)
- An affidavit of flame-proofing of all tents, drop cloths, and side curtains is required proof prior to occupancy.

Hazardous Materials/Displays

- Written authorization by WSFP Staff and the WAFD shall be required for the following:
 - Display and operation of any heater, barbecue, cooking appliance, heat producing or open flame devices, candles, lanterns, torches, etc.
 - The display and operation of any electrical, mechanical, or chemical devices.
 - Use or storage of flammable liquids, compressed gases, or dangerous chemicals.
- Vendors featuring such displays are required to submit the necessary request forms. Forms are available from the Vendor Services Department and will be submitted and approved by the WSFP Fire Marshal and/or WAFD. If approved, the demonstration must be performed in a manner which ensures the absence of danger or injury to anyone or any nearby object. Plexiglass or similar protection must be utilized to protect onlookers from injury. A 2A10BC fire extinguisher must be provided within 10 feet of the exhibit.
- All food preparation facilities shall have a fire extinguisher of at least a 2A10BC rated capacity at a convenient location in the food preparation area. Fire extinguishers must comply with NFPA 10 standards.
- All outside stands or booths shall have a fire extinguisher of at least a 2A10BC rated capacity located at a convenient location within the stand or booth. All extinguishers shall comply with NFPA 10 standards.
- K Class extinguishers are required for all stands with grills and deep fryers.

- 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 pounds maximum capacity filled. Vendors requiring LP gas must obtain a permit from the WAFD 414-302-8000.
- 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

- 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.
- A complete set of plans shall be submitted to the WAFD prior to installation or alteration of any hood and duct system.
- Permanent buildings must have their hood and duct system professionally cleaned and fire suppression system tested at minimum of once per year. Vendors must have their system cleaned and tested before it is inspected by the WAFD.

West Allis Fire Department – Fire Inspections

- All permanent stand Vendors at the WSF shall have an occupancy permit. The WAFD 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 WAFD.
- 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.
- The WAFD Inspector, or their representative, reserves the right to make any final decisions 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 the WSFP 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:

- A minimal amount of fuel in the tank - 5 gallons or less.
- Fuel tank caps must be locked or taped.
- Battery cables must be disconnected **and** taped.
- Any vehicle that drops oil or other solution cannot 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 p. 15 for specific hours). Overnight Public Safety staff begins at 10 pm on Monday, July 28, and continues until 9 am on Monday, August 11. During the WSF, VSRs are on duty from 8 am until 10:30 pm in the buildings, and outside from 7:30 am until 10:30 pm Sunday through Wednesday, and 7:30 am until 12:30 am Thursday- Friday and Saturday. All persons entering the Fair Park will be required to pass through the search process including metal detectors (see p. 31 for more information on those procedures).

Security of Property

WSF, and its employees, are not responsible for the security or protection of Vendor property. WSP is not liable for any loss 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 & Emergency Dispatch

In the event of an emergency, please contact the WSFP 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 & Emergency Dispatch
414-266-7032

Non-Emergency Phone Number

Wisconsin State Fair Park Police
414-266-7033

The WSFP Police Department has a permanent, year-round, 24-hour headquarters located on the corner of 76th and Pierce St.

First Aid

Treatment by certified Emergency Medical Technicians and transportation in and out of the Fair Park is provided by the West Allis Fire Department, located at the corner of 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 persons may be brought to the WSFP Police Department, Police booths, or one of our two Reconnection Centers. The Guest Services Pavilion Reconnection Center is located on the corner of Main St. and Central Ave. and the Exposition Reconnection Center is 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 St. and Central Ave.

Severe Weather & Tornado Warning Procedures

When a severe weather notice has been issued for 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 to seek shelter in permanent buildings, and to avoid taking shelter in tents, temporary structures, or near glass.

The cooperation of all WSFP Vendors 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.

Text Alert Program

WSF offers an exclusive Text Alert Program to our Vendors. By signing up for WSF Vendor Text Alerts, you will receive real-time notifications about the nightly all-clear, urgent messages, or severe weather and emergency alerts during the Fair. Sign-up information for the WSF Vendor Text Alert Program will be provided in late spring or early summer of 2025. Please note: this program requires Vendors to sign up each year to participate, your opt-in expires at the conclusion of each year's Fair. All Vendors are welcome to participate; however, Vendors with Permanent Stands and/or live entertainment stages are required to sign-up for the program.

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). WSF 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 WSF 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

The health and safety of our Fairgoers is of the utmost importance. To ensure the WSF and its Vendors are meeting all required food safety guidelines, all Food & Beverage Vendors must be licensed and inspected by the Department of Agriculture, Trade & Consumer Protection (DATCP) Division of Food Safety to operate at WSFP. Please visit www.datcp.wi.gov for details on licensing.

WSFP expects Vendors to achieve and maintain a high level of health safety while in operation at WSFP. Issues with sanitation or food safety are expected to be handled in a quick, professional, and thorough manner, following the expectations provided by DATCP Sanitarians. Repeated or serious code violations may be cause for termination of your Vendor License Agreement and/or affect your business's ability to return for future Fairs.

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 Caitlin.Jehn@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 the 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. Sales must be reported via the Vendor Portal by 2mpm daily for the previous days sales.

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

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. Redemption rates are used in deciding acceptance into the Bargain Book in future Fairs.

Fair Bucks Voucher Reporting

Vendors must turn in redeemed vouchers at The Hub 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 11, 2025.***

Banking Services

WSF will have change available for Vendors to purchase during the Fair on a cash basis only. There is no need to make orders prior to the Fair, we have sufficient staff to accommodate most change orders on a need basis. The banking services will be in The Hub (near the Vendor Services Trailer)

Hours are 8 am to 5 pm from the first day of the Fair until the last day of the Fair. Denominations are available as follows: quarters, \$1.00 bills, \$5.00 bills, and \$10.00 bills. Additional denominations may be available upon request.

Questions can be directed to the Business Office prior to the Fair at 414-266-7013.

Alcohol Service

Alcohol Service

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

In accordance with Wisconsin State Statutes, the WSFP Board has the authority to grant alcohol service permits to select Vendors operating during the Wisconsin State Fair and non-Fair events. Vendors must purchase all alcoholic beverages for consumption at the Fair Park from approved distributors and follow pricing guidelines set forth by WSFP. The public is not permitted to carry-in alcoholic beverages during the Fair and non-Fair events and WSFP reserves the right to inspect all carry-in packages.

Alcohol Permitting Process:

Vendors who serve alcoholic beverages must go through the application and approval process to be granted a permit.

- Step 1: Businesses that wish to serve alcohol must first apply. The Vendor Services Department has a link to the application. This link will be sent to the Vendor and a \$500 application fee will be due to the WSFP Business Office.
- Step 2: The Vendor Services Department will review the application, if certain criteria are met, application is sent to WSFP Human Resources Department.
- Step 3: The Human Resource Department will conduct criminal background checks on all **owners, officers, directors, members or managers (“owners”) of any corporation, LLC, 501(c) 3 or sole proprietorship (“organization”) that requests to sell alcoholic beverages at State Fair Park** and will handle all communication regarding background checks and background check approvals.
- Step 4: Recommendation to WSFP CEO to present recommendation for approval to the WSFP Board.
- Step 5: WSFP Board Approval.

Once approved all Vendors with an alcohol permit will then be assessed on an annual basis and be granted renewal through the renewal process. All Vendors must abide by the WSFP Alcohol Service Policies and remain in good standing with compliance checks and all other requested practices in accordance with alcohol service. Annually, each Vendor must sign an Alcohol Service Responsibility Agreement and provide a copy of their alcohol service policy, which is to be reviewed and updated annually.

In the event that an operator sells or transfers ownership of their property/stand which held an alcohol permit, the new owner/operator will need to go through steps 1 through 5 listed above to obtain the alcohol permit. This applies even if there is only a partial change in ownership.

If a current Vendor would like to request an alcohol permit, they may do so with a thorough proposal. The Vendor Services Department will review and if approved they must go through steps 1 through 5 as outlined before the permit is granted.

Alcohol Permit Renewal Process:

All Vendors who serve alcohol must complete the renewal process annually to retain their permit.

- Step 1: Vendors who currently hold a permit must complete a renewal application. In mid-February the renewal application link will be sent to all Vendors who currently hold a permit. An annual fee of \$200 will be due to the WSFP Business Office.
- Step 2: Application review and payment of fee.
- Step 3: Recommendation to WSFP CEO to present recommendation for approval to the WSFP Board.
- Step 4: WSFP Board Approval.

If a change in management/ownership has occurred from original application, the Human Resource Department at WSFP will handle all communication necessary for background check(s) and background check approvals on new manager(s)/owner(s). These changes must be mentioned on the renewal application.

This four-step process is done annually for a Vendor to retain their alcohol permit. Once approved all Vendors with an alcohol permit will then be assessed on an annual basis and be granted renewal through the renewal process. All Vendors must abide by the WSFP Alcohol Service Policies and remain in good standing with compliance checks and all other requested practices in accordance with alcohol service. Annually, each Vendor must sign an Alcohol Service Responsibility Agreement and provide a copy of their alcohol service policy, which is to be reviewed and updated annually.

Alcohol Service Policies:

In an effort to keep consistent with our mission statement, WSFP 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 WSFP 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 permit.

1. No one under the age of 21 will be served alcoholic beverages.
2. Any person who 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 who appears to be 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 two (2) alcoholic beverages may be purchased for each person of legal drinking age. No more than two (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 one (1) alcoholic beverage can be served to that individual.
7. Fair Time Service Hours: Last call for sales of alcohol must be announced no later than 9:30 pm Sunday through Wednesday and 11:30 pm on Thursday, Friday and Saturday. No alcohol will be served after 9:45 pm Sunday through Wednesday and 11:45 pm on Thursday, Friday and Saturday. Non-Fair Service Hours: Last call is 30 minutes prior to close and service ends 15 minutes before close.
8. "We ID" signage must be visibly posted at each point of sale (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 WSFP 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 WSFP 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 permit must purchase all alcoholic beverages for consumption at the Fair Park from a WSFP approved alcohol distributor.
14. Alcoholic beverage pricing must be submitted to WSFP staff prior to the Fair and must meet pricing minimums set by WSFP.
15. All beverages must be opened and served with caps removed and disposed of prior to serving.
16. No one under the age of 18 shall be allowed to serve alcoholic beverages at WSFP. Employees assigned to single staff locations must be at least 21 years of age.
17. Servers must be able to use good judgement while on duty. It is the recommendation of WSFP staff that servers do not consume alcoholic beverages while on duty. 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. One licensed bartender must be onsite at Wisconsin State Fair Park at all times.
19. Vendors must conduct alcohol service training for all servers prior to the start of each event.
20. The above policies pertain to both alcoholic beverage 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, WSFP 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, 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 an alcohol permit, 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 Wis. Stat. § 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 WSFP 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 Wisconsin State Fair. WSFP Police will utilize underage personnel who will present a valid state driver's license or state ID that clearly indicates the individual is less than 21 years of age and not of legal drinking age. Servers who pass the compliance assessments will receive a certificate that congratulates them for responsible alcohol service.

Servers who 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.

- Immediately be removed from alcohol service duties until all of the following occurs:
 - The Vendor owner/operator and server must attend a mandatory meeting with WSFP Police and staff to review the incident.
 - The Vendor owner/operator will review the WSFP 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 WSFP and could result in the loss of your alcohol service permit.
 - It is the responsibility 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 p. 22 under Signage for information on alcohol signage and merchandising.

Approved Suppliers & Distributors:

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

- Alcoholic Beverages
- Bottled Water & Carbonated Soft Drinks
- Ice, 20 lb. Bags (distributed by Wisconsin State Fair)

Please refer to Appendix A for contact information for exclusive suppliers. Vendors must be in good standing with the approved licensed distributors and all invoices must be paid in full within the supplier's guidelines 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 WSFP. 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 21 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 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.

Vendor Operated Stages & Entertainment

Amplifiers, Recordings & Live Entertainment

Sound level, type, and volume play an important part in the auditory and overall Fair experience. It is important to understand that while these components can be beneficial and enjoyable to some, they can disrupt normal business transactions, provide an unsafe working environment for nearby Vendors or employees, and disturb enjoyment for some Fairgoers.

For Vendors approved to provide such offerings, sound levels must be kept at or below a maximum volume of **85dBA** at the perimeter of the Vendor footprint. Vendors providing live or recorded entertainment must have their own decibel meter on site at all times. In the event of an issue regarding sound levels, we will refer to the WSF Entertainment Department reading, utilizing the slow response on a sound level meter decibel meter. WSFP staff reserves the right to require sound levels to be adjusted below the 85dBA threshold, including bass and mid-level sound range adjustments.

Any venue exceeding the 85dBA 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 WSFP staff and the Vendor. Upon the third violation for Vendors offering live entertainment, WSF will take immediate action to replace the Vendor's 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 follow WSF requirements. At the end of the Fair, Clearwing Productions will invoice the Vendor directly for the costs incurred. Subsequent warnings may lead to the alteration or revocation of entertainment privileges.

Vendor Band Merchandise Sales & Permits

Bands performing at Vendor operated stages during the WSF are permitted to sell merchandise thirty (30) minutes prior to, during, and thirty (30) minutes after each scheduled performance. Ability to sell merchandise is at the discretion of the Vendor, and must follow the parameters outlined below:

- Band must obtain a Merchandise Permit and prominently display it within the sales location. Merchandise Permits can be purchased at the Vendor Service Trailer or using the order form provided from the Vendor Services Department via email in early April.
- Daily Merchandise Permits are available for \$35, 11-day Merchandise Permits are available for \$175.
- Merchandise sales must stay within the licensed footprint of the Vendor's location.
- Merchandise is limited to artist specific products such as CD's or merchandise that bears the artists name and/or logo. Non-specific merchandise such as glow sticks, jewelry, or roses are not permitted.
- Sale of merchandise on non-performance dates and times is prohibited.
- WSFP staff will conduct random spot checks to monitor compliance of this policy. Bands found selling merchandise without a permit will be turned over to the Department of Revenue to remedy the situation.

Entertainment & Band Schedules

Vendors authorized to provide live entertainment shall assume sole responsibility for booking, production, and costs associated with operating such at their individual venue. Vendors will be required to submit a copy of their entertainment line-up to WSFP staff upon request, and within the timeframe required. These materials will be used for promotion on the WSF website and any coordinating collateral.

Vendor Band Parking & Shuttle Program

All persons entering the Fair Park during the WSF are required to have an admission ticket or credential. This includes entertainers, sound technicians, agents, or representatives of bands. Admission tickets or credentials can be purchased through the associated task on the Vendor Portal.

Bands requiring assistance with equipment and personnel access into the Fair Park during operating hours may utilize the Vendor Band Parking and Shuttle Program. Personal band vehicles are not permitted to drive into the Fair Park while the WSF is open to the public. Permits for the Vendor Band Parking Lot may be purchased for \$15 each through the associated task on the Vendor Portal. Due to the large number of performances during the WSF, each band is limited to two vehicle permits per band per performance. This limit includes all members of the band, sound technicians, agents, or representatives. Bands are encouraged to carpool and be mindful of space when determining transportation and access to the venue.

Each permit grants parking for one vehicle in the Vendor Band Shuttle Lot. The lot is accessed via Gate 1, located at 79th & Greenfield Avenue. Bands must arrive at the Vendor Band Lot a minimum of two hours before their set time. Bands arriving less than two hours before their scheduled set time will not be guaranteed arrival to the venue within the desired timeframe. Upon arriving at the Vendor Band Lot, band members will load their equipment and all necessary personnel into a WSF Shuttle, to be taken to and from their designated venue by a WSF Entertainment Driver.

After completion of the performance, bands must pack all equipment and prepare for loading prior to requesting their return shuttle. When all personnel and equipment are ready, please contact the Entertainment Shuttle Dispatch (phone number will be available at a later date and is subject to change annually). Once a band and their equipment are returned to the Vendor Band Parking Lot, re-admittance to the Fair Park is only available with a hand stamp or additional ticket. After a vehicle leaves the Vendor Band Parking Lot, it will not be permitted to re-enter.

****Due to high crowd volume, Vendor Band Shuttles will cease to operate after the last band of the evening is loaded in, or 8 pm (whichever is earlier) on Thursdays through Saturdays. After the all-clear is given (approx. 12:30 am), Bands have the option to either call the Entertainment Shuttle Dispatch and wait in queue for pick-up or get their personal vehicles and drive into the Fair Park to load out. WSFP staff reserves the right to suspend the shuttles at any time during the Fair if deemed necessary for crowd capacity or safety concerns. Vendors are responsible for ensuring that bands follow these procedures to guarantee the safety of Fairgoers and ensure a streamlined process.**

If there are any questions, contact the Director of Vendor Services at 414.405.0657

Band & Entertainer Conduct

WSF prides itself on providing a family-friendly environment for Fairgoers of all ages. While the Fair experience naturally changes from open to close, WSF strives to ensure that this atmosphere is maintained at all hours of operation. Vendors are responsible for ensuring that bands and individual entertainers understand these expectations and present themselves accordingly. Special attention should be given to language used during performances, maintaining a “radio-friendly” presence at all times, with no cursing, swearing or otherwise offensive language. Fairgoers are not permitted to carry-in alcoholic beverages, and the same rules apply to individual entertainers or bands. Behavior that includes drinking shots or hard alcohol while on stage or showcasing on social media is of specific concern. Depending on severity of issues, WSF reserves the right to cut short a set and/or cancel future performances.

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, Wis. Stat. § 42. A full listing can be found at https://docs.legis.wisconsin.gov/code/admin_code/sfp or on the Vendor Information page at www.wistatefair.com.

Furthermore, the Vendor License Agreement requires that Vendors will at all times comply with and observe all federal and state laws, local laws, ordinances, and regulations which are in effect during the period of the Agreement. This includes any issues that may arise from inspection or review from any regulatory agency holding jurisdiction at WSFP, full compliance with these agencies is expected. Depending on the frequency and severity of these issues, Vendors found out of compliance may be at risk for immediate termination of their Vendor License Agreement and/or affect their business' ability to return for future Fairs.