

Central Wisconsin State Fair

MERCHANDISE VENDOR MANUAL



Thank you for choosing the Central Wisconsin State Fair.

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Merchandise Vendor Coordinator: Kriss Schmitt

Maintenance and Grounds Manager: Steve Taylor

GENERAL INFORMATION

These are the conditions under which a vendor will be offered a contract to participate at the Central Wisconsin State Fair (CWSF). These standards apply to all merchandise vendors. Vendors will be required to fill out a new Vendor Contract each year. Old contracts will not be accepted.

The CWSF will continually seek to present the best quality, professional, customer service-oriented exhibits, and concessions offered by a wide variety of qualified business enterprises. All applicants are given equal consideration based on the applicant's ability to:

1. Meet the criteria specified herein and on the Vendor Contract.
2. Present an attractive and professional display.
3. Offer unique products/services of high quality.
4. Meet financial responsibilities and all contract obligations by specified dates.
5. Conduct business in an ethical and professional manner.
6. Provide proof of liability insurance with a minimum of \$1,000,000 in coverage.

The CWSF shall exercise its best judgment in determining which new merchandise vendors will best serve the interests of its patrons. Among the factors to be considered in this process are:

1. Availability of appropriate commercial space.
2. Health and safety of Fair patrons.
3. The extent to which the proposed product/service duplicates those of other commercial exhibits and concessions.
4. Appropriate mixture and balance of products and services are available throughout the fairgrounds.
5. Experience and financial stability.
6. Quality of presentation and professionalism demonstrated.
7. Other factors as the CWSF deems appropriate in determining its best interests and those of its patrons.

COMMERCIAL EXHIBITS

Commercial vendors are placed on the fairgrounds to educate, inform, evoke public interest, and create business opportunities. Vendors are placed to provide hospitality, shopping opportunities, and entertainment to serve the needs and wishes of a large, diverse audience. It is the policy and goal of the CWSF that available commercial space is occupied by as wide a variety of business enterprises as possible and practical. Placement and management of commercial vendors at the fairgrounds are the proprietary rights of the CWSF to be exercised exclusively on behalf of its audience. This right may be accomplished by operating its own commercial exhibit or, as an alternative, issuing contracts that allow qualified independent parties to operate.

VENDORS GUIDELINES AND POLICIES

The first responsibility of all commercial vendors is to Fair visitors. Commercial exhibitors are to conduct themselves in a responsible, businesslike manner and will be held responsible for the acts, omissions, representations, appearance, cleanliness, conduct, and behavior of themselves and who is working/volunteering in their booth(s). Commercial exhibits must be professionally constructed and of substantial integrity, as well as clean, aesthetically attractive, well maintained, and of a design and appearance that is presentable, acceptable, and approved by the CWSF. Commercial vendors shall comply with the requirements of the Americans with Disabilities Act, and meet all applicable building, fire, safety, sanitation, electrical, and plumbing codes and the operators of the same must obtain all appropriate licenses for operation.

1. Commercial Vendor Contracts are issued for the commercial exhibition or sale of specified goods, products, and/or services. The sale or commercial exhibition of any product or service, that is not specified in the contract, will not be allowed.
2. CWSF reserves the right and has the final say as to the location and placement of all vendors. CWSF reserves the right to not grant a contract at any time.
3. All commercial vendors must stay in their designated area. All representatives are prohibited from operating in the aisles in such a way as to be a nuisance or interfere with the public or other vendors.
4. Commercial vendors shall have professional signage which clearly indicates the company, concession, and/or exhibit name, products(s) and/or service(s) being exhibited, and prices of products sold.

5. Commercial vendors and staff shall be clean, neatly attired, and tidy in personal appearance, hygiene, and dress at all times, with uniform apparel where appropriate.
6. Commercial exhibit and display areas must be adequately staffed and in operation during CWSF Fair hours. Tuesday through Saturday 11 AM-9 PM, Sunday 11 AM-6 PM.
7. Display showcases shall be in good repair and adequately lighted to highlight the product(s) sold or exhibited. Tables and counters in exhibits must be neat, clean, draped, and finished on all sides exposed to the public view.
8. Product and/or service demonstrations are acceptable and sound equipment may be used with proper approval of the CWSF Administration. Attention with respect to time, place, manner, and volume must be adhered to.
9. Compliance with CWSF waste management and recycling programs, policies, and procedures is a requirement placed on commercial vendors. All boxes MUST be broken down and deposited into appropriate dumpsters, all garbage MUST be cleaned up from your area at the end of the Fair. If you fail to do so you will not be asked to return

All commercial vendors shall abide by the rules, regulations, policies, and procedures set forth by the CWSF. The CWSF shall have the absolute right and discretionary power to interpret, alter, add, cancel, or vary any of these standards in individual cases, except where such changes would conflict with local, state, or federal statutes.

ELECTRICITY

All vendors must supply the correct size extension cord(s) and plug(s) for all stands at the Fair. Please note on your application the size circuit you need. In order to provide our electrical staff adequate time to prepare, please indicate on your contract your electricity requirements. Any additional service requested not previously ordered will result in a charge of \$50.00 per service and \$40.00 per hour for labor on these additional orders.

1. If you come to the Fair and need a different size circuit than initially requested, CWSF has the right of refusal for your connection.
2. All cords used to connect power from the fairground's distribution equipment to a vendor's equipment must be "listed" for heavy duty or extra heavy duty and must be in good condition.
3. All cords must have a ground wire installed as part of the cord assembly. Two wire cords are not allowed anywhere on the fairgrounds.
4. If any of your cords, cables, or wires are placed on the ground where people can step or walk on them, you will be required to protect them for their entire length with approved mats or wood. All materials used will be supplied by the vendor.

CONTRACTS

An agreement whereby the CWSF grants the privilege to exhibit, disseminate information, sell, make deliveries, or accept deposits for future deliveries of goods, services, or information on or from an assigned fairgrounds commercial space during a designated period of time. Contracts will be offered in accordance with the commercial space available. Contracts may not be sold, transferred, assigned, or devised by will. Contracts are valid for a designated period of time as agreed in writing.

1. The fact that an operator has entered into a contract for a designated period does not create a right nor should it create an expectation that the contract will be extended for any subsequent year. CWSF reserves the right to not grant a contract for any subsequent year.
2. The CWSF reserves the right to determine locations for all booths and stands contracted for the Fair
3. The CWSF shall annually review all contract agreements in consideration of offering a contract for another term to operators from the previous term. The review will be based on new or changing public needs, physical changes to facilities, and the performance of the operator as measured by established standards.
4. CWSF reserves the right to not grant a new contract at any time.
5. Grounds, space alterations, or other operational changes as determined exclusively by the CWSF may make it necessary to alter or eliminate certain previously available commercial space from one year to the next. In such an instance, the CWSF may either offer an alternative location or elect to not grant a contract.
6. The CWSF is proud to endorse a "CLEAN FAIR POLICY" and, therefore, will not tolerate the sale of any merchandise with vulgar or indecent pictures or words, or any merchandise that the Fair management deems inappropriate. The Fair will also not allow the sale of any merchandise that could be harmful to Fair patrons.

7. Cancellations are to be given to CWSF in verbal and/or written forms will only be accepted. There are NO REFUNDS if you cancel or are a no-show to this event.
8. Commercial vendors must remove their property from the grounds within 48 hours after the close of the Fair. Failure to comply with this section will result in non-issuance of a contract for the following year. Electric service will be disconnected after 48 hours. CWSF is not responsible for any items left by vendors in the buildings or on the grounds.

Outside Space: The Vendor agrees to clean up all debris within the space along the frontage and/or within ten feet of his stand as located by 11:00 AM each day. Daily inspections will be made during the Fair. If the Vendor's space is deemed unsatisfactory, they may be denied space the following year. No dumping of "gray" water, soapy water, grease, or milk products on the grass or grounds is allowed.

Outside and Inside Space: No signs or tables are permitted to extend beyond the contracted space. No signage or sandwich boards are permitted outside the contracted space. Salespeople and demonstrators are prohibited from operating in the aisles in such a way as to be a nuisance or interference with the public or to other vendors.

HOURS OF OPERATION

1. Vendors have to be set up and open the hours of 11:00 AM – 9:00 PM Tuesday through Saturday and Sunday 11:00 AM -6:00 PM.
2. Buildings will open for vendors to restock by 9:00 AM daily and will be locked at 10:00 PM by CWSF Staff.
3. Release time on the last day of the CWSF is at 6:00 PM, **NOT BEFORE** unless otherwise stated by the CWSF Event Coordinator. Vendors must remain in place until the closing of the Fair. Vendors also agree not to dismantle their booth, deplete the exhibit in any way, or do any packing before release time on the last day of the Fair if not in compliance you will not be welcome back. **NO VEHICLES** on CWSF fairgrounds until 6:30 PM on the last day of the fair to allow farm animal trailers to be loaded in a safe manner.
4. Booths may be unattended for a short period of time; however, your booth must continue to appear open, neat, and stocked with information while being unattended.
5. No vehicles will be permitted on the Midway until after 6:00 PM on the last day of the Fair.
6. Only the following vehicles will be allowed on the Midway after 10:00 AM: emergency vehicles, ambulances, electricians, fire trucks, maintenance, police, and telephone.

PACKETS AND PASSES

1. Vendor packets will contain passes and permits.
2. Parking passes are only valid in the designated areas stated on the pass. Any vehicle parked in a no parking zone or in a different lot than stated by the pass will be ticketed and towed at the owner's expense. Packets will contain one parking pass. These passes cannot be resold or given out to the general public.
3. Each vendor will receive one (1) free season pass and six (6) free day passes. These passes cannot be resold or given out to the general public.

CAMPING

Campsites are assigned on a first-come, first-served basis. In order to reserve a campsite, you should complete and return a camping form with full payment to the CWSF office. This form can be found on the CWSF website. You will be limited to only one hook-up per site, with no exceptions! The CWSF is not responsible for any theft or damage to personal property while staying at the Fairgrounds.

TIPS AND TIP JARS

Tip jars are not allowed on any bar or service counter. Tips may not be solicited on any bar or service counter but can be accepted if offered and immediately removed from the sight of fair guests. Vendors who utilize electronic payment systems may accept tips but must provide the guest a clear and easy option to select no tip or opt out of tipping.

DONATIONS AND CONTRIBUTIONS

Donations or contributions may not be requested, solicited or accepted at the Fair without the prior written approval of CWSF and execution of a license providing for payment of appropriate fees.

UTV AND ATV PERMITS

If a vendor will be bringing a UTV or ATV to the Fair, they must request a permit on their Vendor Agreement and must show proof of insurance prior to the first day of the Fair. Permits will not be given until proof of insurance is provided. Vendors are required to have their UTV/ATV permit visible at all times. For the safety of Fair patrons, all vendors are not permitted to drive or have their UTV/ATV inside the Fair festivities' areas from 10:00 AM – Close daily. Closing time is when the carnival, food vendors, and merchandise vendors are closed for the night. If for any reason you need to bring in supplies to your stand with a UTV/ATV, vendors are required to contact the Fair office to make arrangements.

COVID-19 CONSIDERATIONS:

Renter agrees that Renter will follow all current CDC Covid-19 guidelines.

By signing the 2023 Central Wisconsin State Fair (CWSF) Merch Vendor Contract, you are hereby acknowledging that you have read and agree to all stated policies set forth by the CWSF. All vendors, staff, or anyone associated with them are expected to conduct themselves in a professional, courteous, and respectful manner at all times. Violation or non-compliance of these policies will result in the removal from the fairgrounds and may result in your inability to return in future years. All payments are nonrefundable!