



# Food & Commercial Vendor Manual 2024

## Fast Facts

**Dane County Fair:**  
July 18-21, 2024

**Event held at Alliant Energy Center**  
1919 Alliant Energy Center Way  
Madison, WI 53713

**Dane County Fair Business Office**  
P.O. Box 287  
Oregon, WI 53575  
Phone: (608) 291-2900

**Staff:**  
Danielle Ziegler -  
info@danecountyfair.com

The Fair staff is available all year, including the week of the Fair.

Please drop us an email or give us a call with any questions. We're here to help you have a successful Fair!

## Available Online:

The complete Exhibitor Manual is available at [www.danecountyfair.com](http://www.danecountyfair.com) including links to all forms.

You're welcome to submit all paperwork by mail to our business address or email to [info@danecountyfair.com](mailto:info@danecountyfair.com).

## Important Dates & Times:

### July 1:

All forms are due to Fair Office (including reduced admission tickets and current Certificate of Insurance).  
Deadline to submit Temporary Food Establishment Permit Application.

### July 4:

Deadline to submit Services orders to Alliant Energy Center.

### July 8:

Deadline for Pepsi to set up your account and submit initial order.

### July 16:

Outdoor move-in, 8 a.m. - 8 p.m.

### July 17:

Outdoor move-in, 8 a.m. - 5 p.m.  
Indoor move-in, 8 a.m. - 8 p.m. on Wednesday only

### July 18-21: Dane County Fair

Outdoor Exhibit Hours  
Thu. - Sun. 11 a.m. - 11 p.m.

Indoor Exhibit Hours  
Thu. - Sat 8 a.m. - 8 p.m.  
Sun. 8 a.m. - 4 p.m.

### July 21:

Indoor move-out begins, 4:00 p.m.

Outdoor move-out begins approximately 10 p.m., based on crowd size and as directed by security.

### July 22:

All move-out must be complete by 5 p.m.

## Shipments to the Fair:

The Alliant Energy Center will receive and provide storage for shipments that arrive after July 1. This includes delivery to your booth, removal and storage of empty packing materials and handling of outbound shipments by common carrier. Contact AEC at 608-267-3950 for rates or [CLICK HERE](#).

To ship materials to the Fair, send them to:

Dane County Fair  
(Company Name), (Booth #)  
Alliant Energy Center  
1919 Alliant Energy Center Way  
Madison, WI 53713

## Overnight Camping and Hotels:

Camping for the Dane County Fair will ONLY be available Willow Island. Willow Island provides electrical hook-ups only. The dump station has been upgraded, located on the North side of the North Lot. Campsite location is on first come, first serve basis. Camping will be self-registration/self-payment and AEC will monitor camping permits and payments.

Cost is \$35 per night (2023 pricing). Common Showers will be available in Pavilion 1, west end. Questions regarding camping can be directed to the Alliant Energy Center at 608-267-3976.

Lake Farm Campground, approximately 3 miles east of AEC, has electricity and water hook-ups available. Please call the Dane County Parks division at 608-246-3896 for assistance and to register.

Local hotels are available.

[Clarion Suites](#): 608-284-1234

Located adjacent to the Fair.

[Sheraton Madison Hotel](#), 608-251-2300

Across the street from the Fair.

[Holiday Inn Express & Suites](#), 608-709-5050

Across the street from the Fair.

[DoubleTree by Hilton Madison Downtown](#),  
608-251-5511

## Rules & Regulations:

*Important notices for all vendors*

### Services Available:

All service orders must be made through Alliant Energy Center, including booth equipment rentals, electricity, water, forklift use, etc. You are welcome to bring your own furniture and materials. Generators are not allowed.

Order online at [www.alliantenergycenter.com](http://www.alliantenergycenter.com) before July 4 to save. On-site ordering is available, but you will incur late charges. If you have questions, please contact Alliant Energy Center at 608-267-3950.

### Admission Passes:

Exhibitors receive two season passes per paid booth space. Each pass admits one person each day and includes parking. Passes will be required at all times from Thursday at 8 a.m. to Sunday at 8 p.m. to enter any gate. No gate admission after 8 p.m. Must enter Gate B near Clarion after 8 p.m. if needed. Passes will be in your registration packet and need to be picked up during set-up. Additional admission passes can be purchased using the [pre-order form](#) before July 1 or they can be purchased at the gates.

### Sound:

Dane County Fair management reserves the right to limit or restrict sounds from any source that interferes with activities in neighboring exhibits. In general, a neighbor should not be able to hear your sounds from their booth.

### Animals:

All animals that are part of your display must be on your contract. Pets are not allowed on the grounds.

### Stickers/Adhesive Materials:

Use and distribution of adhesive materials of any type are prohibited by the facility. Bumper stickers, promotional stickers and stickers of all types are prohibited. Please do not use or distribute them in any way at the show. Because of the costs involved in removing stickers from the floors, walls, etc., any company found to be distributing stickers will be fined \$1,000 for each sticker that needs to be removed from a facility surface and will lose booth priority for the following year.

### Balloons:

Helium balloons may be used as booth decorations if securely fastened, but balloon distribution is prohibited.

## Food & Beverage Vendors:

*Health Department & Beverage details*

### Menu:

Your menu and price list needs to be updated and submitted to the Fair Office before opening for business. All food and beverage prices must be clearly posted and visible from all serving areas. All prices must stay the same all week.

### Food Safety:

Food vendors must arrive prepared and in accordance with codes including water connection and hoses, cleaning utensils, food preparation, food protection and storage.

It will be the food vendors' responsibility to properly dispose of gray water, provide a safe, clean and attractive concession, and check equipment and hook-ups frequently for leaks. Gray water containers and Grease barrels will be available; please share with your fellow vendors. Only food grade hoses can be used.

Health department officials will inspect and approve each vendor. **There are NEW forms in place from Public Health. See website for information.** If you have any questions, please call the Dane County Public Health Department at 608-243-0330. Application and information packet are available online.

### Beverages - Pepsi Products Only:

The Dane County Fair is a Pepsi event, only Pepsi products will be sold. All Pepsi products must be purchased through Pepsi-Cola of Madison. Klarbrunn is the official water; it is the only bottled water that can be sold. If there is no Pepsi option for a variety you wish to sell, or if you are the beverage's manufacturer, you must get written permission from the Fair by July 1. Glass containers and cans are not allowed.

To keep competition acceptable, the Dane County Fair established the following beverage price minimums (including specials) for the Fair:

12 ounce - \$1.25	16 ounce - \$1.50
20 ounce - \$2.00	22 ounce - \$2.25
32 ounce - \$2.75	
Klarbrunn Bottled Water - \$2.00	

Minimums on refills will be half the initial price.

### Ice:

Ice is available for purchase in the Dane County Pork Producers' booth. Alaskan Ice also has merchandisers available for use directly in your booth. For information, call Jason at 800-226-2201.

# Outdoor Trade Mall:

*Set-up, during the Fair and move-out info*

## Trade Mall Move-In:

Tuesday, July 16 8 a.m. - 8 p.m.  
Wednesday, July 17 8 a.m. - 5 p.m.

When you arrive, check in at the Fair Office, located on the first floor - Mendota 1 in the Exhibition Hall.

## Trade Mall Hours:

Thursday - Sunday 11 a.m. - 11 p.m.

Booths need to be staffed during all operational hours. You're welcome to open earlier or stay open later.

## Important Set-up Details:

All trailers, pop-ups, canopies, tents and tent securing weights must be within your space; nothing can extend beyond your contracted space. Anything exceeding the perimeters of your space will require immediate removal and/or relocation at exhibitor's expense. *Rented spaces are exact.* You will not be able to squeeze a 12' trailer into a 10' space. If the space on your contract is not sufficient (including trailer hitch, overhangs, awnings, etc.), call for a larger space. If you arrive with a trailer that doesn't fit, you will be moved.

## Admission:

As earlier stated, you will receive two complimentary season passes for each booth space rented. Passes will be required at all times from Thursday at 8 a.m. to Sunday at 8 p.m. to enter any gate. No gate admission after 8 p.m. Must enter Gate B near Clarion after 8 p.m. if needed. Admission passes will be provided to you at check-in.

## Tents:

Tent stakes are not allowed; this is a facility policy. You can order tent weights online through Alliant Energy Center at [www.alliantenergycenter.com](http://www.alliantenergycenter.com) before July 4. During the Fair, contact the Service Desk in the back of Hall A in the Exhibition Hall to arrange for complimentary weights. Quantities are limited, so please schedule ahead.

You are welcome to bring your own tent, but pop-up style tents are discouraged. Tents are also available for rent through [Bucky's Rentals](#) (608-291-2500) or [Event Essentials](#) (608-846-5004).

## Exhibitor Deliveries:

Deliveries must come through Gate B, which is located on Rimrock Road, next to the Clarion Suites. Drive-up deliveries to the Outdoor Trade Mall are allowed until 10:00 a.m. After 10:00 a.m., all trucks will unload from the designated Delivery Zone and supplies must be hand carted to space locations. At 10:30 a.m., all vehicles must be out of the exhibit area. Temporary delivery vehicles will only be allowed to remain in the Delivery Zone for 20 minutes and must display the timed temporary permit in plain view. Any vehicle parked in the Delivery Zone without a permit in plain view will be towed at the owner's expense.

## Permanent Storage Vehicle and Cold Storage Parking:

If you are an outdoor vendor and have a storage truck that will be on-site all week, please submit the parking form by July 1 to reserve your space. Be sure to reserve your electricity and any other services necessary for your vehicle through the Alliant Energy Center.

## Motorized Vehicles:

All golf carts must be registered in the Fair Office prior to use. Motorized vehicle use is severely restricted during open hours. If you plan to use a golf cart, stop by the Fair Office.

## Outdoor Trade Mall Move-Out:

Tear down and move out will begin at approximately 10 p.m. on Sunday. No vehicles will be allowed into the exhibit area until the crowd size has diminished. Sheriff Deputies will make that determination.

Return your rented space to the same condition as when you took possession; exhibitors will be charged for damage to the asphalt. Move-out must be complete by 5 p.m. on Monday, July 22.

# Indoor Exhibition Hall:

*Set-up, during the Fair and move-out info*

## Indoor Exhibition Hall Move-In:

Wednesday, July 17 8 a.m.- 8 p.m.

All indoor commercial exhibits are located in the lobby of the air-conditioned Exhibition Hall. You'll want to move in your materials from the loading dock.

When you arrive, please check in at the Fair Office, located on the first floor - Mendota 1. You'll receive your admission passes at check-in.

## Indoor Hours:

Thursday - Saturday	8 a.m. - 8 p.m.
Sunday	8 a.m. - 4 p.m.

Booths must be staffed during all operational hours.

## Each Booth Includes:

- Colored drapery
- 8' high backdrop curtain
- 3' high side curtains to separate your space from adjoining booths
- Flooring is polished marble

## Admission:

As stated earlier, you will receive two complimentary season passes for each booth space rented. Passes will be required at all times from Thursday at 8 a.m. to Sunday at 8 p.m. to enter any gate or the loading dock. No gate admission after 8 p.m. If you don't have your pass, you will have to pay admission.

## Arrival & Set-Up:

To enter the Fair, turn on Rusk Avenue from Rimrock Road and enter at Rusk Gate. Access to the loading dock will be on the right. You must move in through the loading dock. Be sure to pick up your check-in packet at the Fair Office, located in the Exhibition Hall on the first floor - Mendota 1.

## Display Rules:

Please take care to not infringe on your neighbors' space or block their right to be seen. All displays, sales items, tables and signage must be within your space. Anything exceeding contracted space will require immediate removal and/or relocation at the exhibitor's expense.

Indoor booth and display materials may not be higher than 8 feet. In general, no booth element may be higher than 48 inches within three feet of the aisle so as to not block the view of neighboring exhibits. All TVs, videos and demonstrations are subject to the Fair's three-foot setback rule. Conflicts will be resolved by Fair staff. See the Rules and Regulations for details.

## Aisle Use:

Aisles are to remain completely free of obstructions and not be put to commercial use in any way by any exhibitor. No activity can be conducted outside of contracted exhibit space, including handouts, solicitations, presentations, surveys or mascots. Exhibitors may not conduct any kind of activity that leads to congestion of aisle traffic.

## Indoor Move-Out:

Tear down and move out will begin at 4:00 p.m. on Sunday. You must exit through the Hall A loading dock during move-out. Please return your rented space to the same condition as when you took possession. Move-out must be complete by 5 p.m. on Monday, July 22.