225 Edward St.
Chippewa Falls, WI 54729
Fair Dates: July 8-12, 2026

2026 Commercial Exhibit Space Application Form

HIGHLIGHTED AREAS FOR NEW APPLICANTS ONLY

(Print clearly and return to Northern Wisconsin State Fair (NWSF). Incomplete or illegible applications will not be considered)

This is an application for commercial exhibit space at the Northern Wisconsin State Fair. **This is not a License.** Do not send payment at this time. All applications will be reviewed based on the uniqueness and quality of products sold and/or services exhibited. Appearance of space/booth and references from other fairs or shows will be taken into consideration prior to offering a license. We reserve the right to accept/reject any application.

Section #1: Contact Information

Name of Firm: _____

Name of Owner: _____
(Name as it will appear on license if approved)

Contact Person: _____
(Person in charge of the booth at event)

Mailing Address: _____

City:_____ State:_____ Zip:_____

Business Phone:_____Cell Phone: _____ E-Mail (Required): _____

Company/Product Website: _____

Section #2: Location and Size of Space Desired (indoor booth size is approximately 10' x 10')

☐ **Building A (Indoor):** *$500 plus $250 per additional booth* Number of booths: _____ # of booths

☐ **Building C (Indoor):** *$600 plus $300 per additional booth* Number of booths: _____ # of booths

☐ **Outdoor Merchandise/Commercial:** *$350 or **17%** gross sales (whichever is greater)*

Frontage requested: _____ # of feet Depth needs: _____ # of feet *(be specific)*

☐ **Outdoor Display Only/Commercial:** *$250 per 10 feet of frontage*

Frontage requested: _____ # of feet Depth needs: _____ # of feet *(be specific)*

☐ **Outdoor Food Vendor:** *$350 or **17%** gross sales (whichever is greater)*

Frontage requested: _____ # of feet Depth needs: _____ # of feet *(be specific)*

***Frontage must include all tie-downs, overhangs, trailer hitches, etc. – you will only be allocated the space requested**

*Building Vendors – to accommodate changing economic conditions resulting in possible staffing issues, we may accept a static display only. If interested, please contact the Fair Office for more information.

Section #3: Products and/or Services Offered

List ALL items to be sold, exhibited and/or demonstrated. Gifts, novelties, and craft items must be specifically and individually listed. Food Vendors list all foods to be offered. If a food product is imported, list the country of origin. If approved for space, there is no guarantee all items requested/listed below will be approved; however, products cannot be sold if they are not listed on this application. If you are providing a service or information, please explain what you will offer. If you need more space, please enclose a separate piece of paper.

_____
_____
_____
_____
_____
_____
_____
_____

Section#4: Miscellaneous

- **Electrical:**
  - □ Yes, I need Electrical (If yes, please complete Utility Connection and Additional Needs Form below)
  - □ No Electrical needed
- **Camping:** Onsite camping is available on a first come first serve basis.
  - □ Yes, I need Camping (If yes, complete the Fair Campsite Reservation Form upon approval of application)
  - □ No Camping needed
- Does the sale of your product require a demonstration or a pitch presentation? Yes _____ No _____
- Are you requesting permission to use a microphone? Yes _____ No _____
- Do you plan to hold a contest, raffle, registration for a prize drawing, or give-a-way? Yes _____ No _____
- If yes, briefly describe:

  _____

  Note: Raffle items need Fair Administration approval prior to raffle sales. Weapons of any nature are not allowed to be promoted, displayed or offered as prizes in drawings. NWSF Administration has final determination.

Section#5: Photo or Schematic of Exhibit

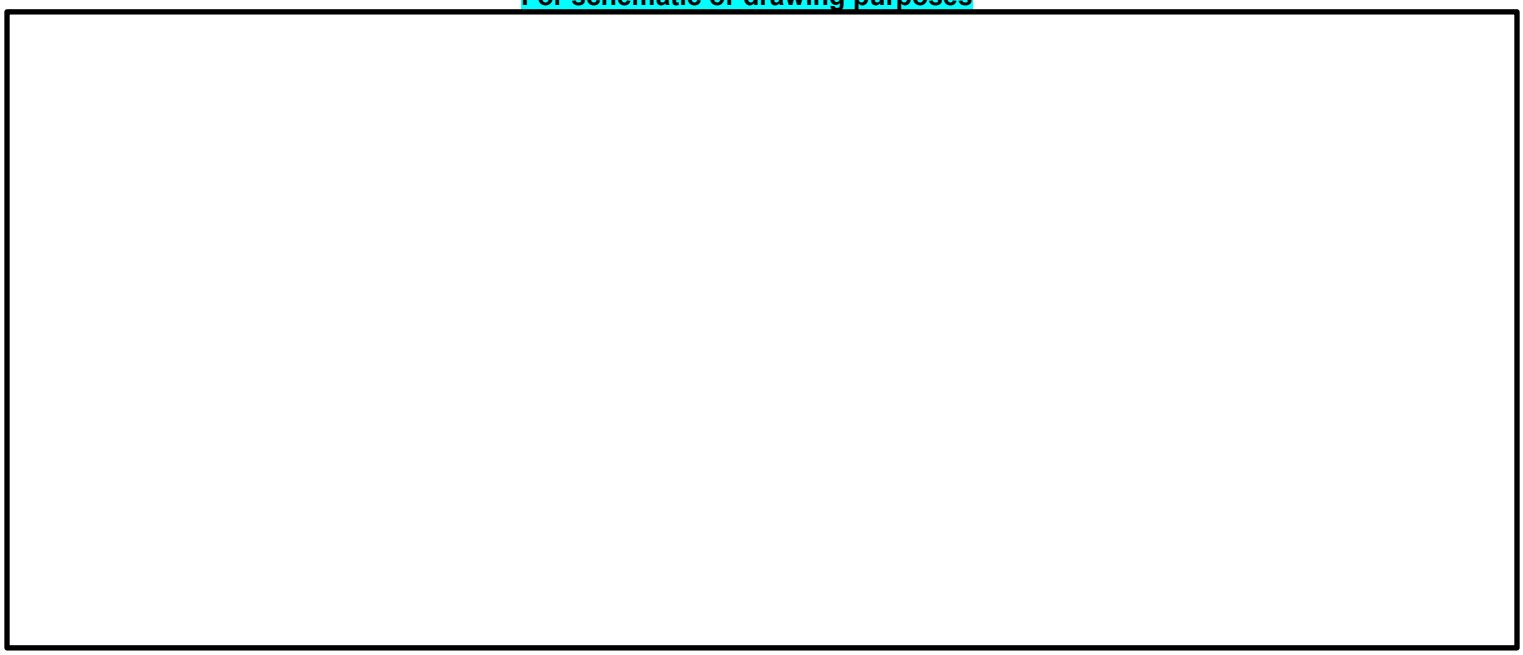
You MUST include a clear color photograph or a detailed professional schematic drawing of your exhibit, food truck, or booth, and enclose literature pertaining to your product(s) and/or service(s).

<u>Food Trucks</u>: Please also show how your truck opens up, tongue placement, serving area, etc. The more info you provide, the better.

You can email to: bwelke@nwsfa.com

***APPLICATIONS WITHOUT A PHOTO OR SCHEMATIC WILL NOT BE CONSIDERED!**

For schematic or drawing purposes



Section #6: References

Please provide two (2) references from past fairs, hobby or trade shows, or similar events where you have sold or demonstrated your product(s) and/or exhibited your service(s).

Name of Fair/Show: _____

Address: _____

Contact Person:_____Position:_____

Phone:_____ E-Mail:_____

Name of Fair/Show: _____

Address: _____

Contact Person:_____Position:_____

Phone:_____ E-Mail:_____

We reserve the right to accept or reject any applicant based on the uniqueness and quality of products sold, fair experience, services offered, or the appearance of your space/booth and references from other fairs or shows at which you have exhibited. Remember this is an Application and not a License to participate at the Northern Wisconsin State Fair. You will be contacted with our determination and if accepted, a License will be offered.

Signature:

I certify that the information stated on this Application Form is complete and true to the best of my knowledge

_____ _____

(Owners signature as stated on the front of this form) (Date)

Return Completed Form To:

Northern Wisconsin State Fair
225 Edward Street
Chippewa Falls, WI 54729
bwelke@nwsfa.com
Phone: 715-723-2861

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2026 NORTHERN WISCONSIN STATE FAIR
UTILITY CONNECTION & ADDITIONAL NEEDS ORDER FORM

(Please complete and return this form with your application if you are requesting vendor space at the Northern Wisconsin State Fair)

Business Name on Application: _____

Contact Person: _____ Phone #: (___)_____

Section A:
Food or Merchandise Vendor (Outdoor):

Booth/Truck Electrical	Rate Per Day	Total	Total
20AMP or less (110v)	$10.00	_____	_____
30AMP	$20.00	_____	_____
50AMP	$30.00	_____	_____
100AMP	$50.00	_____	_____

Utility, Service, Refrigerated Trailers (Additional Electrical hookup requests):

Electrical	Rate Per Day	Total	Total
20AMP (110v)	$10.00	_____	_____
30AMP	$20.00	_____	_____
50AMP	$30.00	_____	_____
100AMP	$50.00	_____	_____

SECTION A TOTAL **$_____**

Section B:

Additional Needs	Rate	Quantity	Total
➢ 6' Banquet Table (Indoors Only)	$10.00	_____	_____
➢ Chairs (Indoors Only)	$5.00	_____	_____
➢ Liability Insurance through NWSF *(fill out insurance request form)*			(Yes/No)
➢ Camping *(fill out Campsite Reservation form)*			(Yes/No)

SECTION B TOTAL **$_____**

TOTAL OF SECTIONS A & B **$_____**

Add to Vendor License Agreement upon acceptance