



Northern Wisconsin State Fair
225 Edward St.
Chippewa Falls, WI 54729
Fair Dates: July 7 – 11, 2021

2021 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: _____ Vehicle License Number(s): _____

Section #2: Location and Size of Space Desired (inside booth depth is roughly 9 – 10 feet)

- Expo Hall A:** \$500 plus \$250 per additional booth Number of booths: _____
of booths
- Expo Hall C:** \$600 plus \$300 per additional booth Number of booths: _____
of booths
- Science & Technology:** \$500 plus \$250 per additional booth Number of booths: _____
of booths
- Outdoor Commercial Display:** Exhibit space along roadways at \$250 per 10ft of frontage that includes 30ft depth (with few exceptions)
Frontage requested: _____ Depth needs: _____ (be specific)
of feet # of feet
- Outdoor Food/Merchandise Vendors:** \$350 or 15% commissions (whichever is greater)
Frontage requested: _____ Depth needs: _____ (be specific)
of feet # of feet

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

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 Outdoor Utility Connection and Additional Needs Form below)
- No Electrical needed

Camping: Onsite camping is available on a first come first serve basis by filling out the Fair Campsite Reservation Form

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 or booth and enclose literature pertaining to your product(s) and/or service(s). You can email to: dbaier@nwsfa.com

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

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

magner@nwsfa.com

Phone: 715-723-2861 Fax:715-723-6557