

# Concessionaire Handbook



**Welcome to the  
Wisconsin Valley Fair!**

**August 4-9, 2026**

**Sponsored by Marathon County Agricultural Society, Inc.**

## **Welcome to the Wisconsin Valley Fair Concessionaire's Handbook!**

This book includes fair policies, procedures and regulations for vendors renting commercial space at our fair. Please read all of the information provided. If the vendor has any questions, please ask before signing the contract. The Wisconsin Valley Fair wishes all vendors best of luck while exhibiting at the 2026 Wisconsin Valley Fair.

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The Marathon County Agricultural Society, Inc., sponsors the Wisconsin Valley Fair and is proud of its 79-acre fairgrounds located in beautiful Marathon Park, on the West Side of Wausau.

The Wisconsin Valley Fair is a six day, annual event the first weekend of August, with many events including grandstand shows featuring national entertainment, a demolition derby, and a draft horse show. A new grandstand was built in 2002 with 4,000 seats, nearly 1,000 reserve seats, and space for lawn chairs and standing room, drawing crowds of over 10,000 people. Over 125,000 visitors attend the fair each year.

Each year over 1,000 4-H/FFA and Open Class exhibitors showcase thousands of exhibits. The Wisconsin Valley Fair is proud to have North American Midway Entertainment as its carnival. There is over 30,000 square feet of outside space and seventy indoor booths in the Exhibition Building for concessionaires.

The fairgrounds are located in Marathon Park, 1201 Stewart Avenue, Wausau. If coming from the West, take Hwy 29 to the WI-52 E exit. Follow WI-52 which turns into Stewart Ave. Marathon Park will be on your right. If traveling on I-39, use exit 192, travel east for three blocks. Marathon Park is located on the south side of the road.

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## **MID-WISCONSIN BEVERAGE, INC (PEPSI)**

**WVF has an exclusive beverage contract. Vendors must only sell soft drinks that have been purchased through the Fair Office.**

- Vendors will place their order through the fair office via order form. Soda will be delivered (cold) to your stand. You may place orders with the Fair Office at any time. Delivery times will be throughout the day, from approximately noon to 7 PM.
- All carbonated and non-carbonated soft drinks and water will be available only in 20 oz bottles.
- Any violation of the authorized supplier for carbonated and non-carbonated soft drinks and water will be monitored by the Concessionaire Superintendent and Wisconsin Valley Fair Board of Directors.
- Coolers can be requested through the Fair Office and will be delivered to your space on Monday of fair week, along with your first order of product.
- All returns will be retrieved on Monday by Mid-Wisconsin Beverage. **Only full cases allowed for returns!**

## **ELECTRICITY**

All vendors will have one cord for all appliances in their space. The vendor must provide their own extension cords.

## **FOOD VENDORS**

Please submit a tentative menu with your first payment. The fair office must have a final menu on file by July 15, 2026. New and/or additional items must be approved.

## **SET UP**

Set up may only be done during regular business hours, published by the office the week before the fair. Check in with the office before you place anything. Vendors who do not check in and/or are not approved to set up may be asked to move at their own expense and inconvenience.

## **VENDOR SPACE**

Inside space is located in the Exhibition Building. Each booth is a framed space with three sides and opens to the front walkway. We do not provide skirting or tables. No signs or tables are permitted to extend into the aisle. All exhibitors must confine their activities to within the space rented. No walking around the grounds advertising, etc.

The grounds will be available for set up on Monday, August 3 from 8 PM to 5 PM and again on Tuesday, August 4 at 8 AM. All vendors must be set up and open by 12:00 pm (noon) on Tuesday (Opening Day). The Exhibition Building is open from 10:00 am to 10:00 pm Wednesday through Saturday, and 10:00 am – 6 pm on Sunday (last day of fair).

**Vendor space is strongly encouraged to be staffed during these hours:**

**Tuesday-Friday: 3pm-8pm**

**Saturday: 12pm-8pm**

**Sunday: 12pm-6pm**

Please note that on Sunday indoor vendors tear down between 6:00 – 10:00 pm. Please use caution when tearing down the vendor space. Vehicles are allowed in the area during tear down. The Exhibition Building will be closed at 10:00 p.m. on the Sunday of the fair, and will open again the next day at 9:00 a.m. Vehicles will not be allowed onto the midway until after the carnival is gone.

There will be no security Sunday night (last day of the fair). The Marathon County Agricultural Society, Inc. assumes no liability for loss or damage to any property of the Lessee.

## **COOKING OIL**

All cooking oil barrels are available with prior notice. Please notify the Fair Office if a barrel is needed. To assure that this oil is disposed of properly; the vendor will be given a 50-gallon drum for use only for the week of the fair. When the drum is getting full, contact the Concessionaire Superintendent and he will contact our oil recycler to set up a time for your drum to be emptied.

## **PA ANNOUNCEMENTS**

Vendors have the opportunity to purchase 15 second announcements/advertisements over the fair PA. Announcements will be made hourly each day beginning at 11:45 am and concluding at 6:45 pm. For an investment of \$100 the vendor will receive a professionally produced announcement to be played 42 times throughout the week. If vendors would like to participate in these PA advertisements, they should contact the fair office by July 15, 2026 or include the advertisement along with the final payment!

## **PURCHASING ADDITIONAL TICKETS:**

You will receive one season pass for every \$100 of rent (ex: \$450 rent=4 season admission or season parking).

All persons entering the grounds must have a ticket. We have had some problems in the past, so keep in mind: **ALL OF YOUR WORKERS/VOLUNTEERS MUST HAVE A TICKET TO ENTER.** If you need additional tickets please see the following:

- [www.wisconsinvalleyfair.com](http://www.wisconsinvalleyfair.com)
- Fair Office inside of Marathon Park

Children 10 and under are admitted free of charge.

## 2026 Rental Rates

Prices will be as follows:

Type of vendor	Basic Charge	Electrical Charge	Other
Non-food	\$40 per front foot	\$75 plug in	\$80 storage
Food vendor	\$45 per front foot	\$100 plug in; more if extra service time	\$80 storage
Exhibition Bldg	\$450 single \$875 double	Included	
Exhibition Bldg	\$350 half booth	\$175 if booth has utilities (plumbing)	
Center court	\$700 full booth		





## **FAIR ADMINISTRATOR'S OFFICE**

The Fair Administrator's office is located in the North Wing of the Exhibition Building and will be open from 8:00 am until 10:00 pm during the Fair. It does not have the facilities or the personnel to act as a messenger or telephone answering service. Emergencies only please.

UPS deliveries are usually made in the mornings, and will be placed in the North Wing of the Exhibition Building. If you are expecting a delivery, please notify us. If your delivery is C.O.D., we must have your money (correct amount) in the office before UPS gets here. UPS drivers will not go out looking for you.

**Mailing Address:** Wisconsin Valley Fair  
500 Forest Street  
Wausau, WI 54403

**Physical Address:** Marathon Park– Exhibition Bldg.  
1201 Stewart Ave  
Wausau, WI 54401

**Phone:** 715.261.1539

**Email:** [jodi@wisconsinvalleyfair.com](mailto:jodi@wisconsinvalleyfair.com)

**Website:** [www.wisconsinvalleyfair.com](http://www.wisconsinvalleyfair.com)

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