

2010 Exhibitors/Concessionaires Info

(Information below for exhibitors/concessionaires that have been approved/accepted for the 2010 Northern Wisconsin State Fair)

Thank you for being part of the 2010 Northern Wisconsin State Fair (NWSF). The NWSF is now owned by the community of Chippewa Falls. All funds generated through the activities of these Fairgrounds will be invested into improvements which will attract more customers, create events and build quality into the fairgrounds for future generations to enjoy. We value our Exhibitors/Concessionaires and trust that you will provide quality products, clean/pleasant stands, conduct business ethically and responsibly. We are here to help you succeed and together we can create the best environment for our customers to enjoy.

As Exhibitors/Concessionaires, you all have unique products that our customers are waiting to see and experience. Because of this, some Exhibitors/Concessionaires have special needs that exceed the normal use of utilities, space utilization and location. NWSF will do our very best to accommodate your needs; however, when these needs exceed the basic standards it becomes necessary to assess extra fees.

The following policies and procedures are established for the 2010 Northern Wisconsin State Fair.

Outside Exhibitors/Concessionaires:

Food and direct sales concessionaires will be contracted on the basis of 15% of the daily gross receipts after sales tax, or amount of deposit, whichever is greater. If the percentage amount exceeds the deposit, the deposit will be applied to the percentage amount. All Exhibitors/Concessionaires will be assessed for all days and hours of operations. This is the most equitable means to share the risk and rewards of an event. We have done this for many years and yes, we do know if you are not being honest with reporting sales. We expect all our Exhibitors/Concessionaires to be honest as it will bring more customers benefiting everyone.

Inside Exhibitors:

Exhibit buildings will be open Monday, July 5th from 8:00 am until 7:00 pm and Tuesday, July 6th from 8:00 am to 8:00 pm. During the Fair, Exhibit buildings will be open from 10:30 am to 10:00 or 10:30 pm (depending on the flow of traffic in the buildings). If you need access to Exhibit buildings before 10:30 am contact the Main Office. All exhibitors are required to check in at the Main Office prior to set up.

Set Up and Tear Down:

You may begin setting up your stand on Monday, July 5. **Security will be on the grounds starting Tuesday, July 6th.** Prior to setting up your stand you must report to the Main Office to get your passes for gate admission, to confirm your site location and to confirm your deposit is paid in full. Tear down will not be permitted before 7:00 pm on the last day of the Fair, Sunday July 11. Early tear down is in violation of the License Agreement.

Utility Needs:

Concessions needing extra electricity requirements, water hookup, camping facilities and additional space will be assessed on a daily basis. Any and all modifications to grounds and/or utility needs must be approved and installed with NWSF approved personnel and will be billed to concessionaires. Contact the Main Office at 715-723-2861 for all your special needs.

The NWSF will evaluate each Exhibitor/Concessionaire and reserves the right to eliminate the bottom two grossing concessions from the following years' licensee list. It is our intent to provide quality, value, service and cleanliness to your customers.

We ask all Exhibitors/Concessionaires to please review the Concession and Exhibit Standards document for additional guidelines and requirements.