

Wisconsin Valley Fair
500 Forest Street
Wausau, WI 54403

WISCONSIN VALLEY FAIR

Commercial Vendor Information



Why exhibit at the Wisconsin Valley Fair?

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, Wisconsin.

Over 130,000 visitors attend the fair each year.

Each year over 1,800 4-H/FFA and Open Class exhibitors showcase thousands of exhibits.

The Wisconsin Valley Fair is proud to have North American Midway Entertainment as our carnival. There is over 30,000 square feet of outside space and seventy indoor booths in the Exhibition Building for our many concessionaires.

For more information about the Wisconsin Valley Fair, please contact the fair office at 715-261-1539 or e-mail: info@wisconsinvalleyfair.com



Typical attendance at a grandstand show.

The Wisconsin Valley Fair is a six day event in early August with many events such as grandstand shows featuring national entertainment, a demolition derby, and a draft horse show. A new grandstand was built in 2002 with 4,000 seats, over 600 reserve seats and space for lawn chairs and standing room, drawing crowds of over 10,000 people.

Wisconsin Valley Fair Commercial Vendors

The Marathon County Agricultural Society, Inc., sponsors the Wisconsin Valley Fair. The Wisconsin Valley Fair is a six day event in early August. The Wisconsin Valley Fair is one of the oldest and largest fairs in Wisconsin.

The fairgrounds are located in Marathon Park, 1201 Stewart Avenue, Wausau. Three blocks to the east of the I-39/Hwy 29 Intersection. If traveling on I-39, use exit 192, travel east for three blocks. Marathon Park is located on the south side of the road.



The Wisconsin Valley Fair hosts over 120 food and commercial vendors and has approximately 130,000 visitors annually.

Inside Space

The inside vendor space is located in the Exhibition Building. The inside space is approximately 12 foot by 12 foot framed space. The cost of each booth is \$360.00 plus electricity. Single, double and triple booths are available. No tables or skirting is provided. All activities and displays must be within the space rented. The Exhibition Building is open daily from 11:00 am until 10:00 pm. All booths must be set up and open by noon on Tuesday (opening day of the fair) and remain open during the times the building is open. All booths must be staffed. Any booth which is not open or does not have an attendant at the booth during the hours necessary shall forfeit all rights to said space. Sunday booths may begin to tear down at 6:00 pm, however vehicles are not allowed in the building until 10:00 pm. The Marathon County Agriculture Society, Inc. assumes no liability for loss or damage to any property of the lessee. Security is present on the grounds at night however there is not security in the building. The building is locked at 10:00 pm nightly.

Outside Space

The outside vendor space is available throughout the grounds. The space is sold based on the frontage needed with a minimum of 10 feet of frontage. The cost of the outside space is either \$22.00 or \$18.00 per frontage foot based on location plus electricity. No security is provided. All exhibits must be set up and open by noon on Tuesday (opening day of the fair) and remain open until 10:00 pm or midnight based on location. No stakes or anchor devices may be riven into any black top area. No signs or tables are permitted to extend beyond the designated space.

Gate Passes

For every \$100.00 worth of space rental, one season admission or parking pass is issued. These tickets are not issued until full payment is received. Additional passes may be purchased at the current price.

Insurance

All vendors are required to provide a certificate of general liability insurance of a minimum \$1 million per occurrence naming the Wisconsin Valley Fair or Marathon County Agricultural Society as an additional insured. No vendors will be allowed to set up without the Certificate of Insurance filed. A rider may be obtained from the Marathon County Agricultural Society's policy for \$150.00. The Marathon County Agricultural Society assumes no liability for loss or damage to any property of concessionaires/vendors due to fire, tornado, weather conditions, vandalism, or any other causes.

Electricity

Electricity is available at a rate of \$25.00 for 110 volt or \$50.00 for 220 volt service.



Wisconsin Valley Fair Vendor Application

Please complete if interested in becoming a commercial vendor at the Wisconsin Valley Fair.

Type of Space Desired:

- Indoor 12' by 12' booth (please indicate if you would like two or more booths)
- Outdoor Space (Size of space required _____ by _____)

Electricity is available in 110 or 220 volt service, please indicate if service is needed:

- No electricity is needed
- 110 volt
- 220 volt
- other: please explain _____

Items Sold/Services Provided:

Contact Person

Name of Firm

Address

Phone

E-mail

PLEASE RETURN TO:

WISCONSIN VALLEY FAIR
500 FOREST STREET
WAUSAU, WI 54403

715-261-1539 Phone
715-261-1538 Fax
info@wisconsinvalleyfair.com