



**WELCOME TO THE 143<sup>RD</sup>  
WISCONSIN VALLEY FAIR**

**August 2-7, 2011**

**Concessionaire Manual**

Sponsored by Marathon County  
Agricultural Society  
Marathon County Courthouse  
500 Forest Street  
Wausau, WI 54403

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

We hope that the information provided in this handbook will be of assistance to you during your stay.

Please refer to the back of your contract for additional rules and regulations regarding your "space."

Thank you for being a part of the Wisconsin Valley Fair. We look forward to seeing you.

**Welcome to the Wisconsin Valley Fair  
Concessionaire's Manual. This manual includes all  
fair policies, procedures and regulations for vendors  
renting commercial space at our fair. Please read  
all of the information provided. If you have any  
questions, please ask before you sign your contract.  
Better to ask than to assume. We'd like your  
experience exhibiting at our fair to be an excellent  
one.**



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

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, nearly 1,000 reserve seats, and space for lawn chairs and standing room, drawing crowds of over 10,000 people. 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.

Our fairgrounds are located in Marathon Park, 1201 Stewart Avenue, Wausau. We are three blocks to the east of the I39/Hwy 29 West 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.

# 2011 CONCESSIONAIRE'S MANUAL

## SPACE CONTRACTS

Contracts are sent out the end of January to all concessionaires who rented space at the previous year's fair. The compliance with deadlines for payments and receipt by the Fair Office for paperwork is extremely important. If contracts are **not returned** to the Fair Administrator's Office by **March 15**, the space will be sold to someone from our waiting list.

This contract shall cover only the type of business mentioned herein and shall be confined to the space rented. Products and types of exhibits cannot be added on unless approved by your Concession Superintendent. To get additional products approved, please write your request in the form of a letter and send along with your contract. The Concession Superintendent will review the request and notify you whether the additional products will or will not be prohibited.

The Wisconsin Valley Fair is proud to endorse a "CLEAN FAIR POLICY." You are not allowed to sell any merchandise with vulgar or indecent pictures or words. The fair will also not allow the sale of any merchandise that could be harmful to fair patrons.

The space leased under this contract cannot be sublet or any part of the space assigned to other parties without the written consent of the Marathon County Agricultural Society, and the Society reserves the right to grant or refuse such consent. Any violations of this provision shall immediately forfeit this lease and the privileges sold under it.

In the event of cancellation prior to June 15<sup>th</sup> will have a \$50.00 service charge assessed. **Any cancellations after June 15<sup>th</sup> will result in no refunds.**

The Society reserves the right to cancel this contract if, in the judgment of the proper officers the business or exhibition carried on, or the manner of conducting the business is objectionable to the public, or not as represented at the time this contract is signed, or does not in every way comply with state requirements. In the event of cancellation, all payments previously made thereon shall become forfeited to the Society.

## CAMPGROUND

Camping at Marathon Park is restricted to 32 units. The concessionaires who camped the previous year are given first chance to obtain a camping space. You must let us know if you want a campsite by March 15.

The camping fee for the week of the Fair must be paid to your Concession Superintendent prior to the opening of the Fair. A campsite will be available to you Sunday, July 31, through Sunday, August 7.

## 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; you will be given a 50-gallon drum for your use only for the week of the fair. When your 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.

## GARBAGE PICK-UP/RECYCLING

All garbage must be cleaned up within your space along the midway front or within 10 feet of your stand as located on the midway proper by 9:00 a.m. each day. Inspection will take place every day and if cleanup is deemed unsatisfactory two times during the Fair, you will be deprived of space the following year. Again in 2011, recycling containers will be available for card board and mixed plastics/aluminum. Please use the available recycling containers.

REMEMBER, clean up time is before 9:00 a.m. If our garbage collector must make an additional trip, you will be charged, whatever the cost will be.

**No dumping of soapy water - grease - or milk products on grass or grounds!**

You are not charged a fee for daily garbage pickup

## RAFFLES

The sale of raffle tickets/items on the grounds is prohibited during the Wisconsin Valley Fair.

## INSURANCE

All food and commercial vendors are required to show a certificate of general liability insurance with coverage of \$1 million or more naming the Wisconsin Valley Fair or Marathon County Agricultural Society, Inc., 500 Forest Street, Wausau, WI 54403, as an additional insured. No vendor will be allowed to set-up until the Certificate of Insurance has been filed and acknowledged.

If you do not have this type of insurance, a rider may be obtained from the Marathon County Agricultural Society's policy for a fee of \$150.00.

Vendors that have permission to sell alcohol must provide liquor liability coverage. The Marathon County Agricultural Society does not offer this coverage on our rider.

**PLEASE REMEMBER THAT YOU MUST HAVE INSURANCE FROM ONE SOURCE OR THE OTHER.** A representative from our insurance company will be here to check all of the certificates of insurance within the first few days of the Fair.

The Marathon County Agricultural Society assumes no liability for loss or damage to any property of concessionaires due to fire, tornado, weather conditions, vandalism or any other causes.

## INSIDE SPACE

Inside space is located in the Exhibition Building. Cost for a 12' x 12' space is \$360.00. 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 Exhibition Building will be open from **10:00 am to 10:00 pm**. All booths must be set up and open by 12:00 pm (noon) on Tuesday (Opening Day), Wednesday through Saturday, and 10:00 am - 10:00 pm on Sunday (last day of fair). **Booths must be staffed during the time the building is open each day.**

Please note that on Sunday you will be able to tear down between 6:00 - 10:00 pm. **Please use caution as you are tearing down your booth. You may bring vehicles in the area.** At 10:00 p.m. the building will be closed and open again on Monday at 9:00 a.m.

Security is provided on the grounds; however there will be no staff in the building. 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.

Any booth which is not open for business or does not have an attendant at the booth during the hours deemed necessary by the Concession Superintendent, during the course of the Fair, shall forfeit all rights to said space.

Any improvement made to the rented space is at your expense. The Society will not be responsible for any damage to said improvements from year to year. Any improvements such as painting or structural changes need to be provided to the fair office in writing for approval before they can be made.

### **OUTSIDE SPACE**

Outside space is charged \$19.00-\$26.00 per front foot for all concessions based on location of the space. (Minimum of ten feet required.) All you are given is the footage you have reserved. No security is provided. All exhibits must be set up and open by 12:00 noon on Tuesday, (Opening Day) and remain in place until the close of the Fair unless specific arrangements in writing are made. Any space which is not open for business or does not have an attendant during the hours-deemed necessary by the Concession Superintendent, during the course of the Fair, shall forfeit all rights to said space. You are expected to be in your stand at all times the carnival is operating.

**You cannot drive any stakes or anchor devices on any blacktop area.**

No signs or tables are permitted to extend beyond the stands that are not attached. Amplification systems by concessionaires for the purpose of advertising their products will not be allowed. No signage or sandwich boards may be placed in or around the midway.

Stands must be removed from the grounds within 48 hours after close of the Fair and areas must be cleaned up. If the space is not left in the condition it was when acquired, a \$25.00 fee will be assessed for clean up. In the event this assessment is not paid, you will be deprived of space the following year.

### **PARKING**

You may choose one free parking or one free gate pass for every \$100.00 worth of space that you pay for, excluding other fees, electricity and any portions of \$100.00. These tickets will not be issued until complete payment is received and will be issued by your Concession Superintendent. Tickets may be picked up during the same hours mentioned for gate passes.

Only the following list of vehicles will be allowed on the midway after 11:00 am: **Emergency vehicles, ambulance, electrician, fire trucks, maintenance, police and telephone.**

### **GATE PASSES**

You may choose one free season parking or one free season gate pass for every \$100.00 worth of space that you pay for, excluding other fees, such as electricity, storage, campground, etc. These tickets will not be issued until complete payment is received and will be issued by our Concessionaire Superintendent. **They will not be mailed to you.** The Concessionaire Superintendent's office will be open Saturday through Tuesday, prior to the fair so you can pick up your tickets. **A letter with times will be sent as the fair approaches.**

*Additional season tickets may be purchased for \$19.00 each prior to the Fair. Beginning Tuesday, these tickets will cost \$22.00 each. Adult admission prices are: Tuesday Noon-4:00 pm & 9:00 pm till close \$5.00, 4:00 pm till 9:00 pm \$9.00, Wednesday, Thursday, Friday and Saturday 8:00 am till Noon and 9:00 pm till close \$5.00, Noon till 9:00 pm \$9.00, and Sunday \$5.00 all day. CHILDREN 12 AND UNDER ARE ADMITTED FREE OF CHARGE. By having your hand stamped before leaving the park, you may return the same day at no extra charge if you have a season or a daily ticket.*

Season parking passes may be purchased for \$18.00 or a per-entrance parking pass may be purchased for \$6.00.

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

All vendors selling soft drinks and water at the Wisconsin Valley Fair, Wausau, WI **MUST** comply with the following regulations:

1. Mid-Wisconsin Beverage is the only authorized supplier of carbonated and non-carbonated soft drinks and water.
2. All carbonated and non-carbonated soft drinks and water will be available only in 20 oz bottles.
3. The set up day, Monday, product will be delivered to the vendor stands along with any necessary equipment.
  - a. To obtain coolers or with any other equipment questions please contact Chris Knapkavage; 715.623.1861 or [chris.knapkavage@cool-drinks.com](mailto:chris.knapkavage@cool-drinks.com)
4. All carbonated and non-carbonated soft drinks and water will be sold through the Wisconsin Valley Fair as the distributor.
  - a. All carbonated and non-carbonated soft drinks and water will be sold out of a refrigerated trailer on the grounds.
  - b. Product will be available for purchase from Tuesday through Sunday during the hours yet to be determined. In case of an emergency, please contact the fair office at 715.261.1539.
  - c. All accounts will be COD, except for non-profit/service organizations vendors, credit will be available. Please contact the fair office to arrange for credit.
5. Any violation of the authorized supplier for carbonated and non-carbonated soft drinks and water will be monitored by the concession superintendents and Wisconsin Valley Fair Board of Directors.

## **ELECTRICITY**

Electricity is charged at \$1.00 per amp for food vendors with a minimum charge of \$50.00. Large coolers and storage vehicles will be charged \$50.00 each. Commercial vendors are charged at \$25.00 for 110 volt or \$50.00 for 220 volt service

All stands will have ONE CORD FOR ALL APPLIANCES IN THEIR STAND. If more than one, there will be a \$15.00 charge for each extra cord per stand. You must provide your own extension cords. During the Fair, the Fair electrician reads the electrical usage.

The Marathon County Agricultural Society is not liable for loss of income or damages due to interruption of electrical service as a result of an Act of God or man made.

## **FAIR ADMINISTRATOR'S OFFICE**

The Fair Administrator's office is located in the North Wing of the Exhibition Building and will be open from 9:00 am until 10:00 pm during the Fair.

The Fair Administrator's office 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. 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.

The Wausau City Police Officers are located in a camper next to the North Wing of the Exhibition Building (East Side). The First Aid Station is located on the West Side of the Exhibition Building.

**DIRECTORS OF THE MARATHON COUNTY AGRICULTURAL SOCIETY,  
INC.**

**OFFICERS:**

Lisa Fenhaus-Johnson, President  
Keith Langenhahn, Vice-President  
Cindy Artus, Fair Administrator  
Mary Sharkey, Treasurer

**DIRECTORS:**

Mia Bayer	Jerome Pietz
Bill Jones	Jenny Schwede
Jeff Heinz	Eldred Suckow
Wayne Kuss	Jack Vlietstra

**CONCESSION SUPERINTENDENT:**

Wayne Brandt

**ELECTRICIAN:**

Mike Bauer

**PUBLICITY:**

Bill Jones

**MAILING ADDRESS:**

Wisconsin Valley Fair  
Courthouse, 500 Forest Street  
Wausau, WI 54403

**PHYSICAL ADDRESS:**

North Wing of Exhibition Building  
Marathon Park, Wausau, WI  
Phone: 715-261-1539  
Fax: 715-261-1538

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