



June 20-22, 2024

MONROE COUNTY AGRICULTURAL SOCIETY

P.O. BOX 908 – Tomah, WI 54660

Phone: 608-372-2081

Email: mail@tomahtractorpull.com

www.tomahtractorpull.com

www.monroecountyfairwi.com



July 24-28, 2024

2024 MONROE COUNTY FAIR

Art/Craft Show, Flea Market Show, and Commercial Booths/Displays/Retail/Organizations

Dear Vendor, Director, Sales Representative, or Contact Person,

The Monroe County Agricultural Society (MCAS) invites you to have a booth at the 2024 Monroe County Fair, to be held July 24-28, 2024 in Tomah, Wisconsin. The fair is an event many people look forward to each year and gives many people involved in agriculture, the arts, and youth activities a chance to demonstrate what they have accomplished over the past year. The event is also a great way to sell products, advertise, or spread a message about something you are passionate about. We hope you can join us and be a part of this year's county fair!

As a vendor committee, we strive to provide different types of booths for all types of people, which is why we have contacted you (based on the type of merchandise or services you have/offer). Please consider bringing your goods or services to the event and being a part of the festivities! Your booth does NOT need to be manned the entire time that the event is going on. Many people set up a "display only" table and set out promotional flyers or pamphlets for people browsing to take. You are, however, more than welcome to have your booth staffed for face-to-face interaction.

Due to the nature of the grounds, there are several options from which you may select when it comes to your booth location. We have a variety of locations, with varying prices and requirements for each, catering to vendors' setup needs. The MCAS Vendor Committee realizes some vendors may require their booth to be indoors, while others are prepared to be outside – we have accommodations for both. An explanation of the types of locations and their fees is located on the contract at the top.

Please fill out the contract, taking care to choose your location based on your needs as a salesperson or representative from your organization. Read the enclosed *Vendor Manual* to learn about different policies and opportunities at the event. Many questions you may have are answered in the *Manual*.

We warmly welcome you to set up a booth at this year's county fair. We hope you will join us for this fun summertime event that many people look forward to all year long. The Monroe County Agricultural Society and the Vendor Committee would like to thank you for your consideration. We hope to see you for the annual Monroe County Fair: July 24-28, 2024!

Sincerely,

Alex Knoepker
Chairman
Monroe County Agricultural Society Vendor Committee



MONROE COUNTY AGRICULTURAL SOCIETY

P.O. BOX 908 – Tomah, WI 54660

Phone: 608-372-2081 Fax: 608-372-1052

Email: mail@tomahtractorpull.com

www.tomahtractorpull.com www.monroecountyfairwi.com

*Promoters of the Monroe County Fair and the
Budweiser Dairyland Super National Truck and Tractor Pull*

2024 COUNTY FAIR VENDOR MANUAL

CONTRACTS are with the Monroe County Agricultural Society, hereafter known as MCAS.

CONSIDER RECEIVING A CONTRACT FROM MCAS AN INVITATION TO HAVE A BOOTH AT THE 2024 MONROE COUNTY FAIR.

GENERAL INFORMATION - The 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 obscene and must adhere to all policies outlined in this Vendor Manual. MCAS endorses a "Clean Event Policy" and, therefore, will not allow the sale of any merchandise with vulgar or indecent words, pictures, or implications, including references to drugs, harmful behaviors, or pornography. The organization will not allow the sale of any merchandise that could be harmful to patrons. Interpretation of this policy will be at the vendor committee's discretion and the vendor committee will not hesitate to directly involve law enforcement. Refusal to comply with vendor committee requests will result in the non-cooperative party being asked to pack up and leave their rented booth space with no refund given and/or escorted off of the MCAS event grounds.

CONTRACT DEADLINE - June 30, 2024 - There is a firm deadline to submit payment and secure your vendor space for the event. The deadline to return your required information is June 30, 2024. Your envelope must be postmarked by this date to be considered "on time" and avoid the \$20 late fee. If submitting your contract and information via email, your email must be received by 11:59pm on this date with a PDF attachment of the contract document, with hand-written signature. We prefer you submit all forms via paper U.S. Mail so payment can be enclosed via a check. If you had a vendor space at the Monroe County Fair last year, your same space is reserved for you only until June 30, 2024. After that date all open booth spaces are available and assigned on a first-come, first-serve basis.

It is very important you make every effort to submit all paperwork and payment as early as possible. This ensures the Vendor Committee is able to process your information and get final paperwork/instructions/parking passes out to you as early as we can. Thank you!

CANCELLATIONS - MCAS reserves the right to cancel the contract at any time if, in the judgment of the MCAS, the business or exhibition being carried out (or the manner of conducting the business) is objectionable to the public or does not in every way comply with Wisconsin state law requirements.

The space leased under the contract cannot be sublet or any part of the space assigned to other parties without the written consent of MCAS and MCAS reserves the right to grant or refuse such consent. Any violations of this provision shall immediately forfeit this lease and privileges sold under it. In the event of cancellation prior to 10 days before the event, there will be a \$50.00 service charge assessed, with the remaining total refunded. Any cancellations within 10 days of the event will result in no refunds.

CAMPING - Camping is available to vendors on a limited basis. There is no charge to camp in the vendor area during the dates of the event. Electricity is not guaranteed and is available on a first come/first serve basis. Please contact the office via phone or e-mail at the above address and number with questions regarding camping. There are 24-hour showers on the grounds.

GARBAGE PICK-UP - All garbage must be cleaned up within and around your space by 8:00 a.m. each day. Place garbage in bags near trash receptacles so crews can pick it up. Our crews will pick-up garbage in the morning and throughout the day as necessary. There is no dumping of soapy grey water, grease, or byproducts on the grass or grounds. Containers for soapy grey water and grease are provided. At the end of the event, all garbage must be picked up in and around your area before leaving.

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RAFFLES - The sale of raffle tickets/items on the grounds is prohibited during the event without express permission of the MCAS. You may contact the office for a raffle contract and/or availability.

INSURANCE - All vendors will be required to provide the MCAS a certificate of insurance with coverage of \$1 million or more naming the Monroe County Agricultural Society, 1625 Butts Ave., Tomah, WI 54660, as an *additional insured*. You will not be allowed to set-up until the certificate of insurance has been provided. If you do not have this type of insurance, a rider may be obtained from the MCAS policy for a fee of \$100.00 per location at the event. MCAS assumes no liability for loss or damage to any property of vendors due to fire, tornado, weather conditions, vandalism, theft, an act of God, complications of COVID-19, or any other causes. Please have your insurance company email certificate of insurance to the main office. This **MUST** be received **AT LEAST 10 days prior to the event**.

WISCONSIN SALES TAX - All Vendors are required to complete a “Wisconsin Temporary Event Operator & Seller Information” Form. This will need to be provided to the Event Office prior to setting up your booth. We will need a copy of your Wisconsin Seller’s Permit Certificate. This form is included in the registration packet with the contract and is also available on the event website within the registration packet (www.monroecountyfairwi.com) or in person upon your arrival.

VENDOR SPACE - All vendors must confine their activities to the space they have rented. No hawking is allowed. You may not sell or promote your item outside of your space. You must keep your merchandise within your rented space. You cannot pass out pamphlets or solicit outside of your rented area. You may not disrupt the other vendors in your area. For example, you may not have loud music or noise in your booth or leave your promotional pamphlets on other rented areas. No signs or tables are permitted to extend beyond your rented space. No signage or sandwich boards may be placed in or around the grounds without the express permission of the Vendor Chairpersons. No altering of walls – nothing can be attached to walls without permission of the Vendor Chairpersons. To help with booth placement, you may want to send a picture of your booth in its set-up state and/or photos of your merchandise.

You must provide durable covers for electrical wires running in public walkways. You are responsible for your own space. MCAS reserves the right to inspect any booth or merchandise at any time. All free give-a-way samples must be approved by the Vendor Chairpersons. **You may not give away or sell water or soda without being a Commercial Food vendor.**

Monroe County Fair Vendors Hours of Set-Up

Tuesday: 1:00 pm – 4:00 pm
Wednesday: 10:00 am – 4:00 pm

*Monroe County Fair Vendor Hours of Operation**

The Gold Exhibit Building hours are stated below:

Wednesday: 4:00pm – 9:00 pm
Thursday: 10:00 am – 9:00 pm
Fri. & Sat.: 9:00 am – 9:00 pm
Sunday: 9:00 am – 5:00 pm

*Vendors located outside may be open as long as they wish but must be open at the starting times listed above.

All Vendor Booths must be set up by 10:00 a.m. on Thursday. Vendors may be open as early as Wednesday evening as the fair officially starts at 5:00 pm on Wednesday.

The MCAS welcomes informational booths both staffed/unstaffed for more flexibility during the fair week! No person is required to staff a booth at all times.

Food will be available beginning on Wednesday. Ice is available for purchase at the main office on the grounds - opens at 8am.

ALCOHOL CITY ORDINANCE - No individual shall possess or consume any alcoholic beverage on the premises known as Recreation Park except those individuals located within the confines of the licensed beverage areas or those individuals located within a tent or camping unit after event operating hours for vendors. Smoking is not allowed in any of the buildings, per the fire chief.

SECURITY - There is Security on the grounds Wed. through Sunday evening, however there is not security provided expressly for the vendor booths. There will not be any security on the grounds on Sunday night (the last day). It is the vendor’s responsibility to secure their property at all times during the event. All helium tanks must be secured according to code.

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LEAVE NO TRACE - You are **not allowed** to drive any stakes or anchor devices on any blacktop or concrete areas. All vendor booths/vehicles must be removed by 12:00 noon on Monday. Any booth left in place beyond 12:00pm noon on Monday will be assessed a fee. Your area must be clean of debris before leaving. If the space is not left in the condition it was when it was leased, a fee will be assessed. In the event any assessment is not paid, the vendor will not be invited back to the event. The vendor committee will be patrolling your area after you leave and a decision to charge a vendor for improper cleanup/mess will be made by the vendor chairpersons.

ELECTRICITY - Electricity is available on the grounds in a **limited** supply. You are responsible for your own electrical cords and hook-ups. If the grounds electrician deems you have an unsafe hook-up, you are responsible for correcting the hook-up at your own cost. MCAS is not liable for loss of income or damages due to the interruption of electrical service as a result of any means. All **walk area cords must be covered** due to insurance requirements.

CONTRACTS/PACKETS - Once your contract has been received we will process and mail your packet to the address provided on the contract. Your cancelled check is your assurance that you have been accepted into the show. If you are unsure of your acceptance status, send an email for confirmation. (mail@tomahtractorpull.com) Admission through the gates is **FREE UNTIL THURSDAY, when gate fees begin to be charged!** Sunday gate admission is also **FREE!** A table marked **Vendor Registration** will be located in the Gold Exhibit building on Wednesday and early Thursday. We will check for proper paperwork (Insurance/Sales Tax etc.) and if you have necessary forms on file, you may proceed with setting up your booth space.

PARKING - Parking on the grounds is **not** available. A designated vendor parking area is across Butts Ave. near the cooperative.

SUPPORT VEHICLES - You may NOT have any support vehicles (i.e. golf carts, 4-wheelers, etc.) without the express permission of the event organizers.

EXCLUSIVE RIGHTS - MCAS has exclusive rights to all Monroe County Fair and Budweiser Dairyland Super National Truck & Tractor Pull and any other tractor or truck pull promotional items. You must contact the office for permission to use all logos owned by MCAS. NTPA logos are owned by NTPA and permission must be granted from that association.

GATE PASSES - You will receive 2 free gate passes with your processed packet before the event. In the event you need additional passes for your workers or personnel in your booth, you may opt to purchase additional gate passes for \$8 each (season pass). This option is available on the contract in the “order filling” section. One pass per person. Please abide by this policy for access to the fair as you need.

EVENT OFFICE - The Event Office is located to the east of the Grandstand Area. It is the only two-story yellow block building on the grounds. The Office will be open from 8:00 a.m. until 9:00 p.m. The phone number for the office is 608-372-2081. Please use this number for emergencies only. UPS deliveries are generally made in the morning. If you are expecting a delivery, please notify us. If your delivery is COD, we must have your money (correct amount) before the UPS delivery arrives **or it will be refused**. MCAS assumes no liability or responsibility for deliveries made to the office. There is a first aid station located by the Gold Exhibit Building. The physical address for Recreation Park is 1625 Butts Ave., Tomah, WI 54660. In case of emergency, please call 911.

The Websites are:	Budweiser Dairyland Super National Truck & Tractor Pull: Monroe County Fair:	www.tomahtractorpull.com www.monroecountyfairwi.com
Email Address is:	mail@tomahtractorpull.com (office)	Vendor Chairpersons: Alex Knoepker & Lisa Scheitler (leave phone messages with Shae in the office)
Physical Address is:	Recreation Park 1625 Butts Ave. Tomah, WI 54660	Mailing Address is: P. O. Box 908 Tomah, WI 54660
	Office Phone Number:	608-372-2081

MONROE COUNTY FAIR

July 24-28, 2024

Art/Craft, Flea Market, Retail, and Commercial Booths/Displays/Organizations

Location: Tomah Recreation Park/Grandstand Side

Mailing Address: PO Box 908, Tomah, WI 54660

PHONE: 608-372-2081 (business hours)

EMAIL: mail@tomahtractorpull.com

Approximate Attendance: Over 25,000

Physical Location: 1625 Butts Ave., Tomah, WI 54660

WEBSITE: www.monroecountyfairwi.com

***We do not provide extension cords, tables, chairs, or tents of any kind.**

- 1) Open-Air Outside: \$5.00/frontage foot. Electricity is limited & available. All sites are on flat concrete with some grassy areas available. Bring tie-downs. You may NOT pound stakes into the concrete. You MUST use tie-downs or blocks to hold tent down.
- 2) Inside Gold Building: You may select from 10' or 12' of booth frontage. 10' booth is \$85 and 12' booth is \$100. Booths are 8' deep. This building is completely indoors, with polished cement floors, overhead lights, and limited electricity available.
- 3) Premium Midway: \$150.00 per 10' x 10' space. This location is near the food booths on the midway, which is the avenue of travel directly connected to the carnival and grandstand shows. Must be set up by 4:00pm Wednesday to prevent blockage. There is limited availability – first come, first serve for premium midway area. Extra merchandise should be in plastic tubs if storing on the ground to prevent sun or water damage.

Payment: Must be returned with this form in the form of a check or money order. Your cancelled check is your receipt.
We will accept reservations until we are full on a first-come, first-serve basis. Thank you!

Make your check or money order payable to: MCAS

Return By: June 30

After June 30: \$20 Late Fee

Mail to: Monroe Co. Ag. Society

Attn: Vendor Secretary

P.O. Box 908

Tomah, WI 54660

PLEASE PRINT

By completing this contract, I am agreeing to the terms and conditions as set forth by the Monroe County Agricultural Society in the County Fair Vendor Manual.

Printed Name: _____ Signature: _____

Telephone/Cell: _____ Email Address: _____

Business Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Type of Merchandise Sold: (Circle One) *Art/Craft* *Flea Market* *Antique* *Farm-Type* *Retail* *Buy/Sell* *Display* *Other*

Explain Product: _____

PLACE A CHECKMARK NEXT TO EACH AS YOU INCLUDE IN YOUR APPLICATION:

Sales Tax Form Enclosed _____ Payment Enclosed _____ Insurance Enclosed _____

WRITE-IN YOUR BOOTH SELECTION(S):

Open-Air Outside Booth	# of feet _____ x \$5.00	= \$ _____
Premium Midway Space (10'x10')	# of spaces _____ x \$150.00	= \$ _____
Inside Gold Bldg. (10' X 8')	# of booths _____ x \$85.00	= \$ _____
Inside Gold Bldg. (12' X 8')	# of booths _____ x \$100.00	= \$ _____
Insurance through Event with MCAS	\$100.00	= \$ _____
Add'l Season Gate Pass (2 free w/contract)	# of extra passes _____ x \$8.00	= \$ _____
Late Fee (after June 30)	\$20.00	= \$ _____



Wisconsin Temporary Event Operator and Seller Information

Information on this form is required under sec. 73.03(38), Wis. Stats.

Instructions on reverse side.

E V E N T O P E R A T O R	PART A: Event Information: To be completed by the operator of the temporary event
	1. Name of Temporary Event <u>MONROE COUNTY FAIR</u>
	2. Date(s) of Temporary Event <u>July 24-28, 2024</u>
	3. Location of Temporary Event (e.g., Venue, City) <u>RECREATION PARK - TOMAH, WI</u>
S E L L E R	PART B: Operator Information: To be completed by the operator of the temporary event
	1. Name and Address <u>MONROE COUNTY AGRICULTURAL SOCIETY</u> <u>1625 BUTTS AVE - P.O. BOX 908 TOMAH, WI 54660</u>
	2. Daytime Telephone Number <u>(608) 372-2081</u>
	3. Email Address <u>mail@tomahtractorpull.com</u>
	4. Wisconsin Tax Account Number <u>4 5 6 - 0 0 0 0 1 3 7 2 1 2 - 0 2</u>
	If blank, check appropriate box:
	<input type="checkbox"/> No Taxable Sales <input type="checkbox"/> Exempt under Occasional Sales Rule <input checked="" type="checkbox"/> Exempt Nonprofit Organization
	<input type="checkbox"/> Other – Explain: _____
	PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.
	<div style="border: 1px solid black; padding: 5px; text-align: center;">THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS</div>
1. Legal Name _____	
2. Business Name _____	
3. Address (Street or Route) _____	
4. City, State and Zip Code _____	
5. Home Telephone Number () _____ Business Telephone Number () _____	
6. Wisconsin Tax Account Number _____ - _____ - _____	
7. Social Security Number <u>X X X - X X -</u> _____	
8. Federal Identification Number (FEIN) <u>X X - X X X</u> _____	
9. Check one box indicating the type of activity you intend to engage in at this event:	
<input type="checkbox"/> Selling Taxable Merchandise or Service <input type="checkbox"/> Display Only	
<input type="checkbox"/> Selling Exempt Merchandise or Service <input type="checkbox"/> Exempt under Occasional Sales Rule	
<input type="checkbox"/> Direct Sellers, Company Name _____ <input type="checkbox"/> Nonprofit Organization	

I declare that the information on this form is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.

Print Name: _____

Signature: _____ Date: _____

Information about temporary events, including forms, instructions and Common Questions can be found on the Department of Revenue's website at revenue.wi.gov/html/temevent.html. If you have additional questions, please contact the Department of Revenue by email at DORTempEvents@wisconsin.gov or telephone at (608) 264-4582. See reverse side for submission instructions.

**** Do not email event reports to maintain confidentiality of seller information ****

Instructions for Completing Operator and Seller Information

EVENT OPERATOR:

An “operator” is defined as a person or entity (such as an individual, association, partnership, corporation, or non-profit organization) that arranges, organizes, promotes, or sponsors an event. An operator may also be referred to as an organizer, exhibitor, or decorator. An operator may or may not be the owner of the property or premises where the event takes place. An operator may also be a seller at the event.

Note: A Wisconsin tax account number (formerly seller’s permit) is required if selling taxable merchandise or services. Admission fees are subject to sales tax in Wisconsin.

Step 1: Complete Parts A and B.

Step 2: Provide a copy of *Wisconsin Temporary Event Operator and Seller Information* (Form S-240) with Parts A and B completed to each seller participating in your event.

To obtain additional copies of Form S-240 go to the Department of Revenue’s website at revenue.wi.gov/forms/sales/index.html. If you prefer, you may use the fill-in form available from the same website.

Step 3: Submission – Event Operator.

Submit compiled vendor information to the department as soon as possible but no later than 10 days from event closing using one of the following methods:

- **Electronic Reporting:** If you have all the required sellers’ information, use the Excel spreadsheet provided at revenue.wi.gov/html/temevent.html. (Excel viewer is available.) Fill in the information for all sellers participating at the event and submit using the department’s secure file transmission application at revenue.wi.gov/Pages/OnlineServices/wteptran.aspx or by U.S. Mail. **Do not email event reports to maintain confidentiality of seller information.**
- **Paper Reporting:** Mail completed Forms S-240 or a printed version of spreadsheet to:

Temporary Events Program
Wisconsin Department of Revenue
PO Box 8902
Madison WI 53708-8902

Revenue Field Agents attend temporary events to verify registration of sellers. Sellers must have evidence of their Wisconsin tax account number at the event.

SELLER:

A “seller” is defined as a person or entity involved with selling merchandise or providing taxable services at a temporary event. A seller may also be referred to as a vendor, exhibitor, or booth owner.

Important: This form is not an application for a **Wisconsin Tax Account Number**. If you do not already have a tax account number but are required to, you will need to apply for one directly with the Department of Revenue prior to the event. You can apply online or download an application, *Application for Business Tax Registration* (Form BTR-101) on the department’s website, revenue.wi.gov/forms/sales/index.html. Not all sellers are required to obtain a Wisconsin tax account number. Some of the reasons a seller may not need a tax account number are:

- The seller only sells tax-exempt items, such as vegetables for home consumption.
- The seller is only displaying at the event, no onsite orders are being taken, and taxable merchandise is not later shipped into Wisconsin.
- The seller qualifies for the occasional sale exemption. ([See Publication 228, Temporary Events.](#))

If you have questions regarding applying for a Wisconsin tax account number, contact any Department of Revenue office, visit our website, or call (608) 266-2776.

Step 1: Complete Part C (event operator should complete Parts A and B).

Line 1: Enter your individual, partnership, association, or corporate name.

Line 2: Enter your business name, if different.

Line 3: Enter the address of the physical location of your business. If different, also provide your mailing address.

Line 6: Enter your 15-digit Wisconsin tax account number. You can find this number on your Form ST-12.

This number is **not** your 6-digit seller’s permit number issued to you prior to December 31, 2002.

Lines 7 & 8: Enter the last four digits of your social security number and/or federal employer identification number. This is required under sec. 73.03(38), Wis. Stats., if you do not provide a tax account number.

Step 2: Submit completed form to event operator on or before the first day of the event.