



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*

2026 MONROE 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 2026 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 - 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, 2026. We prefer you submit all forms via paper U.S. Mail so payment can be enclosed with a check or money order. If you had a vendor space at the Monroe County Fair last year, your same space is reserved for you only until June 30. 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 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. Wisconsin state law prohibits raffles without proper licensing.

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 – 4:00 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 and 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. You may NOT sell open food for consumption (pre-packaged food is welcome). You may NOT sell soda, water, or other drinks in your booth.

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.

MONROE COUNTY FAIR

July 22-26, 2026

Art/Craft, Flea Market, Retail, Non-Profit, Commercial Booths/Displays/Organizations
VENDOR CONTRACT

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

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: _____

Cell Phone: _____ Email Address: _____

Business Name: _____ Person in Charge at Our Event: _____

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 with contract)	# of extra passes _____ x \$8.00	= \$ _____



Total Enclosed \$ _____

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	<p>PART A: Event Information: To be completed by the operator of the temporary event</p> <p>1. Name of Temporary Event <u>Monroe County Fair</u></p> <p>2. Date(s) of Temporary Event <u>July 22-26, 2026</u></p> <p>3. Location of Temporary Event (e.g., Venue, City) <u>Recreation Park - Tomah, WI</u></p> <p>PART B: Operator Information: To be completed by the operator of the temporary event</p> <p>1. Name and Address <u>Monroe County Agricultural Society</u> <u>1625 Butts Ave., PO Box 908, Tomah, WI 54660</u></p> <p>2. Daytime Telephone Number <u>(608) 372-2081</u></p> <p>3. Email Address <u>mail@tomahtractorpull.com</u></p> <p>4. Wisconsin Tax Account Number <u>4 5 6 - 0 0 0 0 1 3 7 2 1 2 - 0 2</u></p> <p>If blank, check appropriate box:</p> <p><input type="checkbox"/> No Taxable Sales <input type="checkbox"/> Exempt under Occasional Sales Rule <input checked="" type="checkbox"/> Exempt Nonprofit Organization</p> <p><input type="checkbox"/> Other – Explain: _____</p>
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S E L L E R	<p>PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.</p> <div style="border: 1px solid black; padding: 5px; text-align: center; margin: 10px 0;"> THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS </div> <p>1. Legal Name _____</p> <p>2. Business Name _____</p> <p>3. Address (Street or Route) _____</p> <p>4. City, State and Zip Code _____</p> <p>5. Home Telephone Number () _____ Business Telephone Number () _____</p> <p>6. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>7. Social Security Number <u>X X X - X X - _____</u></p> <p>8. Federal Identification Number (FEIN) <u>X X - X X X _____</u></p> <p>9. Check one box indicating the type of activity you intend to engage in at this event:</p> <p><input type="checkbox"/> Selling Taxable Merchandise or Service <input type="checkbox"/> Display Only</p> <p><input type="checkbox"/> Selling Exempt Merchandise or Service <input type="checkbox"/> Exempt under Occasional Sales Rule</p> <p><input type="checkbox"/> Direct Sellers, Company Name _____ <input type="checkbox"/> Nonprofit Organization</p>
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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.