



Northern Wisconsin State Fair
331 Jefferson Ave., P.O. Box 48
Chippewa Falls, WI 54729
Fair Dates: July 11– 15, 2012

Commercial Exhibit Application Form

(Print clearly and return to Northern Wisconsin State Fair (NWSF). Incomplete or illegible applications will not be considered)

This is an application for commercial exhibit space at the Northern Wisconsin State Fair. **This is not a License.** All applications will be reviewed based on the uniqueness and quality of products sold and/or services exhibited. Appearance of space/booth and references from other fairs or shows will be taken into consideration prior to offering a license. We reserve the right to accept/reject any application.

Name of Firm: _____

Name of Owner: _____
(Name as it will appear on license if approved)

Contact Person: _____
(Who will be in charge of the booth)

Mailing Address: _____

(City) (State) (Zip)

Business Phone: _____ Cell Phone: _____ E-Mail: _____

Type and Size of Space Desired:

Inside: Frontage space requested (10' increments): _____
(Booth space is 10' x 10' with standard draping provided)

Outside: Total area requested: Frontage _____ feet x Depth _____ feet
(Must include overhangs, trailer hitches, etc. total area utilized)

Items/Services - Sold/Offered:

List all items to be sold, exhibited and/or demonstrated. Gifts, novelties and craft items must be specifically and individually listed. If imported products, list origin of country. **Food concessions must list each food item and price.** If approved for space, your License will state those items to be sold from your rental space. Service, Information, demonstration exhibitors explain exactly what you offer or intend to inform guests of the fair. (Use additional sheets if needed)

Electrical and/or Communication Needs:

Please explain electrical and/or communication needs as well as utility (water and sewer) requirements in detail:

(There will be an electrical charge for outdoor space depending on usage. Indoor space rental includes one outlet)

Contest and Drawings:

If you plan to hold a contest, register for a prize drawing, have give-a-ways of any kind please explain:

References:

Please provide two (2) references from past fairs, hobby or trade shows, or similar events where you have sold or demonstrated your product(s) and/or exhibited your service(s).

Name of Fair/Show: _____

Address: _____

Contact Person: _____ Position: _____

Phone: _____ E-Mail: _____

Name of Fair/Show: _____

Address: _____

Contact Person: _____ Position: _____

Phone: _____ E-Mail: _____

Photo/Schematic of exhibit:

Please enclose a color photo or detailed schematic drawing of your exhibit/booth and any literature pertaining to your product(s) for service.

Remember this is a Commercial Exhibit Application and not a License to participate at the Northern Wisconsin State Fair. You will be contacted with our determination and if accepted, a License will be offered.

Signature:

I certify that the information stated on this Commercial Exhibit Application Form is complete and true to the best of my knowledge.

(Owners signature as stated on the front of this form) (Date)

Return Completed Form To:

Northern Wisconsin State Fair
P.O. Box 48
Chippewa Falls, WI 54729
Phone: 715-723-2861
Fax: 715-723-6557