

regular parking areas. If you have a trailer, it must be parked along the North lot fence.

SECURITY

The Pierce County Fair hires security personnel to patrol the grounds 24 hours a day once the Fair begins. As they cannot be everywhere at all times, please use extreme caution as to what is left in your exhibit space as we will not be held responsible for losses by theft. Please note: the round barn is open at 7:30 a.m. and closes at 9:30 p.m.

There is a First Aid Station on the grounds, located next to the Seyforth Building. The Ellsworth Fire Department and Ellsworth Ambulance Service are available when called.

VIOLATIONS

Violation of any of the rules in this book may, at the Pierce County Fair's discretion, result in immediate cancellation of ones contract and immediate expulsion from that year's fair and all future fairs.

It is mutually understood and agreed that no alteration or variation of the terms of the contract shall be valid unless made in writing and signed by parties hereto, and that oral understandings or agreements not incorporated herein and no alterations or variations of the terms, hereof, unless made in writing between the parties hereto, shall be binding on any of the parties hereto.



Commercial Handbook

Ann M Webb, Fair Coordinator

Ginny Huber,
Commercial Exhibits Coordinator



PIERCE COUNTY FAIR COMMITTEE

Jerry Kosin, Chairperson
Dan Reis, Vice Chairperson
LeRoy Peterson, Member
Greg Place Member
Don Rohl, Member
Robert Traynor, Member

Future Fair Dates:
2012 - August 9-12th
2013 - August 8-11th

August 11th - 14th, 2011

**Contact: Pierce Co. Fair Office
715-273-6874**

**Pierce County Fair Office
Seyforth Building
364 North Maple - Box 922
Ellsworth, WI 54011
Tel: (715) 273-6874
Fax: (715) 273-6861**

We are pleased to have you as a commercial exhibitor at the **2011 Pierce County Fair**. We are celebrating our 128th fair this year.

This handbook is designed to help you understand our rules and regulations. Please read and follow the policies described. Some may apply to you and others may not.

STATE REQUIREMENTS

The State of Wisconsin requires all vendors at the fair complete a seller's form. Regardless if you are selling anything or are just a display only. "Selling merchandise" includes the sale, rental, lease, exchange, barter, or taking orders of merchandise, goods, or products for money and/or other consideration. The vendor form must be completed and returned to the Pierce County Fair Office by July 15th, as this form has to be sent to the State of Wisconsin prior to the starting date of the Fair



All food establishments will be inspected and licensed by the Wis. Dept. of Agriculture, Trade and Consumer Protection Agency or Pierce County Public Health.

FINANCIAL OBLIGATIONS

Commercial exhibitors and vendors must have a written and signed contract with the Pierce County Fair. The completed and signed contract plus at least ½ of the rental fee is due to the Fair Office by May 6th. The balance is due *no later than July 15th*.

If by July 15th we receive all the paperwork (Vendor Form, Insurance, and balance of booth rent) then eight complimentary one-day passes per commercial contract will be issued. Food stands and commercial vendors will be eligible for the reduce worker tickets as usual. However, additional passes must be purchased by July 22nd, otherwise you will forfeit your ability to purchase reduced priced worker tickets. No special rate tickets will be sold during Fair.

Electricity is included in the rent of a commercial booth. However, if the exhibitor requires any special hook-ups or adapters, the exhibitor must have permission from the Pierce County Fair and it is the

exhibitor's financial responsibility. Food stands will be metered as in the past

Concessionaires/commercial exhibitors are prohibited from assigning or sub-letting a booth or space that has been allotted to them nor shall they exhibit or sell any product, commodity or merchandise that has not been listed on the contract and approved by the Pierce County Fair. The Pierce County Fair has the right to deny the display and/or sale of any items which in its sole judgment are inappropriate or a duplication of product or service. If any problem or situation arises that cannot be resolved by the contract agreement and above rules and regulations, the Pierce County Fair Management will make the final decision. Laser pens, smoke/stink bombs, silly string, fake cigarettes, pornography, guns & illegal drug related items prohibited.

INSURANCE REQUIREMENTS

The Pierce County Fair shall not be responsible for any negligence or unlawful acts of the lessee (concessionaire/commercial exhibitor) or lessee's agents or employees. The Pierce County Fair will not be responsible for any injuries, claims, losses, or liabilities suffered or incurred by the lessee or lessee's agents or employees while on the fairgrounds and the lessee must agree to hold the Fair harmless therefrom. The lessee must indemnify the Fair from any and all liability, loss or damage the Fair may suffer as a result of claims, demands costs or judgments against it arising out of the actions of the lessee or lessee's agents or employees.

All commercial exhibitors must have \$1,000,000. (one million dollars) liability insurance coverage. A certificate of insurance must be given to the Fair Office **by July 15th**. If you do not have this coverage, Pierce County's insurance carrier will provide it for \$75.00. If you desire this coverage instead of your own, it must be arranged by July 15th. The payment will be collected with the last one-half of your rent.

HOURS OF OPERATION

Mandatory set up on Wednesday, August 10th for

any part of a display that requires a vehicle blocking any of our roadways or the entrance to one of the buildings. All commercial exhibitors must be in place and operating by 9:00 a.m. on the opening day of the Fair. The Fair reserves the right to resell any spaces not occupied by the exhibitor by the slated time with no obligation to refund any money paid to the Fair for deposit or rental of the space.

All commercial exhibitors shall be open and in operation from 9:00 a.m.- 9:00 p.m. every day of the Fair (except on Sunday, opening at 11:00 a.m. and closing at 5:30 p.m.). Leaving early on Sunday may result in forfeiting an invitation to the next year's Fair.

APPEARANCE OF EXHIBITS

Exhibitors must keep their premises neat and shall pick up debris around and within their premises. They must dispose of garbage and other refuse in the appropriate barrels provided.

Any materials (such as straw or sawdust) used as part of your exhibit will require a deposit of \$50.00 payable with your spot rental fee by **May 6th**. You are expected to have this cleaned up prior to leaving the Fair. If acceptable cleanup has been done, your deposit will be refunded to you

PA systems or other machines making noise shall not be allowed without approval of the Fair. No exhibitor shall be permitted to distribute matter, handbills, fliers or heralds outside of their designated area. The Pierce County Fair reserves the right to spot-check any concession/exhibit at any time. The Fair will not provide any tables, chairs, shelves or other equipment to be used in a booth. Please break down all cardboard boxes before putting them in the recycle bin.



PARKING

Designated parking space is **NOT** available for commercial exhibitors. You may drive up to your building or space to load or unload, but must park in