

July 19-23, 2028

# Commercial Handbook



## July 16-20, 2025

St. Croix County Fair  
Commercial Exhibitor Committee

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### Appearance of Exhibits

Exhibitors must keep their premises neat and shall pick up debris around and within their area. Garbage and other refuse must be disposed 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. 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.

P.A. systems or other machines making noise shall not be allowed without approval of the Fair. No exhibitor shall be permitted to advertise or distribute matter, handbills, fliers, or heralds outside of their designated area, unless granted permission by the Fair. The St. Croix 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 before placing in the designated recycling area. Do not place in dumpsters.

### Set up times in the Commercial Building are:

**Monday, July 14 10:00am to 4:00pm**

**Tuesday, July 15 10:00am to 7:00pm**

**Wednesday, July 16 9:00am to 2pm**

The Commercial building will not be open to the public on Wed, July 16<sup>th</sup>, only the west end door.

**Set up must be completed and ready for business by 10:00am on Thursday, July 17<sup>th</sup>.**

All **Indoor** spaces will be marked on the floor and with a sign, corresponding with a map on the East Wall of the building. **Outdoor** displays will have painted lines for your space and a sign stake with your name on it.

### Admission to the Fair

General admission to the St. Croix County Fair is FREE. A fee is charged for parking and certain special events.

**No dogs or pets allowed on the fairgrounds, except those specifically trained to aid a person with a disability.**

### Security

The St. Croix 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.

There is a First Aid Station on the grounds, located in the EMS Building. The Glenwood City Fire Department and Ambulance Services are available when called.

### Violations

Violation of any of the rules in this booklet may, at the St. Croix County Fair's discretion, result in immediate cancellation of one's contract and immediate expulsion from the current fair and from the next year's fair.

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 here to shall be binding on any of the parties hereto.

### Location of the St. Croix County Fair

210 Fairgrounds Road  
Glenwood City, WI 54013  
(Not a valid mailing address)  
715-565-3419 June-July

### Future Fair Dates

July 15-19, 2026

July 14-18, 2027

*The St. Croix County Fair exists in part to provide a means for exhibitors to temporarily present their products or views, be they commercial, religious, or political, in an orderly, safe, and efficient fashion. Anyone desiring to exhibit must apply for booth space as set forth in the St. Croix County Fair Commercial Handbook, and comply with the terms and conditions of the space rental agreement. Exhibit shall mean activities including, but not limited to, petitioning, proselytizing and/or the sale, posting or distribution of any merchandise, products, promotional items and printed or written materials. Sale or distribution of any merchandise, including printed or written material except under agreement by the St. Croix County Fair and/or from a duly licensed location is strictly prohibited.*

This handbook is designed to set forth the St. Croix County Fair Inc. exhibitor (as defined above) rules and regulations. Please read it carefully and follow the policies described within.

### **State Requirements**

The State of Wisconsin requires all vendors at the fair complete a seller's form regardless if you are selling 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. This form must be completed and returned to the St. Croix County Fair Commercial Exhibit Committee with your **final payment by July 1**, as this form has to be on file and sent to the State of Wisconsin prior to the starting date of the Fair.

The Wisconsin Department of Agriculture, Trade and Consumer Protection Agency will inspect all food establishments.

### **Financial Obligations**

Exhibitors and vendors must have a written and signed contract with the St. Croix County Fair. The completed and signed contract plus half of the rental fee (*please make checks payable to: St. Croix County Fair, Inc.*) is due

to the Fair Commercial Exhibit Committee by **June 1**. The **balance is due no later than July 1**. A convenience fee will be passed on to the card holder if using a credit card for payment. 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.

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 St. Croix County Fair and it is the exhibitor's financial responsibility.

Concessionaires/commercial exhibitors are prohibited from assigning or sub-letting a booth or rental space that has been allotted to them nor shall they exhibit, display, disburse, or sell any product, commodity or merchandise that has not been listed on the contract and approved by the St. Croix County Fair. The St. Croix County Fair has the right to deny the display, sale and/or use 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 St. Croix County Fair Management will make the final decision. *Laser pens, smoke/stink bombs, silly string, fake cigarettes, pornography, guns & illegal drug related items are prohibited.*

### **Insurance Requirements**

The St. Croix 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 St. Croix 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 Liability Insurance must be received by the Fair Commercial Exhibitor Committee no later than July 1. If you do not have business liability insurance please check with the company you are representing as they may be able to provide you with an insurance certificate. If you do not have coverage, please contact Lisa at the New Richmond Insurance Agency (715-246-6988) for special rates. If you desire this coverage, it must be arranged and received by July 1.

### **Parking**

**One** complimentary 4-day parking pass will be issued with each paid and signed commercial contract. Additional 4-day parking passes may be purchased at the Fair Office. Daily parking passes are available at the entry gate. (There is no separate admission fee to the Fair.)

**Reserved Space** A reserved parking space option is available for commercial exhibitors if requested and paid for by July 1st. Cost is \$50 per single parking space for the duration of the fair.

Vendors may drive up to the building or outdoor space to load or unload, but must park in the general parking areas. Trailers need to be parked in designated trailer parking area.

### **Hours of Operation for 2025**

**Thurs, July 17th through Sat, July 19th 10am-10pm**

**Sunday, July 20th, 10am to 4pm**

**All commercial exhibitors must be in place and operating by 10:00 am. on Thursday of the Fair.**

The west door of the building will be open at 9:30 am. for vendors Thurs. – Sunday.

**Commercial Exhibits must remain in place until Sunday at 4:00 pm. (Leaving early on Sunday may result in forfeiting an invitation to the next year's Fair.)**