



VENDOR/ CONCESSIONAIRE GENERAL RULES AND INFORMATION

 AUGUST 12-18, 2024

 1001 N LINCOLN ROAD,
ESCANABA, MI 49829

 upstatefair.net  906-786-2192



2023 *Recap*

The 2023 U.P. State Fair, a spectacular celebration of community, agriculture, and tradition, was a resounding success. The Delta County Chamber of Commerce, on behalf of the U.P. State Fair Authority, extends its heartfelt appreciation to the sponsors, exhibitors, vendors, and dedicated volunteers and employees who played pivotal roles in making this year's event a memorable experience.

The U.P. State Fair, held from August 14 – 20, 2023 drew an enthusiastic crowd of almost 104,000, representing close to a 1% increase over the 2022 record-setting event. The fair showcased a varied array of attractions, activities, and performances that catered to people of all ages and interests.

We owe the success of the fair to the generosity and support of our presenting sponsor, the Island Resort and Casino, and all our valued sponsors. Their investment not only contributed to the greatness of the event but also underscored their dedication to fostering community engagement and a commitment to elevating the fair to new heights.

The dedication and hard work of the exhibitors deserve special recognition. Their exhibits provided an educational and entertaining platform for attendees to learn more about animals and life on the farm, art forms, and innovations. Their passion for sharing and learning from the judges added an enriching element to the fair's atmosphere.

At the heart of this triumph were the exceptional vendors and the Skerbeck Entertainment Group who delighted fairgoers with exhilarating midway rides, an assortment of fair food favorites, unique crafts, and interactive experiences. All our vendors exhibit a commitment to quality and creativity that adds a vibrant dimension to the event and surely left a lasting impression on fairgoers.

Behind the scenes, the volunteers and employees worked tirelessly to orchestrate every aspect of the fair's operations, from planning and logistics to execution and coordination. Their dedication and professionalism were instrumental in ensuring an enjoyable experience for most.

As the curtains close on the 2023 U.P. State Fair, we express our deepest gratitude to all who contributed to this remarkable event. Your collective efforts have not only made the fair possible but have also strengthened the bonds of our Upper Peninsula community. The U.P. State Fair Authority looks forward to continuing this tradition of excellence and friendship in the years to come.



GENERAL INFORMATION

ADMISSION PASSES

Admission. Each vendor will receive 2 vendor hard badges included in their Vendor Privilege Fee. All additional passes needed should be ordered on the additional fee form. Vendors/Concessionaires have 3 options for admission:

- Vendor Hard Badge- \$35 per badge allows access to the grounds for the entire duration of the UP State Fair.
- Weekly Wristband- \$35 per wristband/ allows access to the grounds for the entire duration of the UP State Fair.
- Vendor Daily Paper Passes- \$5 per pass. Allows access for any ONE day of the UP State Fair.

ADVERTISING OPPORTUNITIES

Premium Book Ad. The Premium Book is an annual publication which serves as a guide to exhibitor's classes and awards. A special section will be dedicated to vendors. To know the cost of a business card sized ad, please refer to the advertising rate within this packet. Consider this an opportunity to promote new product, promotion, or discount coupon. More information about the Premium Book advertising contact the Daily Press at 906-786-2021.

Vendor Advertising Benefits: Radio Results Network is the sponsor of our UP State Fair Media Center during fair week. Thanks to this partnership, we have an additional advertising opportunity specifically for our vendors which offers 50 free commercials with purchase of 50. Consider this an opportunity to promote new product, promotion or discount coupon on Upper Michigan's Largest Media Network. For more information please refer to the certificate rate within this packet.

PROMOTION— Tuesday Chewsday: We are requesting our UP State Fair Food Vendors to offer a sample size of food , treats, products at a price that is discounted from the full size price on Tuesday, August 13th from 11a.m. to 4 p.m. We hope this promotion Will give families a more cost effective way to feed their children, who may not need full size fair meals and encourage guests to sample a larger variety of fair fare, and help direct them on where they may get their next full size meal through out fair week.

BOOTH SPACES

There are outdoor vending spaces available alongside our Midway, in front of our Ruth Butler Exhibition Building and Grandstand, and down Agricultural/Commercial Road (see map for locations). There are indoor vending spaces available in the Ruth Butler Exhibition Building and in the Miracle of Life Building. Indoor space is rented in 10' X10' blocks. Outdoor space is rented on a per frontage-foot basis. The Vendor agreement indicates the TOTAL size allotted for the unit or display. Tent stakes, trailer hitches, awnings, service windows, etc. must not extend beyond the designated areas. Please note that exact footage requested is what is assigned. Not requesting adequate footage may result in space being moved or forfeited. Any spaced utilized that is not included on the vendor agreement will incur the appropriate fees

Space Fees are as follows:

Indoor space (Ruth Butler Building & Miracle of Life) 10' x 10' booth = \$600 (Rental rates include one (1) 110v electric outlet.)

Outdoor space (Rental rates include one (1) 40A service (50A outlet) and water hookup. Additional Electricity can be provided at an additional fee.)

- **Midway Center** = \$60/frontage foot (allows you to vend out of both sides of the space)
- **Midway Side** = \$55/frontage foot
- **Agricultural/Commercial** = \$40/frontage foot

In order to attract and maintain quality concessions and vendors, it is the practice of the UPSF to extend renewal opportunities to vendors and concessionaires. However, the UPSF reserves the right to refuse to renew any space rental agreement when, at the sole discretion of the Fair management, such action is in the best interest of the Fair. Concession Agreements are subject to renewal only upon approval of the UP State Fair Management Agent.

All requests for changes in location or additional space must be submitted in writing on the Vendor Agreement. Only written requests are considered. Vendors/ concessionaires will be notified if the request(s) is granted.

CAMPING

The campgrounds are divided into four sections: Steam & Gas, Speed Barn, North Coast and Pocket Park. Camping guidelines will be included with your "Reservation Form" which mailed separately 2023. If you did not camp in 2023 but wish to in 2024— please call the office to request a application. **Camping fee does not include entrance to the fair.** Gate passes must be purchased by every vendor and employee in the camping area that does not possess a vendor pass. **CAMPING IS NOT PERMITTED WITHIN VENDOR SPACE/UNIT.**

DELIVERIES

UPS, FedEx, and other commercial freight carriers will be permitted to deliver packages/merchandise to the grounds. However, the Fair does not assume responsibility for delivered goods and will not be responsible for goods in the absence of the vendor/ concessionaire. All packages should be addressed as follows: Contact Name, Company Name, Contact Phone Number, UPPER PENINSULA STATE FAIR, 2401 12TH AVE NORTH, ESCANABA, MI 49829. Pick up location is Building #2, north-west of the Grandstand and home of the RRN Media Plaza and First Aid.

ELECTRICAL SERVICES

Inside space includes access to one (1), 110-volt 20-amp receptacle at no additional charge. Outside Space includes (1) 40A service (50A outlet). Additional electricity may be purchased for your supply truck or trailer. \$70.00 for Unit with 110v service, \$140.00 for Unit with 208v service

Vendors/concessionaires must bring their own extension cords. If requirements exceed the electricity available, appropriate charges will be made. The UP State Fair does not assume responsibility for electric failures. Most electrical power lines are 13' 6" high. Vendors/concessionaires who plug into another vendor or concessionaire's service will be charged full electrical fees.

EMPLOYMENT SERVICE

The UPSF receives many inquires from individuals looking for employment. If you are interested in being listed on our "Employees Needed" List, email info@deltami.org or call 906-786-2192.

FOOD AND BEVERAGE ITEMS

Michigan has an appetite for what you are serving! In addition to traditional festival fare, we would like to have a diverse array of interesting food items available - all at reasonable prices. All menu items including food and beverages sold must be pre-approved by the Fair Management and included on the contract or it will not be allowed.

Anything that will be sold, distributed, or displayed must be included on the vendor agreement. All items sold or given away must be pre-approved by the Fair Management and included on the contract or it will not be allowed.

Anything that will be sold, distributed, or displayed must adhere to all state and local laws and/or ordinances.

NO EXCLUSIVITY OF ANY PRODUCT, SERVICE, FOOD, OR BEVERAGE WILL BE GRANTED TO ANY VENDOR BY THE UP STATE FAIR AUTHORITY

HOURS— BUILDING HOURS, BUSINESS HOURS

All vendors must be on site, set up and open for operation at the opening of the Fair and remain open during all operation hours. If you will be arriving earlier than the required arrival date, please make sure to let us know when you will be coming in, as additional charges may apply if you arrive more than 4 days before the start of the event.

Required arrival date: Monday, August 12, 2024

Required hours of operation*:

Monday, August 12	5:00pm — 10:30pm
Tuesday, August 13 —Saturday, August 16	10:30am — 10:30pm
Sunday, August 17	10:30am — 9:00pm

Vendors/Concessionaires must remain open until at least the time indicated above but hours may be extended by opening earlier or staying open later if the traffic warrants. Any space that is not intact and open for business or does not have an attendant at the space during the hours of operation specified by the UPSF during all days of the Fair shall forfeit all rights to that space. All vendors/ concessionaires must end operation by 12:00AM when the grounds close. All vendors must be out of the Ruth Butler building by 11:00PM so the building can be locked down and secured. Vendors may return to the Ruth Butler building at 9:30AM to do any set-up/restock.

All vendor property must be removed from the UP State Fairgrounds by 5:00pm on Tuesday, August 22nd.

Early Teardown Policy: Vendors are required to remain open until 9:00PM on the last day of the Fair as specified on the contract. Any vendor dismantling prior will forfeit their preferred location and not be considered as a returning vendor when applying for future Upper Peninsula State Fairs.

ICE DELIVERIES

Ice should be purchased only through the approved UPSF vendor located on the grounds. There will be two (2) scheduled delivery times each day. On demand ice service will be available at the fairgrounds office during business hours. Vendors can make arrangements to get on the delivery schedule by contacting the UPSF office during regular office hours (8:00AM - 4:00PM). Ice can be purchased with cash upon delivery. Sales not paid upon delivery will be billed to the vendors with payment collected prior to the closing of the Fair.

IDEMNIFICATION

Lessee shall waive any claims against the Fair for liability arising out of any damage done to their concession, exhibit, products or property from any cause. The risk of loss occasioned by all of the operations, installations, acts, errors and omissions of the lessee or the employees and agents of the lessee on the Fairgrounds shall be that of the lessee, not the Fair. Lessee shall not seek contributions, damages or indemnification from the Fair for any loss so occasioned.

INSURANCE INFORMATION

Each vendor will be required to have a current certificate of liability insurance on file with the UP State Fair Authority.

- Must be secured from companies qualified and authorized to do business in Michigan. You may secure the required insurance from any company as long as the insurance requirements are met.
- Include as additional insured - "Upper Peninsula State Fair Authority and its Management Agent".
- Copy (proof) of insurance must be provided to the Upper Peninsula State Fair by Friday, August 9th.
- Vendors can secure insurance through the UP State Fair. If interested, you must request and fill out an insurance application (indicate this on the application form).
- **Vendors will not be allowed to assemble their space until this requirement is satisfied.**

INTERNET ACCESS

Wireless Internet will be available to vendors during the week at no additional charge. Password will be included in your vendor packet upon arrival. Please do not share this password.

PARKING

Parking. The UPSF offers free general admission parking. Vendors will be given 2 passes for designated parking areas with their paid vendor space. Designated parking areas are on a first come, first serve basis. Passes must be clearly visible when entering these designated areas. All those entering with a parking pass must also have vendor badge or appropriate gate admission pass.

RESTOCKING, SUPPLY TRAILERS AND VEHICLES ON THE MIDWAY

Restocking: Vendor booths should be restocked only during designated time period. No unauthorized vehicles will be allowed onto the fairgrounds after 8am or before 12am and must enter the Fairgrounds through Gate 3, 5 or B. Please plan your inventory needs accordingly. Vehicles must have the appropriate hangtag and admission passes to enter these gates.

Supply Trailers. If you plan on bringing a supply trailer, please indicate so on the additional fee form and provide the dimensions. If this trailer is to be part of an outdoor space it must be presentable and match with the rest of your display, otherwise it will be required to be parked in the designated parking area on the west-side of the Ruth Butler Building. Stock Trailer parking permit is \$30.00. **CAMPING IS NOT PERMITTED IN YOUR STOCK TRAILER**

Vehicles on the Midway. For the safety of fairgoers, absolutely no vehicles will be allowed onto the Midway including golf carts, ATV's, etc., unless you receive specific written permission by the UP State Fair Authority. Vendors will be able to transport supplies to their spaces with their cars between the hours of Midnight and 8:00AM while the Fair is closed to the public. In some cases Vendors will be able to park their vehicles behind their space and exit the fairgrounds during the day. Exiting the grounds with a vehicle is only permitted at Gate 6 and B and should be done only in cases of emergencies and with great care.

SAFETY PROTOCOL & SECURITY

All outdoor vendors are required to have a fire extinguisher at their booth.

Incidents of vandalism are few in number. When an incident does occur it is normally minor in nature. If an incident occurs, Vendors should contact Delta Force Security at the number listed in the vendor packet. The UP State Fair Authority assumes no liability for loss or damage to any property of the vendor.

TEAR DOWN

Booths and Structures Inside building space: *All property must be removed from the fairgrounds by Tuesday, August 20, 2024. the UP State Fair is **NOT** liable for any items left on fairgrounds.*

Outdoor Vendors, Booths and Structures Inside building space (Ruth Butler Exhibition and Miracle of Life Pavilion): *All property must be removed from the fairgrounds by Tuesday, August 20, 2024. The UP State Fair is **NOT** liable for any items left on the fairgrounds.*

VENDOR PACKET PICKUP

Vendor packets will be prepared for vendors that have provided all necessary paperwork and paid their account balance in full. The packets will include important Vendor Information, Gate Passes, Parking Passes, and location information, as well as Daily Schedule of Fair Events. Packets can be picked up in the UPSF Office between 10:00AM and 4:00PM starting Tuesday August 6th, 2024

UP STATE FAIR PROPERTY

*Inventories of merchandise, goods and supplies must be stored neatly out of the sight of Fair patrons. Maintenance and clean-up of the concession or exhibit booth/space during the Fair is the responsibility of the Concessionaire/Exhibitor. Concessionaire/Exhibitor is responsible for removing all packing materials, bulk trash and other refuse from the booth/space to the nearest trash dumpster. **DO NOT** ask UP State Fair staff to clean your booth/space or remove your trash. Upon leaving, all refuse must be placed in a trash dumpster.*

SHOWCASES MUST BE IN GOOD REPAIR

Showcases must be in good repair. All tables and counters must be clean and neatly covered and draped or finished on all sides exposed to the public. Carpeting placed in booths must be clean, taped down on all edges and must not exceed the lessee's booth size

SIGNS AND ADVERTISING

No gummed or adhesive backed labels, stickers or signs are allowed to be placed on fairgrounds property. The use of hand lettered or felt marker signs is not allowed. (Print signs are available for a fee, contact the fair office for more information.)

Sensory Friendly Midway

Tuesday, August 13

11am-1pm

Sensory-Friendly Midway at the UP State Fair is available for fair guests who would like to experience the fun of rides & games on the Skerbeck Entertainment Group Midway with reduced light brightness and sound volume, on Tuesday, August 13th from 11am-1pm.

DETAILS

The Sensory-Friendly Midway is offered to better accommodate those with sensory sensitivities. Lights, sounds and non-safety-related announcements will be minimized.

Rides, games and food will be available for purchase.

The sensory-friendly hours apply only to Carnival Midway. While we understand there may be areas in other parts of the fairgrounds that contain loud music and lights during these hours, we respectfully ask vendors/concessionaires to participate when possible.



TUESDAY
Chewsday

AUGUST 13TH
11am-4pm

What's Tuesday Chewsday?

We are requesting our UP State Fair Food Vendors to offer a sample size of food, treats, products at a price that is discounted from the full size price.

When is Tuesday Chewsday?

11a.m. to 4 p.m. on Tuesday, August 13th at the UP State Fair.

Why Tuesday Chewsday?

Our goals are two-fold.

1. Give families a more cost effective way to feed their children, who may not need full size fair meals.
2. Encourage guests to sample a larger variety of fair fare, and help direct them on where they may get their next full size meal through out fair week.

How will Tuesday Chewsday be promoted?

We will design a graphic to promote on various social media platforms. Additionally, all vendors who sign up will be highlighted on our website which will feature those vendors offering sample sized items on Tuesday, August 13th from 11a.m.-4p.m.

Is Tuesday Chewsday limited to food vendors?

No! If you are a non food vendor and would like to offer a discount or give away during this promotion, you are welcome to participate as well.

How do vendors register?

A link to an online registration will be emailed to you soon!

How will customers know who is participating?

A flyer will be provided in your vendor packet upon arrive for participants to display in their vendor space.

Thank You 2023 Sponsors!



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Thank you for helping us celebrate
agriculture & community!