

2018 Oktoberfest Vendor Application

All applicants will be considered by the Oktoberfest Board for participation. Primary factors for acceptance are menu choice, previous year's participation, and timeliness of application return.

The Terms of Agreement for Oktoberfest Vendor Application

PLEASE READ THROUGH EACH SECTION THOROUGHLY

Merchandise Items/ Menu

All exhibits, concessions, items to be sold, etc. are subject to the approval of the Oktoberfest Board. All food items sold must be listed on the attached application or send us your menu with this application.

Vendors may purchase Pepsi products by the case from Oktoberfest. No outside Pepsi products or other soda may be sold. Any additional specialty beverages should be included in menu submitted with this application for approval by the Oktoberfest Board.

Vendor Fees

Southside Grounds Food Vendor: \$575

Southside Grounds Merchant Vendor: \$300

Northside Grounds Food Vendor: \$250

If your application is approved, you will receive a contract to participate in Oktoberfest 2018. A payment of 50% of the total fee is required with the submission of the contract to be considered valid. All remaining balances are due by *September 1st, 2018*. **No refunds or cancellations for any reason will be allowed.**

Insurance Requirement for Oktoberfest

For the protection of the festival goers, and your own protection, Oktoberfest requires a certificate of insurance of \$1,000,000 liability insurance to participate. Oktoberfest must have this certificate by no later than *September 1st, 2018*. "La Crosse Festivals, Inc." and "JJAWC" must be listed as additionally insured.

Health Permit/Fire Permit

It is your responsibility to fill out the forms and send to the Health & Fire Departments. Oktoberfest will be sending a list of approved vendors to the La Crosse County Health Department.

Behavior Policy

Vendor will not consume alcoholic beverages while on duty at Oktoberfest, and agrees to be ready, willing, and able to work in an unimpaired condition. Oktoberfest reserves the right to relieve any individual vendor of duty if deemed they are less than satisfactory in behavior or condition without reimbursement.

Parking

Vendor transportation vehicles must be parked in the designated vendor parking areas. You must display the parking pass at all times while vehicle is on premises. One parking pass is included in base rental fee. Up to 2 (two) additional passes are available for purchase for \$50.00 each. Payments for any additional parking passes must be made by September 1, 2018.

Signage/Decoration

Banners and other forms of signage are subject to approval by the Board of Directors, as well as Maintenance in regards to how it is mounted. We do encourage you to decorate your space reflecting the Oktoberfest/Autumnal theme.

Vendor Application

Please fill out the following and mail by May 1st, 2018 to:

Oktoberfest USA
#1 Oktoberfest Strasse
P.O. Box 1716
La Crosse, WI 54602-1716

Or via email: office@oktoberfestusa.com

Type or print clearly. Confirmation of acceptance of your application will be received *no later than June 1st, 2018*. Please call the Oktoberfest office with questions at 608-784-3378.

Business Name	
Contact	
Address	
City/State/Zip	
Phone(s)	
Email	

First time applicants: Please include similar fest experience and or your business history/experience with your application.

Festground Location & Hours

Please indicate your grounds preference below

- Northside Festgrounds
- Southside Festgrounds
- Both North and South Festgrounds

Hours of Operation: All vendors must remain open during the hours listed below. Vendors may choose to be open outside of these hours. Hours fluctuate based on various events taking place and may change due to weather conditions. When luncheons are occurring on either grounds, vendors may choose to close during that time, but it is not required.

	Northside Grounds	Southside Grounds
Thursday	4:00 PM – 11:00 PM	11:00 AM – 11:00 PM
Friday	4:00 PM – 11:00 PM	10:00 AM – 11:00 PM
Saturday	4:00 PM – 11:00 PM	1:00 PM – 11:00 PM
Sunday	11:00 AM – 5:00 PM	11:00 AM – 10:00 PM

Type of Food/Menu Items

Food vendors: to prevent menu duplication, please limit to 8 items or less

Merchant vendors: please give a brief indication of the type/style of items.

Beverages

Oktoberfest provides Pepsi products at a discounted retail cost for food vendors. Product can be purchased by the case. Full cases may be returned for refund at the close of the event. Due to an exclusivity agreement between Oktoberfest and Pepsi, other brands are not allowed on grounds. Any specialty beverages (e.g. fresh squeezed lemonade, smoothies, coffee) should be included as menu item(s) in the section above.

Please indicate your participation preference in our beverage program.

- Yes, I am interested in offering Pepsi products
- No, I do NOT want to offer Pepsi products

Vending Space

Please indicate the type of space required. All tents/tables/trucks to be provided by VENDOR.

Small or Medium Tent (e.g. 10'x10' or 10'x20'). Please describe:

Medium to Large Tent (e.g. 20'x20' or larger). Please describe:

Mobile Food Truck

Description	
Dimensions	Height: Length: Width:
Serving Windows	<input type="checkbox"/> One side <input type="checkbox"/> Two sides <input type="checkbox"/> Back
Are you able to operate outside of the food truck if needed (i.e. move into a tent)?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Power

Please indicate your electrical needs for operation. Vendor is limited to 30 amps electrical service. Any wiring or modification required specifically for Vendor's business shall be at Vendor's sole expense.

110V

220V

Other, Please describe:

Do you have a generator?

Yes

No

Storage

Oktoberfest provides a full-sized, refrigerated truck for food storage. If your needs exceed our available options, please describe what you would need to bring along to accommodate operations.

Size of Trailer	Height: Length: Width:
Power Required	<input type="checkbox"/> Yes <input type="checkbox"/> No

Water

Please note, Oktoberfest does NOT supply water to vendors.

Parking

Please indicate the number of additional parking passes needed (\$50.00 each)

- No additional parking passes
- One additional parking pass (\$50.00)
- Two additional parking passes (\$100.00)

Please note, overnight camping trailers are prohibited.