



June 20-22, 2024

*MONROE COUNTY AGRICULTURAL SOCIETY*  
P.O. BOX 908 – Tomah, WI 54660  
Phone: 608-372-2081  
Email: [mail@tomahtractorpull.com](mailto:mail@tomahtractorpull.com)  
[www.tomahtractorpull.com](http://www.tomahtractorpull.com)      [www.monroecountyfairwi.com](http://www.monroecountyfairwi.com)



July 24-28, 2024

## **Budweiser Dairyland Super National Truck/Tractor Pull Art/Craft Show, Flea Market Show, and Commercial Booths, Displays, Retail Booths**

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Dear Vendor, Director, or Sales Representative,

The Monroe County Agricultural Society (MCAS) invites you to have a booth at the 2024 Budweiser Dairyland Super National Truck and Tractor Pull, to be held June 20-22, in Tomah, Wisconsin. A nationally recognized event of its kind, the Pull draws over 70,000 people to Tomah's Recreation Park for its camaraderie, festive summertime atmosphere, and fast-paced action on the competition track. We hope you will join us for the annual event that puts Tomah on the map. We anticipate large crowds will be flocking to Tomah.

The Art/Craft show, Flea Market show, Commercial Booths, Displays, and Retail booths are successful because of the way the different events are set up throughout the weekend. Events occur at different times, and fans typically stay on the grounds for an entire day. Fans leave the grandstands between competitive events and this is when they see what a variety of vendors we have! People also tend to make purchases and stop at vendor booths as they enter or leave the Pull grounds. As a vendor committee, we strive to provide a variety of different booths, which is why we have contacted you, based on the type of merchandise or services you have/offer. Please consider having a booth with us for this year's pull!

Due to the nature of the grounds, there are several options from which you may select when it comes to your booth location. We have a variety of locations, with varying prices and requirements for each, catering to each vendor's setup needs. The MCAS vendor committee realizes some vendors may require their booth to be under a roof, while others are prepared to be outside—and we have locations available in both areas. An explanation of the types of locations and their prices is on the contract at the top of that document.

Please fill out the enclosed contract, taking care to choose your location based on your needs as a salesperson or representative. Read the enclosed *Vendor Manual* to read about different policies and opportunities at the event.

We wholeheartedly hope you will join us for this fun summer event in Tomah. Many vendors have been with us for many years and make it a fun weekend by camping out on the grounds.

We hope to hear from you and see you at the Budweiser Dairyland Super National Truck and Tractor Pull, June 20-22, 2024, in Tomah, Wisconsin!

Sincerely,

**Alex Knoepker, Chairman  
Vendor Committee  
Monroe County Agricultural Society**



2024  
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*Promoters of the Monroe County Fair and the  
Budweiser Dairyland Super National Truck and Tractor Pull*

## **2024 SUPER NATIONAL TRUCK & TRACTOR PULL VENDOR MANUAL**

CONTRACTS are with the Monroe County Agricultural Society, hereafter known as MCAS.

**CONSIDER RECEIVING A CONTRACT FROM THE “MCAS” AN INVITATION TO HAVE A BOOTH AT THE 2024 SUPER NATIONAL PULL.**

GENERAL INFORMATION - The contract shall cover only the type of business mentioned herein and shall be confined to the space rented. Products and types of exhibits cannot be obscene and must adhere to all policies outlined in this Vendor Manual. MCAS endorses a “Clean Event Policy” and, therefore, will not allow the sale of any merchandise with vulgar or indecent words, pictures, or implications, including references to drugs, harmful behaviors, or pornography. The organization will not allow the sale of any merchandise that could be harmful to patrons. Interpretation of this policy will be at the vendor committee’s discretion and the vendor committee will not hesitate to directly involve law enforcement. Refusal to comply with vendor committee requests will result in the non-cooperative party being asked to pack up and leave their rented booth space with no refund given and/or escorted off of the MCAS event grounds.

CONTRACT DEADLINE - **May 15, 2024** - There is a firm deadline to submit payment and secure your vendor space for the event. The deadline to return your required information is May 15, 2024. Your envelope must be postmarked by this date to be considered “on time” and avoid the \$20 late fee. If submitting your contract and information via email, your email must be received by 11:59pm on this date with a PDF attachment of the contract document, with hand-written signature. We prefer you submit all forms via paper U.S. Mail so payment can be enclosed via a check. If you had a vendor space at the Super National Pull last year, your same space is reserved for you **only until May 15, 2024**. After that date all open booth spaces are available and assigned on a first-come, first-serve basis.

*It is very important you make every effort to submit all paperwork and payment as early as possible. This ensures the Vendor Committee is able to process your information and get final paperwork/instructions/parking passes out to you as early as we can. Thank you!*

CANCELLATIONS - MCAS reserves the right to cancel the contract at any time if, in the judgment of the MCAS, the business or exhibition being carried out (or the manner of conducting the business) is objectionable to the public or does not in every way comply with Wisconsin state law requirements.

The space leased under the contract cannot be sublet or any part of the space assigned to other parties without the written consent of MCAS and MCAS reserves the right to grant or refuse such consent. Any violations of this provision shall immediately forfeit this lease and privileges sold under it. In the event of cancellation prior to 10 days before the event, there will be a \$50.00 service charge assessed, with the remaining total refunded. Any cancellations **within 10 days** of the event will result in no refunds.

CAMPING - Camping is available to vendors from the Wednesday afternoon before the event through the Sunday following the event. There are 24-hour showers and restrooms on the grounds. A form for camping is located on our webpage for your convenience. Please fill this out and mail/email back to ([mail@tomahtractorpull.com](mailto:mail@tomahtractorpull.com)) to ensure a spot. Call the event office at the number above with camping questions. Please send payment with camping reservation form.

GARBAGE PICK-UP - All garbage must be cleaned up within and around your space by 8:00 a.m. each day. Place garbage in bags near trash receptacles so crews can pick it up. Our crews will pick-up garbage in the morning and throughout the day as necessary. There is **no dumping** of soapy grey water, grease, or byproducts on the grass or grounds. Containers for soapy grey water and grease are provided. At the end of the event, all garbage must be picked up in and around your area before leaving.

RAFFLES - The sale of raffle tickets/items on the grounds is prohibited during the event without express permission of the MCAS. You may contact the office for a raffle contract and/or availability. We have a limited amount of raffles that can occur at once per state law.

INSURANCE - All vendors will be required to provide the MCAS a certificate of insurance with coverage of \$1 million or more *naming the Monroe County Agricultural Society, 1625 Butts Ave., Tomah, WI 54660, as an additional insured*. You will not be allowed to set-up until the certificate of insurance has been provided. If you do not have this type of insurance, a rider may be obtained from the MCAS policy for a fee of \$100.00 per location at the event. MCAS assumes no liability for loss or damage to any property of vendors due to fire, tornado, weather conditions, vandalism, theft, an act of God, complications of COVID-19 or any other causes. Please have your insurance company email certificate of insurance to the main office. This **MUST** be received **AT LEAST 10 days** prior to the event.

WISCONSIN SALES TAX - All Vendors are required to complete a “Wisconsin Temporary Event Operator & Seller Information” Form. This will need to be provided to the Event Office prior to setting up your booth. We will need a copy of your Wisconsin Seller’s Permit Certificate. This form is included in the packet with the contract and is also available on the event website ([www.tomahtractorpull.com](http://www.tomahtractorpull.com)) underneath the “Vendors” tab.

VENDOR SPACE - All vendors must confine their activities to the space they have rented. No hawking is allowed. You may not sell or promote your item outside of your space. You must keep your merchandise within your rented space. You cannot pass out pamphlets or solicit outside of your rented area. You may not disrupt the other vendors in your area. For example, you may not have loud music or noise in your booth or leave your promotional pamphlets in other rented areas. No signs or tables are permitted to extend beyond your rented space. No signage or sandwich boards may be placed in or around the grounds without the express permission of the vendor committee. No altering of the walls is permitted – nothing can be attached to walls without permission of the vendor committee. To help with booth placement, you may want to send a picture of your booth in its set-up state and/or photos of your merchandise.

You must provide durable covers for electrical wires running in public walkways. You are responsible for your own space. MCAS reserves the right to inspect any booth or merchandise at any time. **You may not give away or sell water or soda** – this is reserved for Food Vendors.

**Tractor Pull Vendors Hours of Set-Up**

Wednesday: 1:00 pm – 6:00 pm  
Thursday: 10:00 am – 3:00 pm

**Tractor Pull Vendor Hours of Operation**

All vendors must be open:  
Thursday: 4:00 pm until last pull ends  
Fri. & Sat.: 10:00 am until last pull ends

All Vendor Booths must be set up by 3:00 p.m. on Thursday. Vehicles must be moved to the parking areas by 3:00pm on Thursday! Booths need not be manned for the whole event if the rented space is simply a display or promotional setup. We recommend you have staffing in your rented space when the Pulls are taking place. As the Super National Pull officially starts on Thursday evening, vendors should be ready for selling by 4:00 pm on Thursday.

Food will be available on the grounds beginning on Thursday afternoon. Ice is available to purchase at the main office, a yellow two story building. The office will be open daily at 8am.

ALCOHOL CITY ORDINANCE - No individual shall possess or consume any alcoholic beverage on the premises known as Recreation Park except those individuals located within the confines of the licensed beverage areas or those individuals located within a tent or camping unit *after* event operating hours for vendors. Smoking is not allowed in any of the buildings, per the fire chief.

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SECURITY - There is Security on the grounds Wednesday through early Sunday morning, however there is not security provided expressly for vendor booths. There will not be any security on the grounds on Sunday. It is the vendor's responsibility to secure their property at all times during the event. All helium tanks must be secured according to code.

LEAVE NO TRACE - You are **not allowed** to drive any stakes or anchor devices on any blacktop or concrete areas. All vendor booths/vehicles must be removed by 3:00pm on Sunday. Any booth left in place beyond 3:00pm on Sunday will be assessed a fee. Your area must be clean of debris before leaving. If the space is not left in the condition it was when it was leased, a fee will be assessed. In the event any assessment is not paid, the vendor will not be invited back to the event. The vendor committee will be patrolling your area after you leave and a decision to charge a vendor for improper cleanup/mess will be made by the vendor chairpersons.

ELECTRICITY - Electricity is available on the grounds in a **limited** supply. You are responsible for your own electrical cords and hook-ups. If the grounds electrician deems you have an unsafe hook-up, you are responsible for correcting the hook-up at your own cost. MCAS is not liable for loss of income or damages due to the interruption of electrical service as a result of any means. All **walk area cords must be covered** due to insurance requirements.

CONTRACTS/PACKETS - Once your contract has been received we will process and mail your packet to the address provided on the contract. Your cancelled check is your assurance that you have been accepted into the show. If you are unsure of your acceptance status, send an email for confirmation. ([mail@tomahtractorpull.com](mailto:mail@tomahtractorpull.com)) Admission through the gates is FREE! A table marked **Vendor Registration** will be located in the Gold Exhibit building for any questions/problems that arise. We will check for proper paperwork (Insurance/Sales Tax etc.) and if you have the necessary forms on file, you will receive your packet in the mail. You may NOT set up your booth until all paperwork has been received.

PARKING & GATE PASSES - Parking on the grounds is not available. A designated vendor parking area will be assigned and a pass with directions will be provided in your mailed packet. Additional parking is available on the street for free or in the campground over flow areas. There are no gate passes to get onto the grounds themselves, however, you must purchase a ticket for each Tractor Pull session to gain access to the competition areas inside the physical grandstands. Contact the office to purchase tickets for each session. You may NOT have any support vehicles (i.e. golf carts, 4-wheelers, etc.) without the express permission of the event organizers.

EXCLUSIVE RIGHTS - MCAS has exclusive rights to all Monroe County Fair and Budweiser Dairyland Super National Truck & Tractor Pull and any other tractor or truck pull promotional items. You must contact the office for permission to use all logos owned by MCAS. NTPA logos are owned by NTPA and permission must be granted from that association.

EVENT OFFICE - The Event Office is located to the east of the grandstands; it is a two-story yellow block building. The Office will be open from 8:00 a.m. until 9:00 p.m. UPS deliveries are generally made in the morning. If you are expecting a delivery, please notify us. If your delivery is COD, we must have your money (correct amount) before the UPS delivery arrives **or it will be refused**. MCAS assumes no liability or responsibility for deliveries made to the office. In case of emergency, please call 911.

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The Websites are: Budweiser Dairyland Super National Truck & Tractor Pull: [www.tomahtractorpull.com](http://www.tomahtractorpull.com)  
Monroe County Fair: [www.monroecountyfairwi.com](http://www.monroecountyfairwi.com)

Office Phone Number: 608-372-2081

Email Address is: [mail@tomahtractorpull.com](mailto:mail@tomahtractorpull.com) (office)

Vendor Chairperson: Alex Knoepker  
(leave phone messages with Shae in the office)

Physical Address is: Recreation Park  
1625 Butts Ave.  
Tomah, WI 54660

Mailing Address is: P.O. Box 908  
Tomah, WI 54660

# 2024

## Budweiser Dairyland Super National Truck and Tractor Pull June 20-22, 2024 • Tomah, WI

### Flea Market, Art/Craft, Commercial/Displays, Business, Retail Vendors

Location: Tomah Recreation Park/Grandstand Side  
Mailing Address: P.O. Box 908, Tomah, WI 54660  
PHONE: 608-372-2081  
EMAIL: [mail@tomahtractorpull.com](mailto:mail@tomahtractorpull.com)  
Approximate Attendance: 60,000 - 70,000

Physical Location: 1625 Butts Ave., Tomah, WI 54660  
WEBSITE: [www.tomahtractorpull.com](http://www.tomahtractorpull.com)

**\*We do not provide extension cords, tables, chairs, or tents of any kind.**

- Open Pavilion:** \$5.00/frontage foot. This building is open on 3 sides, has a cement floor, lights for nighttime sales, a roof, and has limited electricity available. The booth space is 10' deep, and you reserve however many feet of frontage you desire.
- Open-Air Outside:** \$5.00/frontage foot. Electricity is limited & available. All sites are on flat concrete with some grassy areas available. Bring tie-downs. You may NOT pound stakes into the concrete. You MUST use tie-downs or cement blocks to hold tent.
- Premium Midway Frontage:** \$150.00 per 10' x 10' space. This location is near the food booths on the midway, which is the avenue of travel directly connected to the grandstand shows and pulls. Must be set up early Thursday to prevent blockage. There is limited availability – first come, first serve for premium midway area. Extra merchandise should be in plastic tubs if storing on the ground.

\*NOTE: Vendor spaces **inside** the gold exhibit building are not available for 2024.

**Payment:** Must be returned with this form in the form of a check or money order. Your cancelled check is your receipt.  
**We will accept reservations until we are full on a first-come, first-served basis. Thank you!**

Make your check or money order payable to: MCAS  
**Return By: May 15**  
After May 15: **\$20.00 Late Fee**

**Mail to:** Monroe Co. Ag. Society  
Attn: Vendor Secretary  
P.O. Box 908  
Tomah, WI 54660

**PLEASE PRINT**

**By completing and signing this contract, I am agreeing to the terms and conditions as set forth by the Monroe County Agricultural Society in the Vendor Manual. By signing this contract, I am aware all facets of the contract apply to me and my employees.**

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Telephone/Cell: \_\_\_\_\_ Email Address: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Type of Merchandise Sold: (Circle One) *Art/Craft* *Flea Market* *Antique* *Farm-Type* *Retail* *Buy/Sell* *Display* *Other*

Explain Product: \_\_\_\_\_  
\_\_\_\_\_

**PLACE A CHECKMARK NEXT TO EACH AS YOU INCLUDE IN YOUR APPLICATION:**

Sales Tax Form Enclosed \_\_\_\_\_ Payment Enclosed \_\_\_\_\_ Insurance Enclosed \_\_\_\_\_

**WRITE-IN YOUR BOOTH SELECTION(S):**

Open Pavilion	# of feet _____ x \$5.00	= \$ _____
Open-Air Outside Booth	# of feet _____ x \$5.00	= \$ _____
Premium Midway Space (10'x10')	# of spaces _____ x \$150.00	= \$ _____
Insurance through Event with MCAS	\$100.00	= \$ _____
Late Fee (received after May 15)	\$20.00	= \$ _____



**Total Enclosed**

**\$ \_\_\_\_\_**

# Wisconsin Temporary Event Operator and Seller Information

Information on this form is required under sec. 73.03(38), Wis. Stats.

Instructions on reverse side.

<b>E V E N T  O P E R A T O R</b>	<b>PART A: Event Information: To be completed by the operator of the temporary event</b>
	1. Name of Temporary Event <u>BUDWEISER DAIRYLAND SUPER NATIONAL TRUCK-TRACTOR PULL</u>
	2. Date(s) of Temporary Event <u>JUNE 20-22, 2024</u>
	3. Location of Temporary Event (e.g., Venue, City) <u>RECREATION PARK - TOMAH, WI</u>
	<b>PART B: Operator Information: To be completed by the operator of the temporary event</b>
	1. Name and Address <u>MONROE COUNTY AGRICULTURAL SOCIETY</u> <u>1625 BUTTS AVE. - P.O. BOX 908, TOMAH, WI 54660</u>
	2. Daytime Telephone Number <u>(608) 372-2081</u>
	3. Email Address <u>mail@tomahtractorpull.com</u>
	4. Wisconsin Tax Account Number <u>4 5 6 - 0 0 0 0 1 3 7 2 1 2 - 0 2</u> If blank, check appropriate box: <input type="checkbox"/> No Taxable Sales <input type="checkbox"/> Exempt under Occasional Sales Rule <input checked="" type="checkbox"/> Exempt Nonprofit Organization <input type="checkbox"/> Other - Explain: _____
	<b>PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.</b>
<b>THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT - SEE INSTRUCTIONS</b>	
1. Legal Name _____	
2. Business Name _____	
3. Address (Street or Route) _____	
4. City, State and Zip Code _____	
5. Home Telephone Number (     ) _____ Business Telephone Number (     ) _____	
6. Wisconsin Tax Account Number _____ - _____ - _____	
7. Social Security Number <u>X X X - X X - _____</u>	
8. Federal Identification Number (FEIN) <u>X X - X X X _____</u>	
9. Check one box indicating the type of activity you intend to engage in at this event: <input type="checkbox"/> Selling Taxable Merchandise or Service <input type="checkbox"/> Display Only <input type="checkbox"/> Selling Exempt Merchandise or Service <input type="checkbox"/> Exempt under Occasional Sales Rule <input type="checkbox"/> Direct Sellers, Company Name _____ <input type="checkbox"/> Nonprofit Organization	

I declare that the information on this form is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Information about temporary events, including forms, instructions and Common Questions can be found on the Department of Revenue's website at [revenue.wi.gov/html/temevent.html](http://revenue.wi.gov/html/temevent.html). If you have additional questions, please contact the Department of Revenue by email at [DORBusinessTax@revenue.wi.gov](mailto:DORBusinessTax@revenue.wi.gov) or telephone at (608) 266-2776. See reverse side for submission instructions.

**\*\* Do not email event reports to maintain confidentiality of seller information \*\***



# Instructions for Completing Operator and Seller Information

## EVENT OPERATOR:

An “operator” is defined as a person or entity (such as an individual, association, partnership, corporation, or non-profit organization) that arranges, organizes, promotes, or sponsors an event. An operator may also be referred to as an organizer, exhibitor, or decorator. An operator may or may not be the owner of the property or premises where the event takes place. An operator may also be a seller at the event.

**Note:** A Wisconsin tax account number (formerly seller’s permit) is required if selling taxable merchandise or services. Admission fees are subject to sales tax in Wisconsin.

**Step 1:** Complete Parts A and B.

**Step 2:** Provide a copy of *Wisconsin Temporary Event Operator and Seller Information* (Form S-240) with Parts A and B completed to each seller participating in your event.

To obtain additional copies of Form S-240 go to the Department of Revenue’s website at [revenue.wi.gov/forms/sales/index.html](http://revenue.wi.gov/forms/sales/index.html). If you prefer, you may use the fill-in form available from the same website.

**Step 3:** Submission – Event Operator.

Submit compiled vendor information to the department as soon as possible but no later than 10 days from event closing using one of the following methods:

- **Electronic Reporting:** If you have all the required sellers’ information, use the Excel spreadsheet provided at [revenue.wi.gov/html/temevent.html](http://revenue.wi.gov/html/temevent.html). (Excel viewer is available.) Fill in the information for all sellers participating at the event and submit using the department’s secure file transmission application at [revenue.wi.gov/eserv/wteptran.html](http://revenue.wi.gov/eserv/wteptran.html) or by U.S. Mail. **Do not email event reports to maintain confidentiality of seller information.**
- **Paper Reporting:** Mail completed Forms S-240 or a printed version of spreadsheet to:

Temporary Events Program  
Wisconsin Department of Revenue  
PO Box 8910  
Madison WI 53708-8910

Revenue Field Agents attend temporary events to verify registration of sellers. Sellers must have evidence of their Wisconsin tax account number at the event.

## SELLER:

A “seller” is defined as a person or entity involved with selling merchandise or providing taxable services at a temporary event. A seller may also be referred to as a vendor, exhibitor, or booth owner.

**Important: This form is not an application for a Wisconsin Tax Account Number.** If you do not already have a tax account number but are required to, you will need to apply for one directly with the Department of Revenue prior to the event. You can apply online or download an application, *Application for Business Tax Registration* (Form BTR-101) on the department’s website, [revenue.wi.gov/forms/sales/index.html](http://revenue.wi.gov/forms/sales/index.html). Not all sellers are required to obtain a Wisconsin tax account number. Some of the reasons a seller may not need a tax account number are:

- The seller only sells tax-exempt items, such as vegetables for home consumption.
- The seller is only displaying at the event, no onsite orders are being taken, and taxable merchandise is not later shipped into Wisconsin.
- The seller qualifies for the occasional sale exemption. (See Publication 228, *Temporary Events*.)

If you have questions regarding applying for a Wisconsin tax account number, contact any Department of Revenue office, visit our website, or call (608) 266-2776.

**Step 1:** Complete Part C (event operator should complete Parts A and B).

Line 1: Enter your individual, partnership, association, or corporate name.

Line 2: Enter your business name, if different.

Line 3: Enter the address of the physical location of your business. If different, also provide your mailing address.

Line 6: Enter your 15-digit Wisconsin tax account number. You can find this number on your Form ST-12.

This number is **not** your 6-digit seller’s permit number issued to you prior to December 31, 2002.

Lines 7 & 8: Enter the last four digits of your social security number and/or federal employer identification number. This is required under sec. 73.03(38), Wis. Stats., if you do not provide a tax account number.

**Step 2:** Submit completed form to event operator on or before the first day of the event.