

REGISTRATION PROCESS

Thank you for your interest in making a commercial exhibit or concession presentation at the Minnesota State Fair. There is no deadline for registration submission. Once we receive a registration, we will confirm its receipt and ask that you be patient. The confirmation letter will be the only correspondence you receive from us, unless a licensing opportunity presents itself.

Fair staff reviews each registration annually and submissions are maintained in our files for three years from the date of receipt. There is no need to register every year.

The process is very competitive. Each year, many registrations are considered for a limited number of licensing opportunities. The Minnesota State Fair does not maintain a waiting list. As licensing opportunities become available, appropriate license registrations will be selected from the pool of registrations submitted.

Listed below are some of the criteria we use when considering a registration:

- ★ Experience at other fairs or shows
- ★ Booth presentation and appearance
- ★ Balance of similar products/services about the fairgrounds
- ★ Appropriateness of product, service and/or booth structure to the available site
- ★ Physical requirements



Concessions & Exhibits Department

Minnesota State Fair
1265 Snelling Ave. N.
St. Paul, MN 55108
651-288-4456 • mnstatefair.org

FAIR ATTENDANCE

★ 2015	1,779,738
★ 2016	1,943,719
★ 2017	1,997,320
★ 2018	2,046,533
★ 2019	2,126,551



ORGANIZATION

The Minnesota State Fair is a financially self-supporting quasi-state agency. The annual production of the State Fair, along with all improvements and maintenance to the 322-acre State Fairgrounds, are financed exclusively through revenue produced by the fair's year-round operations and the Minnesota State Fair Foundation 501(c)(3). The State Fair has received no public funds since 1949.

MISSION STATEMENT

Our mission is to educate and involve our guests by providing a world-class showcase that is innovative, entertaining and fun.



CONCESSIONS & EXHIBITS REGISTRATION INFORMATION

**Aug. 26 through Labor Day,
Sept. 6, 2021**



All information subject to change.

CONCESSIONS & EXHIBITS ★ REGISTRATION INFORMATION

★ **Types of License Agreements and Rate Information — The rates below are for the duration of the 12-day exposition.** ★



Concession Agreement

Issued to those who sell non-food products, accept any form of payment, or accept deposits for future delivery of products or services. Such licensees pay a rate of \$130 per front foot.

For example: a 10-foot-wide space would be:
 $10 \times \$130 = \$1,300$ for all 12 days of the fair.

Percentage Concession Agreement

Issued to those who sell non-food items such as souvenirs or novelties and amusement concessions/attractions. Such licensees pay rates ranging from 15% to 40% for all 12 days of the fair.



Food & Beverage Concession Agreement

Issued to those who sell food and/or beverages. Such licensees pay a rate of 15% of gross revenue, after any applicable sales tax, for all 12 days of the fair.

All food/beverage concessionaires at the fair must also apply for and be issued a Food Operators License by the Minnesota Department of Health. At least one person on concession staff must have completed an acceptable food managers training course. Furthermore, all food/beverage concession trailers or structures, as well as food service equipment, must receive prior review and inspection by the following code officials: Department of Health or Department of Agriculture, State Building Code Official, Fire Marshall, Electrical Inspector, State Plumbing Inspector.



Exhibit Agreement

Issued to those who do not engage in any retail sales, but rather, display goods, equipment, products or services for advertising purposes and future sales only. Such license holders may take orders, but are not permitted to sell, accept cash, checks or

License fees are subject to change and cover most usual and ordinary costs, with the exception of electric connection and consumption, utility assessments, insurance, outside gate admission charges for personnel and vehicles and any other extraordinary costs. (The fair issues no outside gate passes of any kind and has a mandatory commercial general liability insurance coverage requirement.) Any individual (of legal age); organization; association; corporation or partnership may submit a registration.



credit card payments, take deposits of any kind, solicit contributions, accept any form of payment for future product or service delivery, or deliver products or services from the site of their fair exhibit. Exhibit licensees pay a rate of \$115 per front foot.

For example, a 10-foot-wide space would be:
 $10 \times \$115 = \$1,150$ for all 12 days of the fair.

Institutional Exhibit Agreement

Issued to institutions, organizations or agencies whose exhibits, in the discretion of the sales department, qualify as educational or as a service to the State Fair and/or its patrons. Such registrants must provide an appropriate showing of their qualification for such status. No retail sales, order taking, deposit acceptance, contribution solicitation or product and service deliveries are allowed under the terms of such licenses. Institutional Exhibit licensees pay a rate of \$95 per front foot.

For example, a 10 foot-wide-space would be:
 $10 \times \$95 = \950 for all 12 days of the fair.

