

MINNESOTA STATE FAIR

CONCESSIONS & EXHIBITS APPLICATION INFORMATION

Aug. 22–Labor Day, Sept. 2, 2024

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

Application Process

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

Fair staff review each application annually, and submissions are maintained in our files for three years from the date of receipt. There is no need to apply every year.

The process is very competitive. Each year, many applications 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 applications will be selected from the submissions.

Some of the criteria we use when considering an application:

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



Fair Attendance

★ 2018.....	2,046,533
★ 2019.....	2,126,551
★ 2020.....	No Fair
★ 2021.....	1,301,584
★ 2022.....	1,842,222
★ 2023.....	1,835,826

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. The State Fair has received no state government appropriations since 1949.

Concessions & Exhibits Application Information

Types of License Agreements and Rate Information

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. 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. 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. Licensees pay a rate of 15% of gross revenue, after any applicable sales tax, for all 12 days of the fair.

All food and beverage concessionaires at the fair must also apply for and be issued a Food Operators License by the Minnesota Department of Health or Agriculture. At least one person on concession staff must have completed an acceptable food managers training course. Furthermore, all food and 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. License holders may take orders, but are not permitted to sell, accept cash, checks or 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.

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 an application.

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. Applicants must provide an appropriate showing of their qualification for this status. No retail sales, order taking, deposit acceptance,

contribution solicitation or product and service deliveries are allowed under the terms of these 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.

All information subject to change.



Concessions & Exhibits Department

sales@mnstatefair.org
mnstatefair.org



Minnesota State Fair
1265 Snelling Ave. N.
St. Paul, MN 55108-3099



651-288-4456