



Eagle River Area Chamber of  
Commerce & Visitors Center  
201 N Railroad St.  
P.O. Box 1917  
Eagle River, WI 54521-1917



**Saturday and Sunday  
October 4<sup>th</sup> & 5<sup>th</sup>, 2025**

**Auxiliary Food  
Vendor  
Application**

# Welcome To Cranberry Fest— Eagle River, WI

Dear Auxiliary Food Vendor,

It is our pleasure to extend to you an invitation to participate as an Auxiliary Food Vendor at Cranberry Fest in Eagle River, WI. Our event was created 45 years ago to celebrate the harvest of Wisconsin's State Fruit—the Cranberry. Each year over 40,000 people attend this event.

Enclosed please find an application to be an Auxiliary Food Vendor at Cranberry Fest. We select vendors based on the quality and variety of foods, space availability, festival experience and your past relationship with Cranberry Fest. We select vendors to create a non-competitive atmosphere with our local organizations and not to duplicate other Auxiliary Food Vendors. We prefer cranberry related food items, specialty foods and ethnic foods.

Again, we welcome and look forward to your application to the 45<sup>th</sup> Annual Cranberry Fest.

On behalf of the 45<sup>th</sup> Annual Cranberry Fest Committee,

Kim Emerson - Executive Director

## **Food Items: Snack/Specialty/Ethnic Items**

Items sold **must** be different than items sold by local community service organizations inside the Cranberry Fest Food tent and different from other Auxiliary Food Booths. **NO duplications.** What you list on your application and are approved for, is what you will be allowed to sell. Items should be cranberry related, specialty foods and/or ethnic foods.

### **Please avoid the following items at your food booth.**

Pancake breakfast, hot dogs, bratwursts, shredded pork sandwiches, hamburgers (with or without cheese), shredded chicken breast sandwiches (with or without cranberry sauce), Cranberry sauerkraut meatballs, baked beans, chili, and chicken and rice soup.

(Cranberry Fest is a community effort to raise money for the Eagle River community and its not-for-profit organizations.)

## **Cancellation Policy**

Fees must be included with completed application and are nonrefundable after notification of selection.

## **Event Questions**

For further information, please feel free to contact Kim Emerson - Executive Director of the Eagle River Area Chamber of Commerce at (800) 359-6315 or email: [events@eagleriver.org](mailto:events@eagleriver.org)


## Food License

For questions regarding food licensing and serving procedures contact:

Vilas County Public Health  
302 W. Pine St.  
Eagle River, WI 54521  
715-479-3656


## Rules & Regulations

- Each vendor must bring with them enough product to be operational during the entire event.  
Saturday: 9:00am—4:00pm  
Sunday: 9:00am—3:00pm
- Your business must follow all health code guidelines as set according to the Wisconsin State Department of Health.
- Vendors are permitted to sell only the food items they have submitted and have been approved to sell during the event. Items presented for sale at the event that have not been submitted and approved may be removed at discretion of the Cranberry Fest Committee.
- Vendors are responsible for the proper disposal of all their own waste. Please take items to the nearby dumpster. Dumping of any kind of grease or food waste on the grounds will not be allowed and is grounds for immediate dismissal.
- Vendors with a food truck/trailer are required to have a portable fire extinguisher installed in the kitchen in accordance to NFPA 10.
- **NO ANIMALS** (dogs, cats, etc.) allowed on Vilas County Fairgrounds according to the Vilas County Animal Ordinance #19.08. This ordinance will be strongly enforced by the Vilas County Sheriff's Department and Cranberry Fest Personnel.



# Cranberry Fest

## Auxiliary Food Vendor Information



## Event Dates & Times

**Event Date:** (Rain or Shine)

Saturday, October 4, 2025	9:00am—4:00pm
Sunday, October 5, 2025	9:00am—3:00pm

**Event Set Up:**

Friday, October 3, 2025 Noon—4:00pm  
**(Friday is a required set-up date)**

**Event Clean Up:**

Sunday, October 5, 2025 3:00pm

- **Vendors MAY NOT tear down or bring vehicles on to festival grounds until after 3:00pm on Sunday.**

## Application Deadline

Applications with full payment and required paper work must be returned to the Eagle River Area Chamber of Commerce and Visitors Center. Booths will be approved as they are received and until all the available booths are filled. Preference is given to those in good standing from the prior year.

**If you would like to be removed from our mailing list please call us at 800-359-6315.**

**Thank you.**

## **Booth Space Information**

### **Booth Space: \$600/booth**

Booth spaces are 12'x15' in size. If you have a trailer larger than or need more than a 12'x15' space, you will need to pay for additional spaces.

**Please Note:** Your booth fee includes the use of the **12'x15' area only** with a single front – no sides. You are allowed to have (1) small table for condiments that you would provide. If you have any display boards/sandwich boards, they MUST be within your booth space area. They will not be allowed in the middle of any isle or walking areas. If you have any additional items as mentioned above, they MUST fit in your 12' x 15' space. Anything extending from your space will not be acceptable. **No set up materials are provided** – such as tents, tables, chairs, electrical cords, etc.

### **Electrical Fee: \$100**

If you need electricity, there is an additional charge of \$100.

- **Electrical service is available in 120 volts—2,000 watts—20 amp circuit**
- **Due to noise, NO generators will be allowed**

### **Waste Disposal Fee: \$100/booth**

This fee covers the disposal of all waste created.

## **Booth Assignment**

Placement of booths will be determined by the Cranberry Fest Committee. Vendors must fill out the Auxiliary Food Booth Application form and pay all rental fees in advance. You will be notified by mail if you have been accepted. If you are not accepted, your application fees will be returned to you.

## **Permits/Insurance/Licensing**

All vendors must provide Cranberry Fest with an up to date during the festival:

- **copy of your valid Wisconsin Seller's Permit**
- **copy of your food license**
- **copy of your general liability/equipment insurance coverage**
- **a letter stating that your cord service has been inspected and the date it was last inspected (cords must be service duty rated for rough service)**

You may obtain a **Wisconsin Seller's Permit** by contacting:

Wisconsin Dept. of Revenue, Income, Sales, Inheritance  
& Excise Tax Division  
P.O. Box 892, Madison, WI 53708  
or call (608) 266-2776.

## **Liability/Equipment Insurance Coverage**

Food product liability insurance as well as equipment liability insurance with limits no less than \$1,000,000 must provide coverage for liability to customers and all other third parties and their property. Up to date certificates of insurance must be provided to the Eagle River Area Chamber of Commerce/Cranberry Fest prior to September 1, 2024 and include the Eagle River Area Chamber of Commerce/Cranberry Fest as covered on the policy.

**Note: The Eagle River Area Chamber of Commerce/Cranberry Fest has the right to refuse electrical hook up to cords deemed not serviceable.**