

HOLIDAY FOLK FAIR *INTERNATIONAL*

Participant Rules and Requirements

November 20-22, 2026 | Wisconsin State Fair Park Exposition Center

Participation acknowledgment. By registering or participating, each participating organization and its representatives confirm that they have read, understand, and agree to follow these rules, all applicable laws, and instructions issued by Holiday Folk Fair *International* staff.

1. Purpose and Scope

The International Institute of Wisconsin (IIW) produces Holiday Folk Fair *International* (the Festival) to educate the public, celebrate cultural traditions, and promote understanding and appreciation. These rules apply to participating cultural organizations, exhibitors, marketplace vendors, ethnic food/beverage operators, performers, presenters, sponsors, volunteers, and their representatives, as applicable to their participation area.

Sections 1-12 and 14-17 apply to all participants. Section 13 contains additional requirements that apply only to the participation area identified. If a specific-area requirement conflicts with a general requirement, participants must contact the Festival Director for written clarification before acting.

Participation is approved only for the 2026 Festival and does not create any right or expectation of participation in future years.

2. Festival Dates, Access, and Required Hours

The 2026 Festival will be held Friday, November 20, through Sunday, November 22, 2026, at the Wisconsin State Fair Park Exposition Center.

- Friday, November 20: Education Day (School Field Trips), 9:00 a.m.-2:00 p.m.; General Public, 2:00-9:00 p.m.
- Saturday, November 21: 10:00 a.m.-9:00 p.m.
- Sunday, November 22: 10:00 a.m.-6:00 p.m.

Booths and assigned participation areas must be open, fully staffed, and operating during all required Festival hours. Failure to open or remain operational may result in closure of the participation area for the remainder of the Festival.

Setup and Takedown Schedule

Contact information and telephone numbers for all rental-equipment suppliers must be provided to IIW before move-in.

Setup - Wednesday, November 18, 2026

- Food equipment and supplies: 12:00 noon-10:00 p.m.
- Marketplace and sales areas: 3:00-10:00 p.m.
- Cultural exhibits: 5:00-10:00 p.m.

Setup - Thursday, November 19, 2026

- All approved participation areas: 8:00 a.m.-10:00 p.m.
- Exposition Center and electrical-service personnel are available only from 8:00 a.m.-3:30 p.m.

Takedown

- Sunday, November 22, 2026: 7:00-10:00 p.m.
- Monday, November 23, 2026: 8:00-11:00 a.m.

Building closing requirement. No participants will be permitted to remain in the Exposition Center after 10:00 p.m. during setup or takedown. All participants must complete their work and exit the building by 10:00 p.m.

3. Registration, Assignment, and Payment

- IIW determines participation assignments, booth locations, and booth sizes. Assignments are not guaranteed until confirmed by IIW.
- All registration fees, booth rental charges, equipment charges, and service fees must be paid at registration or by the published deadline.
- All payments are final and nonrefundable, except when IIW expressly determines otherwise in writing.
- Participants are responsible for all equipment ordered, all services provided to their assigned area, and any additional costs assessed by Wisconsin State Fair Park or the Exposition Center.
- IIW may deny or cancel participation because of unpaid balances, missed deadlines, inaccurate information, or failure to comply with Festival policies.

Advance-sale ticket requirements. Each participating group or division must sell the applicable minimum number of advance-sale tickets to remain eligible for participation in the following year:

Advance-sale tickets cost \$11 each. Participating groups may resell the tickets for \$13 each.

- Umbrella ethnic groups: 50 tickets
- Dance groups with 1-20 participants: 25 tickets
- Dance groups with more than 20 participants: 50 tickets
- Food/Beverage vendors: 50 tickets
- Dessert/Beverage vendor: 25 tickets
- Marketplace participants: 25 tickets
- Cultural exhibits: 25 tickets

4. Booth and Participation Area Requirements

- IIW will provide only the equipment specifically identified as included with the approved registration. Participants must supply or rent all additional equipment they need.
- Participants may not transfer, assign, sublease, or share an assigned booth or participation area without IIW's prior written approval.
- Only items, products, displays, activities, and demonstrations approved by IIW may be offered or presented.
- IIW may require the immediate removal of any unapproved, unsafe, unlawful, culturally inappropriate, or otherwise unsuitable item or activity.

- If a participant continues an activity or sale after being directed to stop, IIW may close the booth or participation area without refund.
- Participants must keep their assigned areas orderly, professional, accessible, and safe throughout the Festival.
- Booth and activity personnel must be knowledgeable about the culture, products, food, display, or performance they represent and be prepared to answer visitor questions accurately and respectfully.

5. Cleanliness, Health, and Safety

- Participants must comply with all applicable federal, state, local, venue, fire, health, food-safety, and sanitation requirements.
- Each assigned area must remain neat, sanitary, free of debris, and in safe operating condition.
- Participants are responsible for removing and properly disposing of garbage, cardboard, packing materials, cooking oil, and other waste generated by their activities.
- Participants may not block aisles, exits, fire equipment, electrical panels, or other required access points.
- Any unsafe condition, injury, property damage, or emergency must be reported immediately to Festival staff.
- First-aid and lost-and-found locations will be identified by Festival staff. Found items and reports of missing persons must be directed promptly to the designated Guest Services location.

6. Merchandise, Food, and Promotional Activities

All merchandise, food, beverages, promotional materials, and giveaways must be approved in advance by IIW and must comply with the requirements applicable to the participant's assigned area.

Unless IIW provides prior written approval, participants may not sell the following items because they are reserved for the Festival or its authorized concessionaire:

- Beer or other alcoholic beverages
- Carbonated drinks, milk, coffee, water, ice cream, candy, potato chips, pretzels, caramel apples, hamburgers, or hot dogs

Bumper stickers, country flags, maps, and non-cultural or non-ethnic merchandise may not be sold unless IIW gives prior written approval.

Contests, raffles, prize drawings, games of chance, or promotions involving prizes, gifts, or privileges may not be conducted inside or outside an assigned area without IIW's prior written approval and all required licenses.

7. Signs, Names, Logos, and Publicity

- IIW owns the International Institute of Wisconsin and Holiday Folk Fair *International* names and logos. Participants may not reproduce, sell, display, or use them without prior written permission.
- Official booth signs provided by the Festival must be displayed as directed. Participants are responsible for replacement costs if a sign is damaged or lost.

- All media relations, advertising, press activity, and publicity using the Festival's name or identity must be coordinated with IIW.

8. Licenses and Permits

Each participating organization is responsible for obtaining and maintaining all permits, licenses, registrations, tax filings, certifications, and approvals required for its activities, including the preparation, service, or sale of food and other products. Required licenses must be posted when applicable, and documentation must be provided to IIW upon request.

9. Property, Damage, and Risk

- Participants are responsible for protecting their merchandise, food, equipment, displays, costumes, props, valuables, and other property.
- To the fullest extent permitted by law, IIW and the Festival are not responsible for loss, theft, fire, vandalism, food spoilage, casualty, weather, acts of God, or damage to participant property, regardless of cause.
- Participants are responsible for damage caused by their organization, representatives, volunteers, contractors, property, equipment, or activities and may be charged for repair, replacement, or extraordinary cleaning.
- Participants are responsible for their representatives and volunteers and for maintaining any insurance required by law, the venue, or IIW.

10. Inspection and Festival Authority

IIW has the right to inspect any assigned area, booth, merchandise, food, equipment, or activity at any time. IIW has final authority over Festival participants, venues, schedules, programming, entertainment, performances, operations, safety decisions, and use of space. Participants must follow all reasonable instructions issued by IIW, Festival staff, venue personnel, public-safety officials, and regulatory authorities.

11. Deliveries, Vehicles, and Parking

- Delivery vehicles must use designated loading and unloading areas and follow all posted venue and Festival instructions.
- Vehicles must be removed immediately after loading or unloading is completed and may not remain in restricted areas.
- Wisconsin State Fair Park, the Exposition Center, or IIW may have vehicles violating these requirements removed at the owner's expense.
- Participants expecting a delivery must have an authorized representative available to receive it. IIW and venue personnel will not accept or sign for participant deliveries.

12. Closing, Removal, and Surrender of Space

The standard Monday move-out window is 8:00-11:00 a.m. Participants must remove all goods and property from the Exposition Center by 11:00 a.m. on Monday, November 23, 2026, unless IIW

provides different written instructions. Property remaining after that deadline may be considered abandoned and may be removed or disposed of at the participant's expense.

Each assigned area must be returned in the same clean and sanitary condition in which it was received. Improperly discarded garbage, cardboard, packing materials, cooking oil, or other waste may result in additional cleanup or disposal charges.

13. Additional Requirements by Participation Area

The following provisions supplement the general rules. Participants are responsible only for the subsection or subsections that correspond to their approved participation.

A. Ethnic Food/Dessert/Beverage Participants

- Food and menu items must represent the participating culture, be as authentic as reasonably possible, and be approved by IIW before sale.
- Food workers must follow all current health-department requirements for licensing, approved preparation sites, handwashing, personal hygiene, illness exclusions, food temperatures, storage, cross-contamination prevention, cleaning, sanitizing, and waste disposal.
- Personnel preparing or serving food may not handle money. Cashiers may not prepare, touch, or serve food.
- Food-preparation and booth personnel must meet applicable age and supervision requirements. Animals and unauthorized persons are prohibited from food preparation and cooking areas.
- Only approved electrical cooking equipment may be used. Open flames, Sterno, and unapproved cooking methods are prohibited. Required fire extinguishers must remain visible and accessible.
- Food, utensils, paper products, and equipment must be protected from contamination and may not be stored directly on the floor.
- Food booths must provide their own approved smallwares, cleaning supplies, thermometers, containers, table coverings, and other items not expressly provided by IIW.
- Fresh water and wastewater must be handled only at designated locations. Grease, food waste, and wastewater may not be placed in toilets, floor drains, or unauthorized receptacles.
- Food must be ready when the Festival opens each day. Participants should plan sufficient quantities and variety for the full weekend.
- Food-booth personnel serving the public can wear traditional dress or culturally representative attire.

B. Ethnic Marketplace Participants

- Merchandise must be culturally relevant, authentic when possible, or a high-quality reproduction of a traditional item.
- Printed materials, religious articles, travel posters, maps, flags, and similar display items require prior approval when requested by IIW. Approved items must follow all size, placement, and quantity limitations communicated for the year.
- All merchandise and displays must remain within the assigned booth footprint and below the approved booth height.
- Marketplace personnel must understand the origin, use, meaning, price, and sizing of the merchandise they offer.

- Marketplace personnel serving the public must wear traditional dress or culturally representative attire, unless an accommodation or written exception is approved.
- Food sales, personal or commercial advertising, slogan merchandise, and distribution of unauthorized business cards, newspapers, periodicals, pamphlets, or promotional literature are prohibited.

C. Cultural Exhibit Participants

- Exhibits must educate visitors about an aspect of the participating culture and should create an engaging atmosphere, tell a story, demonstrate a craft, or offer an interactive learning experience.
- Exhibit representatives must be prepared to explain the exhibit and respond to visitor questions. Exhibits must remain staffed throughout operating hours, with appropriate adult or youth supervision.
- Exhibits and structures must remain within the dimensions approved by IIW. Roof structures and storage behind booths are prohibited unless IIW provides written authorization.
- Fire-retardant materials must be used where required. Music, amplified sound, and noise-making devices may not be used unless specifically approved.
- Selling is prohibited in Cultural Exhibit areas. Political advocacy, partisan materials, divisive displays, personal or commercial advertising, and titles promoting a specific political or religious organization are prohibited.
- Religious objects may be displayed only when presented respectfully as part of an educational cultural context approved by IIW.
- Exhibit personnel serving the public must wear traditional dress or culturally representative attire, unless an accommodation or written exception is approved.

D. Adult Performance Participants

- Music, dance, attire, and presentations must authentically represent the participating group's cultural traditions or use high-quality reproductions.
- Performances, entrances, exits, props, recorded music, live-music needs, and technical requirements must be submitted and approved by the published deadlines.
- No rehearsals will be held during the Festival. All groups must arrive fully prepared and ready to perform. Groups must check in at the instructed time, follow stage-management directions, and present the approved routine throughout the Festival.
- All Nations stage presentations may not exceed three minutes, including entrance and exit, unless IIW approves a different limit. Tanzhaus Dance Pavilion presentations may not exceed five minutes, including introduction, entrance, and exit.
- Performers must meet the age requirements established for their assigned performance area. Requests for exceptions must be submitted in writing by the published deadline.
- Only authorized performers, directors, and staff may enter backstage and dressing areas. Alcohol is prohibited in those areas.
- Participant recording or livestreaming from backstage, dressing rooms, or controlled performance areas is prohibited unless IIW provides prior written authorization.

E. Children's Performance Participants

- Children's performances must authentically represent the group's cultural heritage through approved dance, music, song, or another appropriate cultural presentation.
- No rehearsals will be held during the Festival. All groups must arrive fully prepared and ready to perform. Performances may not exceed three minutes unless IIW approves a different limit, and groups must follow lineup, backstage, and stage-management instructions.
- Performers must satisfy the age and roster requirements established for the Children's Showcase. Required names, ages, permissions, and adult-supervision information must be submitted by the published deadlines.
- Backstage and dressing areas must remain quiet, orderly, and accessible only to authorized performers, directors, supervising adults, and Festival staff.

14. Noncompliance, Suspension, and Removal

When practical and appropriate, IIW will notify a participant of a violation and allow a reasonable opportunity to correct it. IIW may act immediately when a violation presents a safety concern, disrupts Festival operations, violates law or venue requirements, or continues after a prior instruction.

Remedies may include removal of an item, suspension of an activity, closure of an assigned area, removal from the Festival, forfeiture of fees, or suspension from the following year's Festival. Future reinstatement is subject to available space, program needs, avoidance of unnecessary cultural duplication, and demonstrated correction of prior violations.

15. Cancellation or Schedule Changes

IIW intends to produce the Festival but may cancel, delay, relocate, shorten, or modify the Festival or any portion of it when circumstances require. To the fullest extent permitted by law, IIW is not responsible for losses or damages resulting from a cancellation or schedule change. A partial cancellation does not relieve participants of their responsibilities during the remaining operating hours.

16. General Conditions

- Participants must conduct all activities lawfully, professionally, respectfully, and in accordance with these rules, the Festival Manual, registration materials, and written instructions issued by IIW.
- Participation does not create a partnership, joint venture, agency, employment relationship, or authority for either party to incur obligations on behalf of the other.
- If any provision is found invalid or unenforceable, the remaining provisions will continue in effect.
- Approval covers only the participation areas confirmed by IIW. Participation in a new or different area requires a separate application and approval.
- IIW may update operational instructions when reasonably necessary for safety, legal compliance, venue requirements, or effective Festival management.

17. Photography, Video, and Recording

Holiday Folk Fair International is a public event. Photographs, video recordings, audio recordings, and livestreams may be taken throughout the event. By attending or participating, individuals acknowledge that they may appear in such media and authorize Holiday Folk Fair International and the International Institute of Wisconsin to use the media for promotional, educational, informational, archival, and other lawful purposes without compensation or additional approval.

18. Questions and Contact

Questions about these rules or participation requirements should be directed to:

Estela Vazquez-Ornelas

Holiday Folk Fair *International* Festival Director

Email: evazquez@iiwisconsin.org

Phone: 414-225-6220

Final acknowledgment. By submitting a registration or participating in the Festival, the participating organization confirms that its authorized representative has reviewed these Participant Rules and Requirements and agrees that the organization and its representatives will comply with them.