

Fourth Annual

LAKE GENEVA

Flat
Iron
Park



Lake
Geneva
Wi

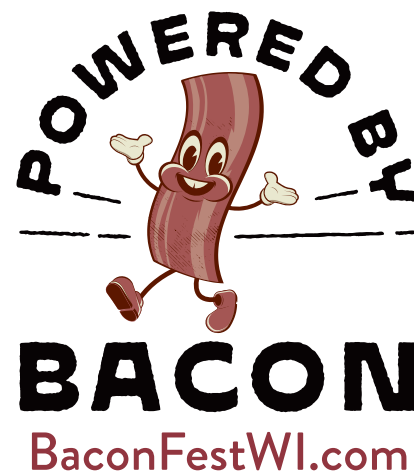
Friday, May 31 / 4pm-10pm
Saturday, June 1 / 11am-10pm
Sunday, June 2 / 11am-5pm

Every food vendor is expected to serve
at least one bacon inspired dish at Bacon Fest.
Please include your anticipated menu with your application.

~ LIMITED SPACES AVAILABLE ~

SPACES WILL BE FILLED ON A FIRST COME, FIRST SERVED BASIS.
SPACES ARE NOT CONSIDERED RESERVED UNTIL
APPLICATION IS APPROVED & PAYMENT IS RECEIVED IN FULL.

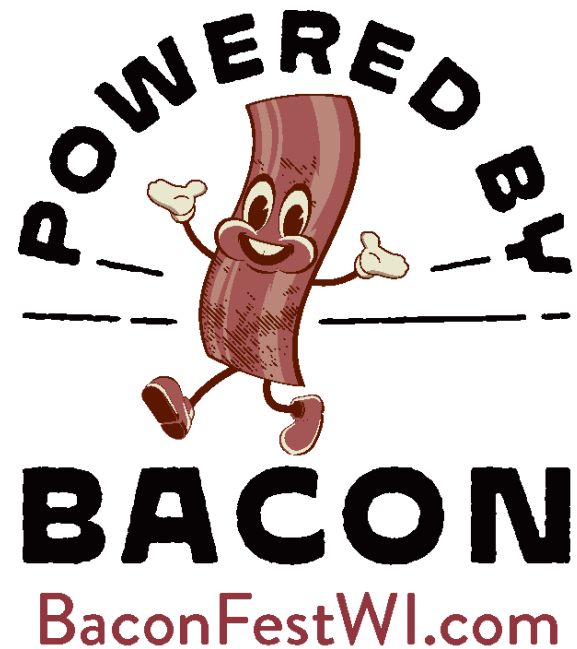
Questions? Contact us at
events@amplifiedwisconsin.com
call at (262)656-6209



About 2024 Bacon Fest

2024 BACONFEST EXPECTATIONS

- Attendees will be drawn to this event, featuring all of the “Powered by Bacon” vendor offerings and musical entertainment.
- With over 4,000 attendees in 2023, we are expecting to have increased attendance with the later start date, coupled with better potential weather and not on a holiday weekend.
- Pre-sale ticket numbers will be shared with vendors for planning purposes by May 17th. (This will include estimate for remaining presale days and rough estimate on same day ticket sales.)



What's New in 2024

V.I.B.E. – EXCLUSIVE ACCESS

Many events over VIP experiences, WE will offer V.I.B.E : a Very Important Bacon Eaters experience. The V.I.B.E. experience creates a unique offering to the ticket holder, encouraging longer stay time with exclusive seating AND will drive attendee purchases at the participating Preferred V.I.B.E. vendors. These tickets will be limited to at most 100 per day.

FESTIVAL TIME CHANGES

Times will be extended on Friday and Saturday due to featured headlining musical acts who are well known in our area and across the US.

FAMILY FUN ACTIVITIES

May include mascot appearances, contests, and other activities designed to promote additional attendance and stay time.



Business Details

BUSINESS NAME _____

BUSINESS DESCRIPTION/ITEMS SERVED _____

CONTACT PERSON _____

CONTACT PHONE _____

CONTACT EMAIL _____

BUSINESS ADDRESS _____

CITY _____ STATE _____ ZIP _____

BUSINESS WEBSITE _____

SOCIAL PAGE(S) FACEBOOK _____

IG _____ TWITTER _____

VENDORS CAN ALSO REGISTER ONLINE AT:

[GO.LAKEGENEVANEWS.NET/BACONFEST24VENDOR](https://go.lakegenevanews.net/baconfest24vendor)

NOTE: Spaces are not considered reserved until application is approved and payment is received in full.

Cancellation Policy: Cancellation must be submitted in writing. Fees are 50% refundable until April 29, 2024. No refunds will be permitted after April 30, 2024.



Booth Details

Electricity is NOT available. If you need to use a generator, units must be quiet and tucked behind your booths out of the way of attendees.





Will you be using a generator? _____YES _____NO

Do you have any special requests or considerations for your booth space?
(Requests are fulfilled on a first-come, first-served basis and are not guaranteed.)

BOOTH/TRUCK SIZE (Please include any additional space considerations that should be taken into account.)

Booth Registration

Check which applies to your space:

10 x 10 Tent or Smaller:	\$399	
10 x 12 up to 10 x 20 Tent:	\$449	
20 x 20 Tent or 12ft-18ft Truck:	\$499	
Truck or Trailer Over 20ft:	\$499	



TOTAL DUE NOW _____ DATE _____

SIGNATURE _____

Rules & Regulations

BOOTH SPACE REQUIREMENTS: Garbage Removal and Clean-Up

- Vendors using grease or any other cooking materials with the potential to burn or harm the grass below your space **MUST** use a floor covering (IE: tarp, cardboard, plywood, etc.).
- Cooking oil and grease must be collected and disposed of in appropriate SANIMAX containers located near the dumpster.
- Those who dispose of grease, other cooking waste, or garbage on the ground or not in proper collection receptacles will be directed to clean their mess and repair damage and may forfeit future event participation.
- City staff will inspect the grounds following the event, any vendor who has been found to harm the grounds in and around their booth space will be responsible for any costs associated with fixing.
- Vendors are responsible for their own trash receptacles for waste created during cooking and throughout the event. Please utilize the dumpster for all of your trash removal and do not fill the cans intended for attendee use.
- Electricity is **NOT** available. If you need to use a generator, units must be quiet and tucked behind your booths out of the way of attendees.

SET-UP/BOOTH ACCESS

- Vendors will have access to set-up their booths on Friday, May 31st before the event begins at 4PM. An exact time will be emailed to you prior to the event (approximately 9AM.)
- ALL vendors must be on-site by 2PM and ready to serve by 4PM. **NO EXCEPTIONS.**
- ALL vehicles not needed for your booth space (IE: serving trailers) **MUST** be removed from the festival grounds by 3PM. Any vehicle arriving after 3PM will not be granted access to drive onto festival grounds. **NO EXCEPTIONS.**

PLEASE NOTE - VEHICLE ACCESS TO FESTIVAL GROUNDS COULD BE SUSPENDED BASED ON WEATHER AND GROUND CONDITIONS.

- If you will need additional set-up time, please contact event coordinator to directly to arrange.

BREAK DOWN

- Vendors are not permitted to begin breaking down until official closing time at 10PM on Friday, 10PM on Saturday, and 5pm on Sunday.
- All vendors must be cleaned up and removed from the festival grounds following the event's closure on Sunday, June 2nd. No items may be left in the park.



Rules & Regulations

HEALTH CODE REQUIREMENTS

- Permits and compliance are the responsibility of the vendor and must be in place and provided to Amp WI no later than May 8th. For permit requirements and information, contact (608)224-4923 or email datcpdfslicensing@wi.gov.

CERTIFICATE OF INSURANCE

- All vendors are required to provide to Amp WI no later than May 8th a certificate of insurance naming Amplified Wisconsin (6535 Green Bay Rd. Kenosha, WI 53142) as an additional insured.

WATER

- Vendors are responsible for providing water necessary for cooking, cleaning and other operations according to health regulations. Water will not be available on- site.

SECURITY

- Overnight security will be on- site between Friday and Sunday, including Friday and Saturday overnight.
- Any items left overnight will be at your own risk. Please make sure all items are properly secured when you are not present.
- Lee Enterprises, Amplified Wisconsin, Lake Geneva Regional News, Security Executive Enterprises LLC, and the City of Lake Geneva and its affiliates are not responsible for any lost, stolen, or damaged items.

SIGNAGE

- Vendors must supply and post clearly their own menu and price signs within their space.

STAFFING

- All booths must be staffed by, at minimum, one individual during all festival hours of operation.

FIRE PREVENTION

- All vendors are required to have a fire extinguisher at their booth space.

Cancellation Policy: Cancellation must be submitted in writing.

Fees are 50% refundable until April 29, 2024.

No refunds will be permitted after April 30, 2024.

**Questions? Visit BaconFestWI.com or contact
via email events@amplifiedwisconsin.com
or call at (262)656-6209**





May 31st - June 2nd
Flat Iron Park
Lake Geneva, WI

What are Bacon Bucks?

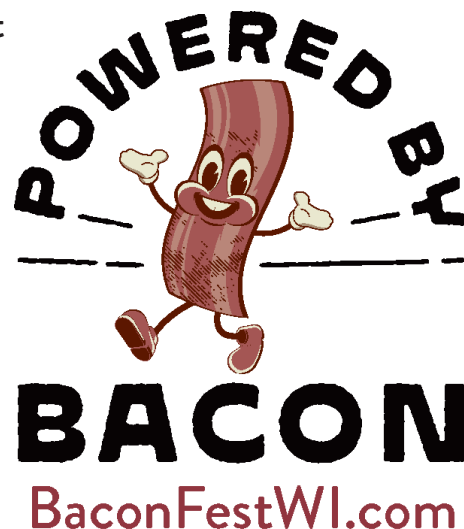
Bacon Bucks are a part of our V.I.B.E. ticket holder package. What is V.I.B.E.? They are Very Important Bacon Eaters! Think of it as a VIP experience. The V.I.B.E. tickets are limited, only 100 available per day, and exclusive, offering more than just admission for the day. Bacon Bucks are a new promotional vehicle to ensure our top level festival attendees come to see YOU!

One of the key exclusive benefits is each ticket holder will receive \$20 in Bacon Bucks to spend at participating Preferred V.I.B.E. Vendors. As a V.I.B.E. preferred vendor, your participation will be listed on a card given to all V.I.B.E. ticket holders and have V.I.B.E. Preferred Vendor signage to display. The card will also include information on your business, so your new customers can find or follow you until the next Bacon Fest.

So how do Bacon Bucks work? V.I.B.E.'s will get four (4) \$5 Bacon Buck coins to spend only with participating preferred vendors. **Change will not be permitted to the attendee for any unused portion of a Bacon Buck coin.** This should result in driving increased per purchase spending with you.

All Bacon Bucks coins will be turned into event management at event close. For every \$5 in Bacon Bucks coins you collect, Bacon Fest will pay you \$4 in cash. Method to be determined by you for either cash on the spot or via a check sent to a desired location 7-10 business days post event. Your choice.

This is a great opportunity to stand out from the other vendors and have our VIP's...(whoops)...V.I.B.E's come to YOU!





May 31st - June 2nd
Flat Iron Park
Lake Geneva, WI

What is a V.I.B.E.?

It's You! A Very Important Bacon Eater

Think of it as being a VIP

Join our V.I.B.E. Bacon Pack and you will get:

- 1-Day Admission to Bacon Fest
- \$20 in Bacon Bucks to be used for food or drink with Bacon Fest Preferred Vendors
- Special V.I.B.E. Exclusive T-Shirt, along with a V.I.B.E. swag bag
- Premium access/seating near the stage for the night headlining act
- Special V.I.B.E. Sizzle Lane access in the Beer Tent (proceeds benefiting Walworth Co Food & Diaper Bank)
- Access to the V.I.B.E. Lounge ~ roped off, exclusive area available during all hours of Bacon Fest with chairs, tables & shade
- \$10 off Bacon Fest Admission via special code for 2025 and 2026

LIMITED amount of V.I.B.E. tickets will be available
Expect these EXCLUSIVE tickets to sell quickly

Tickets Available Now!
Special Savings through 5/30

~~\$59~~
reg

\$49!

Buy online at BaconFestWI.com

