BETWEEN THE BLUFFS
BEVERAGES & BITES FEST

VENDOR INFORMATION

APRIL 24, 2027 | ONALASKA OMNI CENTER

Event Information:

Saturday, April 24, 2027
Noon - 5 pm
Onalaska Omni Center

Set-up:
Friday from 11:00 am – 3:00 pm
Saturday morning 8:30 am – 10:30 am

RETAIL/MARKET AND FOOD SALE VENDORS

Selling products to attendees

$200 booth (10'x10') fee

Additional space for $100

Booth Information:

10'x10' Booth Space, 1 Table & 1 Chair
1 Color Coded Ice Bucket
Dump Buckets
Box Lunch (up to 5 people)
Souvenir Glass (up to 5)
Listed on Festival Program & Website
Social Media Shout Out



SAMPLING VENDORS

Providing samples to attendees

Beer, Wine, NA, Food/Bites

$250 Deposit (returned post event)
$450 Product Reimbursement

VIP VENDOR OPPORTUNITY:

Exclusive to 10 Vendors

-Premium products to sample
-Ready to Drink (RTD) beverages accepted
-Can operate a second booth in GA

$250 deposit, $500 Reimbursement

TASTING PASSPORT OPPORTUNITY:

Exclusive to 15 Vendors

- Vendor Logo displayed on passport
- BTB provided stamp or punch
- Passport Stop signage displayed at booth
- Passport Stop marking on festival map and vendor listing in the festival program
- Additional recognition on social media

$50 Participation Fee

btb@explorelacrosse.com | 608-781-9566 | ExploreLaCrosse.com/Beverages-Bites

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VENDOR REQUIREMENTS

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RETAIL/MARKET VENDORS

- Certificate of Liability
  - City of Onalaska additionally insurred
- Wisconsin Seller Permit
- Completed S-240f

SAMPLING VENDORS

- Certificate of Liability
  - City of Onalaska additionally insurred
- Current W9
- BTB Vendor Contract

FOOD SALES/FOOD TRUCKS

- City of Onalaska Mobile Food Unit/Outdoor Food Stand Permit

That will include the following:

- $150 fee & fire inspection
- La Crosse County Permit
- Certificate of Liability
- Wisconsin Seller's Permit

BTB would not require anything else. All needed requirements are met with above City of Onalaska Permit.

ADDITIONAL LICENSE

Some vendors may need a transient license thorugh La Crosse County.

Transient License needed if:

- Selling prepacked TCS foods (cheese, meats, refrigerated juices, etc.)
- A Minnesota Vendor

Not needed if:

- Non-TCS foods (chips, spices, olive oil, etc.)
- Bakery Items (breads, cupcakes)
- Hold a DATCP or other county transient license
  - subject to a $70 inspection fee
- Already hold a La Crosse County Transient License
  - subject to inspection day of, but no fee

Other Information:

All booth members must be 21+

Vendors may provide their own pop-up tent

Apply by March 24 to be in printed program

Deposit Information:

Approved sample vendors are required to submit a $250 refundable deposit to secure their booth space.

The deposit will be handled as follows:

Attend the event: Your $250 deposit will be returned

Cancel on or before April 1, 2027: Your deposit is 100% refundable.

Cancel after April 1, 2027: Your $250 deposit will be forfeited.

If the extra booth space or passport fees are applicable, that is due in addition to the $250 deposit.

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