

Plein Air at the Fair

Main Event Prospectus

Overview: Plein Air at the Fair Main Event is an opportunity for artists to create artwork inspired by and created at Wisconsin State Fair. **All artwork must embody the Plein Air spirit by capturing the light, mood and atmosphere of the moment.**

Rules:

Each painting must be created entirely on-site at Wisconsin State Fair on Monday, August 8, 2022, between 9:00 am and 10:00 pm. Artists may submit up to two paintings in the Main Event. Artists must paint in the ticketed area of the Fair Park. Only areas open to the public are available to artists. In addition, artists can only paint in buildings open to the public during hours of operation. A map marked with the ticketed areas will be provided to artists on Monday, August 8, 2022, at check-in.

A painting will be disqualified for judging if the artist:

- Is found using a photographic device or photos on their easel
- Is not within the ticketed area of Wisconsin State Fair Park
- Intentionally impedes the sightlines of other artists

Artists will be responsible for framing their artwork. Final framed artwork must be submitted by 10:00 am on Tuesday, August 9, 2022 (see submission section).

Time period for painting:

From 9:00 am and 10:00 pm on Monday, August 8, 2022.

Registration:

First 60 artists to register will be accepted.

Registration fee is \$45. All registered artists will receive four (4) complimentary admission tickets and two (2) parking permits to Wisconsin State Fair. The registration fee must accompany the registration form. All registration materials must be postmarked by Tuesday, July 19, 2022. Registration fees are not refundable or transferrable. Any registration fee received after the maximum number of artists are registered will be returned.

All registered artists will automatically be registered for the Tiny Treasures Quick Paint event to take place on Tuesday, August 9, 2022.

Check-in and material stamping:

Check-in and material stamping will be open from 7:30 am to 8:45 am on Monday, August 8, 2022, outside the northwest corner of the Exposition Center. Look for the “Plein Air at the Fair” signs. All artists **must check in at this time** regardless of painting time, due to driving restrictions on the grounds. **Please note: Monday is the only day that materials can be stamped for the Main Event.**

Artists will drive to the Exposition Center and drop off supplies in the “Plein Air at the Fair” check-in area located on the outside of the northwest corner of the Exposition Center, east of the Sky Glider Landing. Artists will then park their vehicles in the lot west of the Expo (map will be provided). After their vehicles have been parked, artists will be shuttled back to the drop-off area to check in.

Painting materials **must** be stamped before artists are allowed to begin painting. For dark colored materials, please paint a white patch on the back to provide a visible stamping area. Artists will receive a button at check-in, which must be worn while painting. Look for Plein Air Exhibit Staff for assistance.

Materials:

Media may include oils, acrylics, watercolors, pastels and gouache.

Maximum submission size:

- Unframed/canvas area – 320 square inches
- Framed – 480 square inches

For the purposes of this competition, square inches shall refer to the standard formula of length multiplied by width. For example: 16" x 20" canvas = 320 square inches.

Submission:

Each artist may submit a maximum of two signed paintings. Artists must drop off the framed artwork to the Plein Air Exhibit located inside the northwest corner of the Exposition Center between noon and 9:00 pm on Monday, August 8, 2022, or by 10:00 am on Tuesday, August 9, 2022. Check-in stamp must be visible on the back of each painting in order to be accepted. Paintings must be appropriately framed, mounted and securely wired for hanging. All submitted exhibit art must be for sale and remain in the exhibit until the end of the show.

Wisconsin State Fair reserves the right to accept or not accept any painting for exhibition including, but not limited to, paintings that are improperly framed, wrapped canvas, stained mats, alligator hangers, those with wet paint on edges, etc.

Price:

Artists will set the price for their paintings. Price changes will not be allowed after submission of painting.

Purchased Artwork:

Artists will be notified if their artwork is sold. All purchased paintings will stay on exhibit for the complete run of Wisconsin State Fair, which closes on Sunday, August 14, 2022. Paintings can be purchased by credit card during Wisconsin State Fair. Purchased artwork may not be removed until Monday, August 15, 2022, and must be picked up between 10:00 am and 1:00 pm that day, or special arrangements need to be made in advance.

Commissions:

The Wisconsin State Fair Park Foundation will retain a 35% commission on all paintings sold during the Wisconsin State Fair. Artist payment will be mailed to the address provided at registration within four weeks following the end of the Wisconsin State Fair.

The Wisconsin State Fair Park Foundation, established in 1995, is a 501c3 non-profit corporation. We are committed to providing a superior experience for Wisconsin State Fair Park visitors through public and private partnerships; year-round art and education programs; and the continual enhancements and environmental sustainability of the fairgrounds. For more information about the Foundation and how you can get involved, please visit www.wsfpfoundation.org.

**Judges:**

A panel of three Plein Air artists will judge the exhibit once displayed inside the northwest corner of the Exposition Center on Tuesday, August 9, 2022, from 3:00 pm to 5:00 pm.

Artwork pick-up:

Artwork that is not sold may be picked up on Monday, August 15, 2022 from 11:00 am to 1:00 pm in the Plein Air Art Exhibit area located inside the northwest corner of the Exposition Center.

Voluntary Donations for the Foundation!

If your painting does not sell at the Fair, the Wisconsin State Fair Park Foundation kindly asks you to consider donating your work to our organization. The Foundation is an independent 501c3 nonprofit that uses donor contributions to support agricultural education, arts and environment-related programming tied to the Fair. Your painting will be used for a future silent or live auction and has the potential to make a difference at the Fair. All donations will be featured on social media and artists will receive an acknowledgement letter for tax purposes.

Awards:

Top Awards – Artists can receive only one award from this section:

Grand Champion	\$1,000
Reserve Champion	\$600
Award of Merit	\$400

Special Awards – Artists can receive multiple awards from this section:

Puns of Stems & Steel ... Render the Vendor	\$200
Puns of Stems & Steel ... Ewe Kids at the Fair	\$200
Puns of Stems & Steel ... Stealing the Show	\$200
Puns of Stems & Steel ... Your Barn Door is Open	\$200
Best Dairy Animal (Sponsored by the WI State Fair Dairy Promotion Board)	\$200

Liability:

Regardless of cause, the artist agrees to bear all risk and expense for any loss, theft or damage to their artwork or other personal property or injury to their person. The artist agrees to be responsible for ensuring their artwork, all necessary shipping costs and to abide by all rules set by the Wisconsin State Fair. Participating artists and all paintings submitted may be photographed and videotaped by Wisconsin State Fair for promotional purposes.

Registration Deadline:

Registration forms must be postmarked by Tuesday, July 19, 2022. All registered artists will receive four (4) complimentary admission tickets and two (2) parking permits to Wisconsin State Fair.

Questions:

Questions regarding competition rules should be directed to Jill Albanese by phone at 414/777-0580 or by email at jill.albanese@wistatefair.com.

Wisconsin State Fair Competitive Exhibits Code of Conduct

Anyone attending Wisconsin State Fair Competitive Exhibits as an exhibitor, spectator, parent, superintendent, judge or Fair official must always conduct themselves with honesty and good sportsmanship. Conduct in a competitive environment shall always reflect the highest standards of honor and dignity.

Consequences of violating the Wisconsin State Fair Competitive Exhibits Code of Conduct may include: removal from the Fairgrounds, suspension, reduction and/or loss of prize(s), loss of ribbon(s), loss of future exhibiting privileges, and/or permanent suspension from Wisconsin State Fair. If an exhibitor wishes to protest a decision, one must follow the protest procedures sequence as specified in Wisconsin State Fair Park Competitive Exhibits Department Decision Review Procedures section.

Goal

The goal of the Wisconsin State Fair Competitive Exhibits is to encourage creativity, showcase exhibitors' talents and celebrate the Fair tradition. Good luck to all!

Ethics

1. Exhibitors agree to accept all systems/procedures selected by Wisconsin State Fair to verify rule compliance.
2. Exhibitors agree to accept all procedures used by Wisconsin State Fair Competitive Exhibits to select qualified judges for all competitions.
3. Tampering with the competition or judging process will be considered fraud and deception.
4. To maintain a high degree of confidence and integrity in the Competitive Exhibits, Wisconsin State Fair reserves the right to disqualify any exhibitor for intentional tampering, deception or misinformation.
5. All exhibitors involved in breaking rules will be subject to award(s) and prize money forfeiture, which may include dismissal from the Fairgrounds and/or being barred from competition immediately and/or in future competitions at Wisconsin State Fair.
6. The act of entering an exhibit at the Fair gives verification that the exhibitor has read Wisconsin State Fair Code of Conduct and understands the consequences and/or penalties for violating any rules. It is further a consent that any action which contravenes these rules and is also in violation of federal, state or provincial statutes, regulations or rules, may be released to appropriate law enforcement authorities with jurisdiction over such infractions.

2022 General Rules and Regulations – Wisconsin State Fair

Exhibitors are expected to read and understand all rules prior to submitting an entry for the Fair.

General Rules and Regulations

Wisconsin State Fair management reserves the final and absolute right to interpret these rules and regulations and to arbitrarily settle and determine all matters, questions or differences in regards thereto, or otherwise arising out of, connected with, or incident to Wisconsin State Fair. It further reserves the right to determine unforeseen matters not covered by these rules, to amend or add to these rules as they, in their judgment, may deem advisable.

All exhibitors are expected to conform with Wisconsin State Fair Rules and Regulations. Any person who violates any of the following special rules will forfeit all privileges and prize money and be subject to such penalty as the management may order. Failure to comply may result in award(s) and prize money forfeiture, dismissal from the Fairgrounds, and being barred from competition immediately in the department in which the violation occurred and from all departments entered, and/or in future competition in Wisconsin State Fair. In the event of conflict between the general rules and the special rules governing the various departments, the special rules will govern.

The following due process will be used in the questions of rule violation: The exhibitor and/or parties involved will be questioned by the Department Superintendent. If it is felt that a violation has occurred, the Department Superintendent will make a ruling. The ruling of the Department Superintendent will be final. See Wisconsin State Fair Park Competitive Exhibits Department Decision Review Procedures.

Administrative Offices

Any correspondence should be addressed to:
Wisconsin State Fair Park, 640 S 84 St, West Allis, WI 53214.

Entry Questions

For information and questions, please call the Entry Office at 414/313-2767.

Entry Requirements

Application for entries in all departments must be made on the printed entry form and must be in full compliance with the printed instructions. **There are no refunds of entry fees or late fees.** Entries will be disqualified if not entered under the name of the person who made the item. All entries must be made by the exhibitor unless otherwise stated in the entry information. Violation of this rule will forfeit any prize money awarded to such exhibitor in all departments at the Fair. Wisconsin State Fair management reserves the right at any time to refuse entries or items entered. Entry deadlines are specified under each department's rules. Exhibits that have been erroneously entered in a division, and/or do not meet the specifications of the class can be transferred to a proper class or disqualified by the superintendent prior to judging. If such classes already have been judged, they shall not be reopened. No employee of the Wisconsin State Fair, or member of his/her immediate family shall be allowed to exhibit in the department in which he/she is employed. Any exhibitor's check(s) returned from a financial institution for any reason will be charged a \$20 service fee.

Note: Entry forms will be returned if not filled out completely.

Judging of Exhibits

Judges have been carefully selected. All exhibitors submitting exhibits for the Fair accept these judges and agree to abide by their decisions. The judging schedule is page 5. The judging schedule is printed at the beginning of each department in the Exhibitors Guide and Prize Listing. If any exhibitor attempts to interfere with the judge in any manner, the exhibitor shall forfeit all prize money awarded and will be excluded from further competition. Judges will not be permitted to show in divisions they judge. Unworthy exhibits will not be placed by the judge. The decision of the judge will be final in all cases.

Prize Money/Awards

Prize money will be mailed around September 1, 2022. In paying prize money, no evidence of awards will be recognized except the signed Judging Sheets. Any prize money discrepancies must be mailed to Wisconsin State Fair no later than October 1, 2022. Exhibitors should contact Wisconsin State Fair in writing at 640 S 84 St, West Allis, WI 53214. Please include your name, department, division, class and explanation of the discrepancy. All checks are void one (1) year after they are issued. Any checks not cashed causes automatic forfeit of prize money won.

Liability

Wisconsin State Fair will take reasonable precaution to protect the safety of the exhibits sent to the Fair, but owners themselves take the risk of exhibiting them. Should any exhibit or portion thereof be injured, damaged, lost or stolen, Wisconsin State Fair Park personnel will give assistance toward recovery of the same, but will not be liable or make any payment for the value thereof.

Neither the State of Wisconsin, Wisconsin State Fair Park, its agents or employees shall be liable for any loss to an exhibitor occasioned by fire, accident, condition of structure, or damage caused by weather to any exhibit, article, item, equipment or commercial exhibit left in the building or on the grounds after the close of the Fair.

Exhibitors and/or machinery, while stationary or in motion, and any other exhibits or equipment which may cause accidents, injury or damage to persons or property coming in contact with or in proximity to them, shall guard their exhibits or machinery, and protect the public from coming in contact therewith at all times while on the Fairgrounds, and every such exhibitor or owners shall indemnify the State of Wisconsin, Wisconsin State Fair Park Board, its agents and employees from and against claims and demands, costs, charges and expenses which it or they might incur, suffer or be put to by reason of failure to take the precaution above referred to or failure to comply with Wisconsin State Fair Park rules, policies or directives. Liability insurance to comply with indemnity provisions is required. Presentation of an exhibitors' receipt shall be deemed acceptance of this provision.

Wisconsin State Fair Park Competitive Exhibits Department Decision Review Procedures

Definitions and escalation sequence:

- Complaint (Verbal):*** Express verbal opinion on a decision or matter to Wisconsin State Fair Park (WSFP) staff.
- Complaint (Written):*** Written opinion submitted to Wisconsin State Fair Park (WSFP) staff via mail, hand delivery or email on a decision or matter.
- Protest:*** Action requesting the review of a decision by the Wisconsin State Fair Park (WSFP) Competitive Exhibits Director; the official protest must be submitted in writing on a WSFP Protest Form via mail, hand delivery or email. The WSFP Competitive Exhibits Director must respond in writing via mail, hand delivery or email within seven (7) business days of receiving the Protest.
- Appeal:*** Action requesting the review of a decision by the Wisconsin State Fair Park Board Competitive Exhibits Committee (WSFPBCEC), made up of the Chief Programs Officer, Competitive Exhibits Director and Department Superintendent. An Appeal must be submitted in writing on a WSFP Appeal form via mail, hand delivery or email within seven (7) business days from the date the protest decision was received. The WSFPBCEC Chair or designee must respond with a decision in writing via mail, hand delivery or email within seven (7) business days of receiving the Appeal.

Final Appeal:

Action requesting the review of an Appeal decision by the Wisconsin State Fair Park Board (WSFPB). A Final Appeal must be submitted in writing on the WSFP Final Appeal Form along with a deposit of \$250 (check or money order via mail, hand delivery or email within seven (7) business days from the date the Appeal decision was received. The WSFPB Chair will review the Final Appeal and has the authority to determine if this appeal will be reviewed by the WSFPB of Directors. The WSFPB Chair or designee must respond with a written decision via mail, hand delivery or email within seven (7) business days of receiving the Final Appeal.

Procedure:

Complaints:

Verbal complaints are considered unofficial, may be received at any time, and do not require action by Staff, Superintendent or Management.

Written complaints are considered official, and do not require formal action or a decision. Written complaints must be signed by the remitting party and dated, with complete contact information. The complaints will be evaluated/discussed within program reviews and/or considered while making program enhancements. Written complaints may be hand-delivered, mailed, or emailed to:

Wisconsin State Fair Park Competitive Exhibits Department
640 S 84 St
West Allis WI 53214
entryoffice@wistatefair.com

The Competitive Exhibits Department staff may or may not choose to respond to a written complaint. Please note: Official written complaints may be subject to open records requests.

Protests:

To challenge a decision, an official protest must be submitted in writing on an official WSFP Protest Form via mail, hand delivery or email within seven (7) business days of receiving the decision. Additionally, a deposit of \$50 (check or money order) will be required with the Protest Form; the deposit will be returned if the decision of the protest is overturned but retained if the decision of the protest is not overturned. The Protest must substantiate the concern and justification for the review of a decision. Protests may be sent to:

Wisconsin State Fair Park Competitive Exhibits Director
c/o Official Protest
640 S 84 St
West Allis WI 53214
jill.albanese@wistatefair.com

The WSFP Competitive Exhibits Director must respond in writing with a decision via mail, hand delivery and email, explaining the rationale for any decision rendered within seven (7) business days of receiving the Protest.

Appeals:

To challenge the WSFP Competitive Exhibits Director's Protest decision, a written WSFP Appeal Form must be submitted and received in care of the WSFP Executive Director/CEO via email, hand delivery or email, within seven (7) business days of receiving the protest decision. The Appeal must substantiate the concern and justification for the Protest to be reviewed. Appeals may be sent to:

Wisconsin State Fair Park Executive Director/CEO
c/o Official Appeal
640 S 84 St
West Allis WI 53214
Shari.Black@wistatefair.com

The appeal will be reviewed by the Wisconsin State Fair Park Board Competitive Exhibits Committee (WSFPBCEC). The WSFPBCEC may choose to gather information from the protesting party and/or WSFP Management. The WSFPBCEC Chair or designee will respond in writing via mail, hand delivery or email, explaining the rationale for any decision rendered within seven (7) business days of receiving the Appeal.

If the WSFPBCEC decision on the Appeal overturns the WSFP Competitive Exhibits Director's Protest decision, the WSFP Competitive Exhibits Director may challenge the Appeal decision of the WSFPBCEC to the Wisconsin State Fair Park Board (WSFPB). This Appeal must be submitted and received in care of the WSFPB Chair via mail, hand delivery or email, within seven (7) business days of receiving the WSFPBCEC appeal decision.

The Competitive Exhibits Director's Appeal will be reviewed by the WSFPB Chair who will determine if the Final Appeal has merit to be reviewed by the WSFPB Directors.

If the WSFPB Chair rules the Final Appeal has merit for an appeal the WSFPB Directors will be presented with the Appeal. The WSFPB Chair/Directors may choose to speak with the WSFP Competitive Exhibits Director and/or the WSFPBCEC and/or other WSFP Management. The WSFPB Chair or designee will respond with a decision in writing via mail, hand delivery or email, explaining the rationale for any decision rendered within seven (7) business days of receiving the Competitive Exhibits Director's Appeal. The decision of the WSFPB Directors/Chair is final and not subject to further appeal.

Final Appeal:

To challenge the WSFPBCEC's Appeal response, a written WSFP Final Appeal Form must be submitted and received in care of the WSFP Board Chair via mail, hand delivery or email, within seven (7) business days of receiving the appeal decision. Additionally, a deposit of \$250 (check or money order) will be required with Final Appeal submission; the deposit will be returned if the decision of the appeal is overturned but retained if the decision of the Final Appeal is not overturned. The deposit is a recovery mechanism to offset labor costs incurred during the entire decision review process. Final Appeals must be sent to:

Wisconsin State Fair Park Board Chair
c/o Official Final Appeal
640 S 84 St
West Allis WI 53214
Shari.Black@wistatefair.com

The appeal will be reviewed by the WSFP Board Chair who will determine if the Final Appeal has merit to be reviewed by the WSFP Board of Directors.

If the WSFPB Chair rules the Final Appeal does not merit consideration by the WSFPB the WSFPB Chair or designee will respond in writing via mail, hand delivery or email, explaining the rationale for any decision rendered within seven (7) business days of receiving the final appeal. The decision of the WSFPB and/or Chair is final and not subject to further appeal.

If the WSFPB Chair rules the Final Appeal has merit for an appeal the WSFPB of Directors will be presented with the Final Appeal. The WSFPB Chair/Directors may choose to speak with the protesting party and/or the WSFPB Competitive Exhibits Committee and/or WSFP Management. The WSFPB Chair or designee will respond in writing via mail, hand delivery or email, explaining the rationale for any decision rendered within seven (7) business days of receiving the final appeal. The decision of the WSFPB Directors/Chair is final and not subject to further appeal.

The WSFPB's: Chair, Directors, Competitive Exhibits Committee Members and the WSFP Executive Director/CEO and Competitive Exhibits Director reserve the right to discuss the protest/appeal/final appeal with legal counsel, or other parties relevant to render a conclusion to a Protest/Appeal/Final Appeal.

Judges, Judging and/or Awards Reviews:

Verbal complaints are considered unofficial, may be received at any time, and do not require action by Staff, Superintendent or Management.

Written Complaints are considered official. The written complaint must clearly state the concern(s) and justifications. Written complaints will follow the "Written Complaints" protocol as listed above. Of special note:

- Written complaints pertaining to judge qualifications/potential conflicts of interest must be submitted in writing a minimum of two (2) weeks prior to the judging date. Judges are selected through a formal review process prior to WSFP issuing a service agreement. In consideration of this process, complaints based solely on unsubstantiated concerns questioning the competency of judges will not be considered. Parties involved will be notified and given the opportunity to submit evidence to the WSFP Competitive Exhibits Director whose decision is final and not subject to appeal.

Protests and Appeals: Protests and Appeals must clearly state the concern(s) and justifications. Protests and Appeals will follow the decision review protocol listed above. Of special note:

- Award protests must be submitted to the WSFP Competitive Exhibits Director within 24 hours of the award being posted online. An award is deemed presented when the notation of the decision is entered on the official judging sheets. Overturning a judging decision will only be considered if it is determined an award has been made in violation of the rules governing the exhibit.