

NEW VENDOR INFORMATION MAXWELL STREET DAYS – MUKWONAGO 2026
SPONSORED BY AMERICAN LEGION POST 375
VENDOR MANAGEMENT – SONS OF THE AMERICAN LEGION SQDRN 375
EVENT DATES JUNE 13-14 // JULY 18-19 // AUGUST 15-16 // SEPTEMBER 12-13

New Vendors,

Registration for NEW vendors at Maxwell Street Days (MSD) is now being accepted. If you did not sell at MSD in 2025 you are considered a new vendor. Your registration will be processed after April 1, 2026, in the order in which it is received. Returning vendors have the option to retain rented sites from the previous year. Each year a new registration form must be completed by all vendors as required by the Wisconsin Department of Revenue. Please complete the registration form included with this information sheet legibly in ink. Registrations are only accepted by mail and remain open throughout the season. There is no in-person registration prior to the event dates. On site registrations are accepted on the Friday of the event weekend dates at Field Park between 1:00 – 3:00PM, Saturday 5:30-9:30AM, and Sunday 1:00 -3:00PM.

As a new vendor, please indicate your preferred site location (see map on reverse); we will try to accommodate your request when assigning sites. All assignments are final and cannot be changed.

Fees for the 2026 season are \$70.00 per site for each of the four scheduled weekends. Registrations will only be processed upon receipt of payment. Please note that there are no refunds, exchanges, or credits for events cancelled due to inclement weather. **Checks or money orders should be made payable to American Legion Post 375. Kindly mail your check along with the completed registration form to: Maxwell Street Days, PO BOX 97, Mukwonago, WI 53149.** Vendor Access to Field Park: The park will open at 5:30AM on Saturday. Entrance is on W. Veterans Parkway on the north side of the park.

Event Rules: Be sure to review the rules below as they may be modified or changed as needed.

- 1) Only American Legion Post 375 (AL375) approved merchandise can be sold. Weapons sales including firearms, ammunition, pepper spray, throwing stars, explosives of any kind including fireworks and any other illegal weapon are prohibited. Merchandise not conforming to local, state or federal law is prohibited from sale including any items deemed to be offensive by AL375.
- 2) No pets or live animals of any kind are allowed in the park; the showing and sale of live animals is also prohibited.
- 3) Pornographic or any sexually explicit material is prohibited.
- 4) No vendor shall offer any activity that creates potential risk of injury, i.e. bounce houses etc.
- 5) All food and beverage sales are managed by AL375 and the American Legion Auxiliary. Food and beverage vendors must have proper licensing and obtain prior approval before sales are allowed. Any vendor selling food and or beverages without prior approval may be closed down.
- 6) No bicycles, skateboards, rollerblades, wheely shoes etc. may be used in the park.
- 7) We reserve the right to restrict access to the park and cancel the event. Sites are not transferable or refundable for any reason including cancelations and rained out events.
- 8) One (1) vendor vehicle will be admitted to the park per ticket. Ticket must be displayed in the front windshield at all times during the event. A second vehicle is allowed by obtaining a temporary pass which can be obtained on site or requested with your paid registration. Temporary pass vehicles must be unloaded quickly and then exit the park. Unauthorized vehicles will be towed at owner's expense.
- 9) All vehicles including trailers must fit in your site(s).
- 10) Any use of electrical cords must be 12/3 heavy duty or larger. Use of a generator must be noted on your registration form. Only sites on the east side of the park will be allowed generators. If the use of a generator is disruptive due to noise or fumes you will be required to shut it down.
- 11) You may remain in Field Park on Saturday night to Sunday. The park closes to all traffic at 11:00 PM
- 12) All vendors are responsible for cleaning up their sites. Please dispose of all trash appropriately and recycle as required by WI law in areas as marked in the park. Vendors must exit the park by 6:00PM on Sunday or as directed.
- 13) All vendors and participants involved in Maxwell Street Days events are required to comply with instruction and dispute resolutions issued by AL375 and its representatives, as well as directives from law enforcement and officials at the village, county, state, and federal levels.
- 14) Vendors and participants agree to hold the American Legion Post 375, affiliates and assigns harmless from any perils, claims, damages, or liabilities that may arise from the participation in or sale of merchandise during Maxwell Street Days weekend.

Mail completed registration form along with check or money order made out to **AMERICAN LEGION POST 375** to:

MAXWELL STREET DAYS PO BOX 97 MUKWONAGO WI.

For more information visit our website at maxwellstreetdays.net or call us at 262-363-1501