

2009 SONOMA COUNTY FAIR
TUESDAY, JULY 28 – SUNDAY, AUGUST 9 2009
P. O. Box 1536/1350 Bennett Valley Road, Santa Rosa, CA 95402
Fax: 707-573-9342 E-mail: info@sonomacountyfair.com

APPLICATION FOR COMMERCIAL OR CONCESSION SPACE

INSTRUCTIONS:

- This application is neither an offer nor guarantee of space.
- All questions must be answered completely.
- A recent photograph of your booth is required.
- **DO NOT SEND MONEY WITH YOUR APPLICATION.**
- Read the attached Commercial Space & Exhibitor Policies, as this will answer most questions.
- You will be notified if you have been selected, please do not call to ask the status of your application.
- *Incomplete applications will not be accepted or returned - AND WILL NOT BE REVIEWED!*
- Submit a copy of your California Seller's Permit.

COMPANY NAME: _____

OWNER'S NAME: _____

ADDRESS: _____

CITY _____ STATE _____ ZIP _____

PHONE: _____ CELL PHONE: _____

E-MAIL: _____ Web: _____ Fax: _____

CONTACT PERSON (IN CHARGE OF BOOTH): _____

PRIMARY PHONE: _____ E-MAIL: _____

<p>Space requirement: <input type="checkbox"/> 10'x10' <input type="checkbox"/> 10'x20' <input type="checkbox"/> Other <input type="checkbox"/> Inside <input type="checkbox"/> Outside</p> <p>Utility requirement: <input type="checkbox"/> 110 volt <input type="checkbox"/> 220 volt <input type="checkbox"/> Water <input type="checkbox"/> Sewage Hookup <input type="checkbox"/> Other (Describe)</p> <p>Additional electrical fees may apply, please describe.</p>	<p>Outside 10'x10' (Price subject to locations available)</p> <p>Inside – 10'x10' - \$1,400 Corner - + \$500 Based on 10'x10' space increments.</p> <p>Commercial Corporate/Sponsorship Space Available: 707.545.4200.201</p>
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PRODUCTS:

List all products to be sold, promoted or given away. Include prices (or attach list). Any brochures, handouts, catalogs, etc. that will best describe your product should be included with this application. If approved the License Agreement will be assigned on the basis of your list. *You may not display or sell any additional items. The Fair reserves the right to select the items allowed to be sold.*

Describe products below:

Products continued:

If additional space is required please use another sheet.

RANGE OF COST TO THE PUBLIC: _____

Do you plan to:

Give away food samples? If so, list items (must have approval of local health dept.) _____

Give away products? If so, list items for approval _____

Use sound devices (P.A. Systems, etc.) Describe _____

Demonstrate your product? Conduct a drawing? Name of prize? _____

Do you wish to have: RV stock truck application sent to you? _____

REFERENCES:

List at **least** two fairs, festivals, or shows you have recently participated in:

Event #1 _____

Contact person _____ Phone # (_____)

Event #2 _____

Contact person _____ Phone # (_____)

Please double check to confirm the following items are included with your application:

- Completed Application
- Product(s) list of items to be sold, promoted, displayed or given away.
- Marketing material (brochures, handouts, etc.)
- Recent photo of booth
- Copy of California Seller's Permit, Copy of health permit (if applicable)
- DO NOT send money with application**

APPLICATION CRITERIA & EXHIBIT BOOTH REGULATIONS

Please note: There is no deadline for applications – we will stop accepting applications when all spaces are filled.

1. In an effort to obtain diversity of products for Fair patrons, the Sonoma County Fair & Exposition reserves the right to select from applications submitted.
2. The Fair does not grant exclusive rights to any vendor for any type of product or service.
3. All applications submitted must have a photograph of the proposed booth or trailer. The design and appearance of the booth or trailer is important and only the most attractive units will be considered. Minimum requirements include meeting all health, fire, and safety requirements.

4. The reputation and standing of the vendor throughout the Fair circuit may be determined by a review of the vendor's performance at other fairs.
5. Concession space is subject to relocation if deemed necessary in the sole judgment of the Fair. Exhibitor/concessionaire shall not assign, sublease, or apportion the whole or any part of assigned space unless first obtaining written permission of Fair. The right to operate a booth on the Fairgrounds is nontransferable and is nonproprietary.
6. The Fair reserves the right to prohibit an exhibit/concession or any part thereof which in the sole judgement of the Fair detracts from the character of the exhibit or which may be objectionable or offensive to neighboring stands or to the public. This restriction extends without limitation to persons, things, conduct, signage, or printed matter.
7. No free spaces will be allocated during the Fair in Grace Pavilion or on the grounds, except that an exhibitor/concessionaire may submit a written request to the Buildings & Grounds/Concessions Committee who will in turn submit it to the Full Board along with a recommendation from the Committee for consideration.
8. Vendors are not allowed to actively solicit donations for private or nonprofit organizations during the Sonoma County Fair.
9. All contracts, other than multi-year, are tendered on a year-to-year basis with no guarantee of renewal the following year. Each vendor is subject to an evaluation by Fair Management at the end of the Fair based upon the following: performance, service, attitude, quality of product, compliance with rules and regulations, cleanliness, and appearance. The Fair will conduct annual audits of concessionaires, and concessionaires will be required to comply with all regulations and procedures regarding such audit. Exhibitors may be required to submit a gross receipt report to Fair Management upon request.
10. Exhibitor/concessionaire recognizes and understands that space rental may create a possessory interest subject to property taxation and that vendor may be subject to payment of property taxes levied on such interest.
11. Conformance to the rules and regulations of the Sonoma County Fair is required as stated on the License Agreement and all printed material. Rules are strictly enforced, and any violation may result in termination of the agreement.
12. The prompt and friendly answer to any complaints by directors, management, customers, and all others who might have an active and direct interest in the on-going well-being of the Fair, as well as the prompt replacement of a damaged article, or refund of a customer's money if requested, will be used to determine whether a vendor will be asked to return.
13. Upgrades of exhibitor booths and concession units may be required by Fair. This includes design and signage, and may be required as a condition for the right to operate during the Fair. Compliance must be met with specifications set by Fair Management.
14. The Buildings & Grounds/Concessions Committee shall set the basic fee for a 10'x10' space in Grace Pavilion according to the criteria arrived upon at a regular meeting of the Buildings & Grounds/Concessions Committee and approved by the Board of Directors. Fair Management and Staff will be responsible for supplying all pertinent facts, statistics and information necessary for making an informed decision.
15. The same criteria shall apply with regard to outdoor space, except that Fair Management and Staff will be empowered to negotiate license agreements for these spaces for submission to the Committee with varying guarantees or charges depending upon locations, traffic, availability of electricity, sewer and water, or compatibility with surrounding area and vendor's products.
16. The foregoing additional criteria will apply to concession stands:
 - a. Unless otherwise specified by the Buildings & Grounds/Concession Committee, the basic fee for food or beverage space shall be an agreed upon space fee against a specified percentage, whichever is greater.
 - b. Concession percentage money due to the Fair may not be paid with credit cards.
 - c. All food and beverage concessionaires must obtain and operate a cash register that conforms to Sonoma County Fair standards.
 - d. All food and beverage concessionaires are subject to an audit conducted by the Sonoma County Fair during the Fair.

- e. The financial performance of the concession will be reviewed annually to determine if the concession in a given location is keeping up with the standard set for that area. Concessions will be ranked by gross sales and percentage paid to Fair.
17. Exhibitors may sell only items that are pre-approved by Fair Management. Spot checks will be made throughout the duration of the Fair for violations.
 18. Fair Management will have final say during all disputes. All decisions made by Fair Management are final. Any problems should be brought to the attention of Fair Management.
 19. Counters and displays, including signs, must not go higher than the side walls (three feet) for a distance of five feet from the aisle and not higher than the top of the back wall (eight feet). No exhibit or display may be so high along the sides or front as to interfere with the view of Fair patrons as they pass along the aisles. Exhibitors should take special note that each wall space contains a concrete block pier at one of the back corners and a steel girder extending diagonally upward from the back wall. Some booths have electrical boxes in the floor in the center of the booth. Prefabricated booths will not always fit into those spaces without modification. Responsibility for placement within the 10' by 10' area rests with the exhibitor.
 20. No concessionaire or exhibitor may set up his booth until the total contract price has been paid and insurance requirements have been met.
 21. Sound devices of all types are subject to the approval of Fair Management. The volume of sound devices must be controlled so as not to interfere with neighboring booths.
 22. Promotional items must be approved by Fair Management **prior** to Fair. Balloons and bumper stickers, weapons of any kind (including any type of knife) are not permitted to be given out during the Fair. The sampling of food shall also be subject to approval of Fair Management.
 23. Exhibitors are fully responsible for installation, maintenance and disassembly of their exhibits. No Fairgrounds personnel, materials, tools, equipment, fixtures, etc., may be used. Upgrades in booth design may be asked of exhibitors. Exhibitors must comply with these requests.
 24. Demonstrations and pitch presentations and drawings for prizes are subject to the approval and regulation of Fair Management. Drawings for prizewinners will be under the direction of Fair Special Events Coordinator.
 25. Exhibitors must at all times, keep their exhibit space properly cleaned and arranged.
 26. Shipments to the Fairgrounds must be in the name of the exhibitor and must be addressed to the Sonoma County Fairgrounds, and have the Name of Vendor and Name of Booth, Attn: Grace Pavilion, 1350 Bennett Valley Road, Santa Rosa, CA 95404, must be prepaid, and will be accepted only at the exhibitor's risk. Shipments must be picked up at the east entrance to Pavilion.
 27. No dogs are allowed on the Fairgrounds at any time, with the exception of service dogs.
 28. No exhibit may be dismantled before the closing hour on the final day of the Fair. Therefore, no cars or trucks will be allowed on the grounds prior to 10:00 p.m. on the closing day.
 29. Grace Pavilion Booths: The Fair will provide (a) a draped 8-ft. back divider and two 3-ft. side dividers for booths Nos. 69-206 and a back wall and two 3-ft. side dividers for booths Nos. 1-68; (b) one 10 amp 110-115 volt duplex electric outlet unless otherwise specified, (c) building security after hours, and (d) janitorial service for all aisles and areas used by the public. Rental of any tables, chairs, etc., is the responsibility of the exhibitor. The Fairgrounds does not handle any rentals.

HOURS

The hours of the Fair are from 11:00 a.m. to 10:00 p.m. each day. All concessionaire and commercial exhibitor booths must remain open during these hours.

CONCESSIONS AND EXHIBIT CREDENTIALS

Vehicles displaying credentials are allowed on the Fairgrounds prior to 9:00 a.m. or after 10:00 p.m. each day of the Fair. Vehicles will not be permitted on the grounds between 9:00 a.m. and 10:00 p.m. during the Fair.

INSURANCE REQUIREMENTS

The Fair requires that all concessionaires and commercial exhibitors have the necessary liability insurance. Noncompliance with these requirements will result in the withholding of all credentials for the parties involved.

Insurance may be purchased through the Fair in the following amounts:

Concessionaires, commercial, non-profits:	First Booth:	\$88.00
	Additional booths:	\$62.00 each