

**2023 SONOMA COUNTY FAIR**  
**THURSDAY, AUGUST 3 thru SUNDAY - AUGUST 13 – 12 pm – 10 pm DAILY**

1350 Bennett Valley Road, Santa Rosa, CA 95404  
Phone: 707-545-4200 ext. 425 Fax: 707-573-9342 E-mail: [vendors@sonomacountyfair.com](mailto:vendors@sonomacountyfair.com)

**COMMERCIAL VENDOR APPLICATION**

**1. APPLICATION INSTRUCTIONS**

- Please review the application instructions below carefully before completing the application.
- All questions must be answered and information requested must be included with the application..
- *Incomplete applications will not be accepted or returned - AND WILL NOT BE REVIEWED!*
- **This application is neither an offer nor guarantee of space**

**2. APPLICATION FEES**

- There is a \$25.00 fee per application. If your application is not accepted, the check is returned.
- Check, cashier's check or money order is accepted, NO CASH.
- Payable to: Sonoma County Fair

**3. PHOTO REQUIREMENTS**

- Please attach a recent photograph of your booth (do not direct us to a website)

**4. PRODUCTS**

- List all products to be sold, promoted, displayed or given away.
- Include the percentage of products sold.
- Include the price of each product.
- Do not list "accessories." ALL products must be listed
- Marketing Materials: include any brochures, handouts, catalogs, etc. of your product(s).

**5. INSURANCE REQUIREMENTS**

- A Certificate of Insurance must be on file in our office with correct verbiage.
- If accepted as a vendor, you'll receive examples of acceptable insurance.
- CFSA Insurance can also be purchased for \$175.00 which covers you for the duration of the fair.

**6. CALIFORNIA DEPARTMENT OF TAX AND FEE ADMINISTRATION**

- A copy of your California Sellers Permit must be included with this application.
- Out of state vendors must obtain this permit prior to the fair.
- This permit number must be on file in the Vendor Office prior to start of Fair.
- All vendors are responsible for payments for all applicable sales taxes.

1. You will be notified if your application has been accepted or denied. Please do not call to ask the status of your application.

**QUESTIONS?**

Please read the **Application Criteria & Vendor Booth Regulations**, as this will answer most questions.

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**COMMERCIAL APPLICATION**

**PLEASE TYPE OR PRINT CLEARLY IN INK**

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COMPANY NAME \_\_\_\_\_  
(include dba if applicable - NOTE: This is the name that will be on the contract and **MUST** match the name that is on the insurance certificate))

CONTRACT SIGNING AUTHORITY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

BUSINESS PHONE \_\_\_\_\_ CELL PHONE \_\_\_\_\_

ONSITE CONTACT NAME \_\_\_\_\_

PHONE/EMAIL \_\_\_\_\_

**California Department of Tax and Fee Administration  
(Previously the Board of Equalization)**

<http://www.cdtfa.ca.gov/services/permits-licenses.htm>

- All vendors are responsible for payments for all applicable sales taxes.
- A California State resale tax permit is required and a copy of the permit must be on file in the Vendor Office prior to start of the fair.
- Out of state vendors may obtain a temporary sales permit.
- The permit must include the Sonoma County Fair & Exposition as a sub-location.

**CALIFORNIA SELLER'S PERMIT # / RESALE #:** \_\_\_\_\_

(Include with application or note permit is pending)

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

EVENT #1: \_\_\_\_\_

CONTACT \_\_\_\_\_ PHONE/EMAIL \_\_\_\_\_

EVENT #2: \_\_\_\_\_

CONTACT \_\_\_\_\_ PHONE/EMAIL \_\_\_\_\_

### INSURANCE REQUIREMENTS

Please select below the form of insurance you will provide during the Fair. **Each contractor must provide the Sonoma County Fair Vendor Office with proof of insurance by July 1, 2023, otherwise, vendors will be required to purchase CFSA insurance for \$175.00**

### VENDORS PROVIDING PROOF OF INSURANCE

Name of insured business must match the name on the application. General liability insurance in the amount of \$1 million dollars or more. An Additional Insured Endorsement (CG 20 26 04 13 or equivalent endorsement) is required and must include this verbiage:

\_\_\_\_\_ WILL PROVIDE OWN INSURANCE (**Detailed Insurance requirements will be included with the contract**)

\_\_\_\_\_ CFSA #: \_\_\_\_\_ Policy Expires: \_\_\_\_\_

\_\_\_\_\_ WILL PURCHASE CFSA INSURANCE THROUGH THE FAIR (**Cost is \$175.00**)

### SPACE & LOCATION REQUIREMENTS / BOOTH FEES

(Booth fees based on 10'x10' space increments)

**Size (total footprint): include awnings, storage, etc. – Frontage x Depth (i.e., 10'x10', 20'x10', 10'x20', etc.):** \_\_\_\_\_

#### Grace Pavilion – Commercial Building

- INSIDE (inline - **\$1,250**)
- INSIDE (corner - **\$1,700**)
- INSIDE (dead corner - **\$2,000 - \$2,150**)
- OUTSIDE (**see pricing below**)

#### 2023 OUTSIDE PRICING STRUCTURE – SUBJECT TO LOCATION

Prices below are per square foot and subject to location & frontage/depth

Location	Front	Back
Linwood South	\$10.00	\$2.00
Linwood North	\$15.00	\$3.50
Magnolia	\$16.00	\$3.75
Mexican Village/Poplar Avenue	\$13.00	\$3.00

**Example:** 20 x 20 booth in Linwood North: Front half (20 x 10) = 200 sf x \$15.00 = \$3,000  
Back half (20 x 10) = 200 sf x \$3.50 = \$700  
Total for 20 x 20 booth = \$3,700

#### Utility requirement:

- 110 volt
- 220 volt
- Other - Describe: \_\_\_\_\_ (Additional fees may apply)
- Water
- Sewage Hookup

#### Other Requests:

- Golf Cart
- Stock Truck Parking
- RV Parking (dry / hookups)
- Use sound devices (P.A. Systems, etc.) Describe \_\_\_\_\_

**PRODUCTS:**

- List all products to be sold, promoted or given away.
- Include prices & percentage of product mix (or attach list).
- Include any brochures, handouts, catalogs, etc. that describe your product.
- If approved the License Agreement will be assigned on the basis of your list.

*The Fair reserves the right to select the items allowed to be sold.  
You may not display or sell any additional items.*

**DESCRIBE PRODUCTS BELOW:**

<b>Item(s)</b>	<b>Cost or Range of Cost</b>	<b>% of Mix</b>
_____	\$ _____	% _____
_____	\$ _____	% _____
_____	\$ _____	% _____
_____	\$ _____	% _____
_____	\$ _____	% _____
_____	\$ _____	% _____
_____	\$ _____	% _____
_____	\$ _____	% _____
_____	\$ _____	% _____
_____	\$ _____	% _____

(If additional space is required please submit as a separate document)

**DO YOU PLAN TO:**

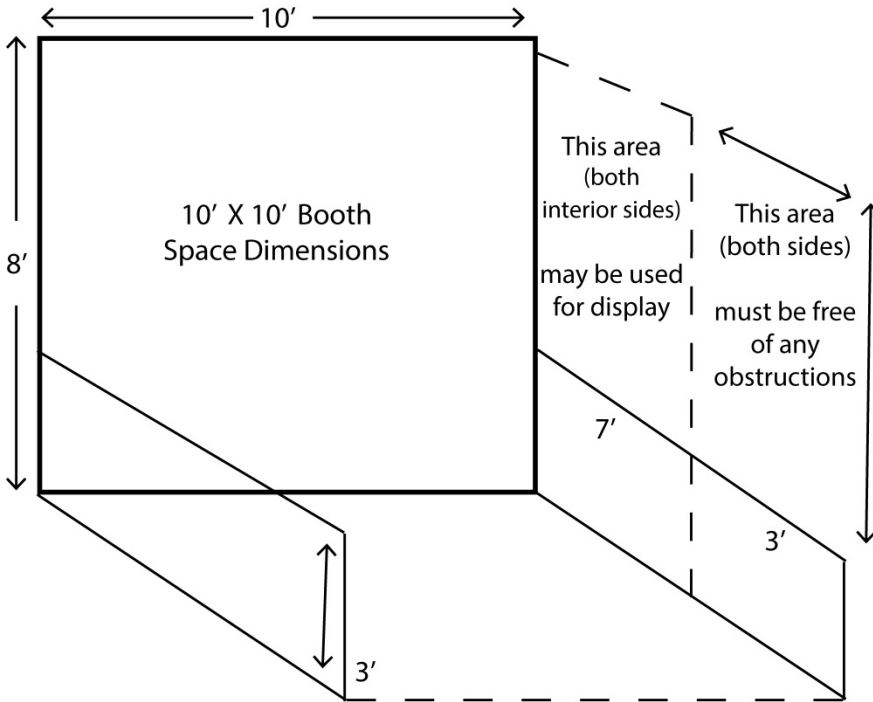
- Give away food samples? List items ([local Health Dept. permit required](#)) \_\_\_\_\_
- Give away products? List items for approval \_\_\_\_\_
- Demonstrate your product?    Conduct a drawing?    Name of prize? \_\_\_\_\_



## 2023 Commercial Exhibit Indoor Space Requirements

Indoor vendors may not install a canopy per fire marshal requirements. Tent frames are permitted if utilized within the height limits.

Grace Pavilion indoor vendors must adhere to the following diagram's specifications.



### **INSIDE BOOTH INCLUDES:**

- 8' Draped back wall
- 3' Draped side dividers
- 1 outlet

Fair does not provide chairs or tables.

Internet service is available for \$125 for the 11 day Fair.

All lighting must be **LED** by 2020.

\_\_\_\_\_ Initial

## **APPLICATION CRITERIA & VENDOR 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 by the sole judgment of the Fair. Vendor/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 by 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 a vendor/concessionaire may submit a written request to the Fair Operations 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. Vendors may be required to submit a gross receipt report to Fair Management upon request.
10. Vendor/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 "Jurassic Jubilee" presented by 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 vendor 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 Fair Operations 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 Fair Operations 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 Fair Operations 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. Vendors 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 three 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. Vendors 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 vendor.
20. No concessionaire or vendor 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. Vendors 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 vendors. Vendors must comply with these requests.
24. Demonstrations and pitch presentations and drawings for prizes are subject to the approval and regulation of Fair Management.
25. Vendors must at all times, keep their exhibit space properly cleaned and arranged. Vendors must clean their space at the end of fair. For example, boxes must be broken down, garbage removed, floor swept. Vendors are subject to a cleaning fee if the space is not left in the proper condition.
26. Shipments to the Fairgrounds must be in the name of the vendor and must be addressed to the Sonoma County Fairgrounds, and have the Name of Vendor and Name of Booth, Attn: Garrett Hall, 1350 Bennett Valley Road, Santa Rosa, CA 95404, must be prepaid, and will be accepted only at the vendor's risk. Shipments must be picked up in the Redwood Parking Lot.
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. Inside Vendor 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 vendor. The Fairgrounds does not handle any rentals.
30. Fairground personnel are not obligated to take messages for vendors.

**HOURS**

The hours of the Fair are from 12:00 p.m. to 10:00 p.m. p.m. daily. All concessionaire and commercial vendor booths must remain open during these hours.

**INSURANCE REQUIREMENTS**

The Fair requires that all concessionaires and commercial vendors have liability insurance, worker's compensation and auto (if applicable). Noncompliance with these requirements will result in the withholding of all credentials for the parties involved.

Liability Insurance may be purchased through the Fair for the following amounts (**Make Check or Money Order payable to Sonoma County Fair**):

- Food & Beverage Concessionaires - \$215.00 per Booth**
- All Other Concessionaires & Vendors - \$175.00 per Booth**

\_\_\_\_\_ Please initial that you have read the Application Criteria and Regulations.