

SACRAMENTO COUNTY FAIR

MAY 26-30, 2011

Commercial Exhibit Application Packet

Thank you for your interest in being a concessionaire/vendor at the Sacramento County Fair. Please review these instructions carefully. **This application is neither an offer nor a guarantee of space.** If you have any questions regarding this application, please call the Sacramento County Fair Office

916.263.2975 or e-mail to mewen@sacfair.com

Mail: Sacramento County Fair Office, PO Box 15028, Sacramento CA 95851

THE FOLLOWING ITEMS MUST BE INCLUDED IN YOUR APPLICATION PACKET

- Complete application form –answer all the questions & don't forget to sign the application.
- Complete list of items to sell or promote as required on the application. Include additional sheets as needed.
- Recent photos of your exhibit/booth (attach, photos will not be returned)
- Copy of California Seller's Permit (attach)
- Insurance and Workers compensation coverage: provide your provider information on application; if a contract is issued, proof of insurance coverage in the form of certificates is required.
- Include promotional materials such as reference letters, promotional brochures, etc, as desired (optional)

INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED OR RETURNED

IMPORTANT NOTES

- All questions must be answered completely and accurately – the information you give us the sole representation of your business for the selection process.
- If a contract is issued, fair management will assign the exhibit space upon receipt of payment. Special requests will be considered but not guaranteed;
- Do not send money with this application. You will be billed at the time a contract is issued.

The Sacramento County Fair is seeking experienced operators with quality presentation; consideration will be given to those with unique items. The sale of certain items including, but not limited to the following is prohibited: weapons, drug paraphernalia, provocative or suggestive items, graphic images that may offend a family-friendly audience.

Sacramento County Fair
P.O. Box 15028
Sacramento, CA 95851
Telephone: 916.263.2975 Fax 916.263.2973

SACRAMENTO COUNTY FAIR MAY, 26-30, 2011

Commercial Exhibits Space Application

Completion of this form does not guarantee space nor is it a promise of a contract.

Returning Vendors: Application due by February 15, 2011

SPACE IS PROVIDED ON A FIRST COME FIRST SERVE BASIS

CHECK ONE: New Applicant Returning Concessionaire

MUST INCLUDE PHOTO OF EXHIBIT

SPACE FEES

Inside Space - Corner: 10X10 \$500.00 or Inline 10X10 \$400.00

Outside Space -: All Outdoor Spaces 10X10 \$500.00

Premium Space- Start at \$1,000 Call For Details and Availability

Not-for-Profit - Indoor (inline only, no corners) or outdoor 10x10 \$375.00

SELECT SPACE YOU'RE APPLYING FOR:

Indoor 10X10 20X10 In-line Corner Premium Space

Outside 10 X 10 20 X 10 Other: X Premium Space

Please confirm the following activities. Be sure to check all that apply:

Use Microphone Promotional Give-A-Ways Direct Sales

Lead Generation Conduct Prize Drawing

BUSINESS INFORMATION

INFORMATION MUST AGREE WITH INSURANCE CERTIFICATE

Business Name _____

Name of Applicant _____

On-Site Contact _____ On-Site Contact Cell _____

Address _____

City _____ State _____ Zip _____

Business Phone () _____ Residence Phone () _____

Cellular Phone () _____ Other Phone () _____

Fax () _____

E-mail Address _____ Web Site _____

Federal Taxpayer's ID # _____ **CA Seller's Permit #** _____

Located on your federal tax return ***Attach copy to application***

How long in business? _____

Is your business: Sole Proprietor Partnership Corporation Other _____

UTILITY REQUIREMENTS

A standard 110v/500w electrical outlet is provided per contracted space. Additional electrical may be available for an additional fee.

Do you require additional power? YES NO

Do you need running water? YES NO (not all spaces have access)

INSURANCE REQUIREMENTS

Proof of insurance is required with each contract. Each exhibitor must provide proof of general liability insurance of at least \$1,000,000. A certificate with the required endorsements (see attached) **must be on file prior to setting up your space.** Please check the form of insurance that covers you during the fair.

My own carrier Carrier (name and phone) _____

WFA Master List CFSA# _____ Policy Expires _____

Purchase through California Fair Services Authority - Call for Quote.

PRODUCTS/ SERVICES

Please list items/services and prices that you wish to sell, promote, display or give away. **BE SPECIFIC.** Only approved items will be allowed. (Attach product list if necessary)

The Sacramento County Fair **DOES NOT** offer exclusivity to vendors.

REFERENCES (New Applicants Only!)

List 2 fairs, festivals or shows you have participated in the last 9 months:

#1 _____ Contact _____ Phone# _____

#2 _____ Contact _____ Phone# _____

Will you be distributing food samples to promote your product? YES NO
Approval is required and food sampling requires a temporary health permit

Please indicate here if you are not selling during the fair and are only taking leads for future business. Even if only taking leads, the State Board of Equilization requires you to file for a Seller’s Permit. (see attached)

Megan’s Law From

One of the fundamental responsibilities of Cal Expo is to protect the public. As a Cal Expo business partner, the Sacramento County Fair has subsequently implemented a policy requiring that all persons conducting business with, employed by, or volunteering at Cal Expo during the course of the annual Sacramento County Fair shall provide the necessary personal information to enable their names to be searched through the Department of Justice’s Megan’s Law files. This file consists of records of individuals convicted of specified sex offenses who are required by Penal code Section 290 to register as sex offenders.

CERTIFICATION OF APPLICANT:

I have read and understand the instructions and any additional information attached. I understand that this form is an application for space only, is not a contract and is not an offer by the Sacramento County Fair. I certify all information contained in this application to be true and accurate to the best of my knowledge.

Signature: _____ Date: _____

Printed name _____ Title: _____