

Dear Vendor:

Thank you for your interest in the Sacramento County Fair! This year's dates are May 24-28, 2012. This year's theme is *Let's Eat, Have Fun & Celebrate the Red, White & Blue*. Fair hours and admissions will remain the same and are listed on our "Vendor Rate FACT Sheet."



Enclosed is an application for the 2012 event.

Be sure to complete the application and enclose a photo of your booth/display. Incomplete applications will not be considered. Applications are due February 1, 2012 with an application fee of \$25.00. After February 1, 2012 application fees will be increased to \$50.00.

We will continue to offer a reduced rate of \$400.00 for a 10 x 10 *indoor* inline and \$500.00 for an 10 x 10 *indoor* corner space. This provides an opportunity for more vendors to participate and create a fun shopping experience for our guests. We use Building D "the white tent" for our Avenue of Shops. For a complete list of rates, please refer to our "Vendor Rate Sheet."

Cal Expo sets rates for parking and RV camping. These rates have not yet been set for 2012. If an increase occurs we will notify you prior to your arrival.

Space is assigned on a "first come, first serve" basis based upon receipt of fees required documentation and product/type. Consideration is given to returning vendors only when an application is on file.

The Sacramento County Fair rules and guidelines are available on our website www.SacFair.com for your review. You can use this as a resource for your questions.

Our team is working diligently to improve this year's fair. We look forward to your participation in 2012!

Regards,

PJF

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