

**2017 SONOMA COUNTY FAIR**  
**THURSDAY – AUGUST 3 thru SUNDAY - AUGUST 13**

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

**COMMERCIAL VENDOR APPLICATION**

**This application is neither an offer nor guarantee of space**  
**Please note: There is a \$25.00 non-refundable application fee.**

**INSTRUCTIONS:**

1. All questions must be answered completely.
2. Booth photo: a recent photograph of your booth is required (do not direct us to a website).
3. Products: List all products to be sold, promoted, displayed or given away.
4. Marketing Materials: include any brochures, handouts, catalogs, etc. of your product(s).
5. Attach a copy of your California Seller's Permit.
6. Please MAIL your applications along with a \$25.00 check payable to Sonoma County Fair or credit card info. Form is at this link:  
<http://www.sonomacountyfair.com/docs/CC%20Auth%20Form%202%20payments.pdf>
7. You will be notified if your application has been accepted or denied. Please do not call to ask the status of your application.
8. Incomplete applications will not be accepted or returned - AND WILL NOT BE REVIEWED!

**QUESTIONS?**

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

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

OWNER'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ CELL PHONE \_\_\_\_\_

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

CONTACT PERSON (In charge of booth during Fair) \_\_\_\_\_

CELL PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

**INSURANCE INFORMATION:**

- \_\_\_\_\_ WILL PURCHASE CFSA INSURANCE THROUGH THE FAIR
- \_\_\_\_\_ WILL PROVIDE OWN INSURANCE (**Proof of the following insurance will be required**)
- \_\_\_\_\_ CFSA #: \_\_\_\_\_ Policy Expires: \_\_\_\_\_

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

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

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

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

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



## **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 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. 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 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 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. 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 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. 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.
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: Grace Pavilion, 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 at the west 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 9:00 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 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 11:00 a.m. to 10:00 p.m. each day. 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 - \$195.00 per Booth**
- All Other Concessionaires & Vendors - \$155.00 per Booth**

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