



March 2 – 11, 2012

2012 California Mid-Winter Fair & Fiesta Concessionaire/Commercial Exhibitor Space Application

Application deadline for **RETURNING VENDORS**: October 3, 2011

Application deadline for **NEW VENDORS**: January 20, 2012

Thank you for your interest in being a Concessionaire/Commercial Exhibitor during **Tropical Nights & Carnival Lights** at the 2012 California Mid-Winter Fair & Fiesta!

In order to maintain a balance of Commercial Exhibits, space is offered based on product or service, display, and needs of the Fair, rather than date of application. This application is neither an offer nor a guarantee of space.

Please review these instructions carefully; incomplete applications will not be considered or returned.

Instructions:

1. All questions on this application must be answered completely. Information must be accurate, as it will be the sole representation of your business for the selection process. Make sure you sign the application where indicated.
2. Submit separate applications if applying for more than one booth space.
3. List of products you are requesting to sell/display/promote/giveaway must be specific, do not indicate "etc." or "accessories." If contract is issued, it will be assigned on the basis of THIS list only. CMWF&F reserves the right to select the items a company is allowed to sell; only approved items will be listed on your contract.
4. Brochures, handouts, catalogs, etc. that will best describe your product must be pre-approved for distribution during the Fair and should be included with this application.
5. The location of your booth will be determined by management. Your preference is important, be sure to check the appropriate box. Locations are subject to change year to year.
6. A recent photo of your booth(s) is required. Photos will not be returned. Everyone is required to submit a photo, including returning vendors.
7. A copy of your California Seller's Permit is required with your application.

Rental Space:

- Outdoor commercial space is priced depending upon location. The minimum rate is \$650.00 (10'X10').
- Indoor commercial booth space:
 - 10'X10' (In-line booth) \$500.00
 - 10'X10' (Corner booth) \$600.00
 - Casa de Mañana Perimeter Booth (inside, wall, ≈12' x 15') \$675.00
 - Grandstand or Preble Annex \$700.00
 - Preble Perimeter Booth (inside, wall, ≈12' x 15') \$800.00
- Circulator, Simulators, and Thrill Rides will be charged minimum guarantee or a percentage of the total gross sales, whichever is greater. Deposit required.
- Food concessions will be contracted at 23% of gross sales (after sales tax has been deducted). All rents and guarantees are payable in full at time of signing of the contract.

Twenty (20) daily admission passes are included with each rental agreement; up to twenty (20) additional passes may be purchased at \$6.00 each. **Additional passes must be purchased prior to February 24, 2012. Between February 27 and March 1, admission passes may be purchased through the Box Office in person or via phone order. After the March 1st deadline, admission passes must be purchased DAILY at the MAIN gate. No exceptions.**

Insurance Requirements:

All exhibitors/concessionaires must provide proof of general liability insurance of no less than \$1,000,000 that includes a required additional insured clause. Limits may vary, request Insurance Requirements for details. Exhibitors/concessionaires may purchase liability insurance through the California Mid-Winter Fair & Fiesta (California Fair Services Authority Special Events Program).



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2012 CONCESSIONAIRE/COMMERCIAL EXHIBITOR SPACE APPLICATION

THIS APPLICATION IS NEITHER AN OFFER NOR A GUARANTEE OF SPACE

PLEASE TYPE OR PRINT CLEARLY

Contract Signing Authority: _____

On Site Contact Name: _____

Business Name: _____

Address: _____

City, State, ZIP: _____

Telephone (Day): _____ (Evening): _____ (Cell): _____

Email address (REQUIRED): _____

Website: _____

CA Seller's Permit #: _____ (REQUIRED, if selling)

Have you ever participated in the California Mid-Winter Fair & Fiesta? YES NO
If yes, what year(s)? _____ Space/Location _____

Will you be taking leads for future business? YES NO
(Even if only taking leads, the State Board of Equalization requires you to file for a California Seller's Permit.)

Will you be selling a product? The current tax rate is 7.75% YES NO

Will you be using a microphone or sound equipment for demonstrations? YES NO
Subject to Fair approval

Returning vendors – **If possible**, would you like the same area as last year? YES NO

Note: Returning exhibitors/concessionaires wishing to change location or obtain additional space, please attach additional sheet with explanation. Management of the 45th District Agricultural Association / California Mid-Winter Fair & Fiesta reserves the right to change space assignments at any time.

REQUIREMENTS

Location: Indoor Outdoor Size required* _____

*Concessionaires please list accurate dimensions for food wagon/stand. (Include all outside counters, awnings, hitches, etc., or you may not be given the appropriate and necessary space.)

Electrical** : 110v _____ 220v _____ AMPS _____

**Food concessionaires will be provided with 220v / 60 amps.

**Exhibitors will be provided with 110v / 10 amps.

**If additional amperage is needed, there will be a \$75.00 charge.

Water _____ Sewer _____ Front Serve _____ Side Serve _____

