



2020 Concessionaire and Commercial Exhibitor Space Application

Thank you for your interest in being a Concessionaire/Commercial Exhibitor during the 2020 California Mid-Winter Fair & Fiesta February 28 – March 8, 2020.

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 the 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.

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 the 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 \$8.00 each. Additional passes must be purchased prior to February 21, 2020. Between February 24 and February 27, 2020, admission passes may be purchased through the Box Office in person or via phone order. After February 27, 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 Fair Services Authority Special Events Program. Contact fair office for more information.



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THIS APPLICATION IS NEITHER AN OFFER NOR A GUARANTEE OF SPACE

Contract Signing Authority: _____

On Site Contact Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (Day): _____ Evening: _____ Cell: _____

Email Address: _____

Website Address: _____

CA Seller's Permit #: _____

Have you ever participated in the California Mid-Winter Fair & Fiesta? Yes No

If yes what year(s)? _____ Space/Location: _____

Are you willing to participate in \$2 Tuesday by offering at least 1 food item for \$2? Yes No

Will you be taking leads for future business? Yes No

If taking leads, the State Board of Equalization requires you to file for a California Seller's Permit

Will you be selling a product? Yes No

The current tax rate is 7.75%

Will you be using a microphone or sound equipment for demonstrations? Yes No

Requires 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	<input type="checkbox"/> Indoor <input type="checkbox"/> 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 Needed: _____	
	** 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: _____



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Please list products or food items to be sold, promoted, displayed or given away. (Exhibitors: Include brand names and prices. Concessionaires: List complete menu and prices.) Be specific, do not indicate "etc." or "accessories." **NOTE:** *If contract is issued, it will be assigned on the basis of THIS list only. Only approved items will be listed on your contract.*

Item	Price		Item	Price
			Small Soda: _____ oz	
			Medium Soda: _____ oz	
			Large Soda: _____ oz	
			Bottled Water: _____ oz	

References:

List fairs, festivals or shows you have recently participated in:

Event: _____

Contact Person: _____ Phone: _____

Event: _____

Contact Person: _____ Phone: _____

I understand that this form is an application for space only, and is neither a commitment by the applicant nor an offer by the California Mid-Winter Fair & Fiesta to rent space. I certify that all information contained in this application is true and accurate to the best of my knowledge.

Printed Name: _____ Title: _____

Signature: _____ Date: _____