

**2017**

**Commercial Exhibits  
& Concessions Application**

**California Mid-State Fair**



Dear Applicant:

Thank you for your interest in participating in the California Mid-State Fair as a Commercial Exhibitor/Concessionaire. Our dates for 2017 are July 19 through July 30. Enclosed, you will find an application, price sheet and information pertaining to space reservation. The price list is subject to change as plans progress for the 2017 Fair.

**Below includes important information to be aware of while filling out this application:**

**Selection Process** - The following is a list of what is considered when evaluating applications for placement in the California Mid-State Fair:

- Space availability
- Revenue/Sales history
- Quality standard history of stand, exhibit, signage, staff and customer service.
- Product balance on the Fairgrounds
- Uniqueness and appeal of product to fairgoers
- Satisfactory history, or references, of cooperation with rules and regulations.
- Fair Management may restrict duplication of brand names, trade name articles, products or services in any given area, though exclusivity is not offered.

If a contract is issued, a certificate of insurance must be on file by July 1<sup>st</sup>. The amount of liability required by the State of California is a minimum of \$1,000,000.00. Some exhibits may require a higher amount of coverage. Special Event insurance is available to purchase through the California Mid-State Fair for \$135 (Commercial Exhibitors) and \$175 (Food Concessionaires and Commercial Vendors with food).

If a contract is issued, all food concessionaires sampling or selling anything consumable must have a Mid-State Fair Health Permit issued by the San Luis Obispo County Health Department. Permit applications will be included in your concessions contract packet, as well as available upon request. Even those with a "Multiple Event Permit" must fill out an application and submit it to the SLO Health Department.

**Payments:** Please make checks payable to the California Mid-State Fair. We also accept cash, cashier's check, money orders, VISA and Mastercard (add 2% processing fee), and American Express (add 4% processing fee). **CHECKS NOT ACCEPTED AFTER JUNE 30<sup>TH</sup>.**

**Exhibit Maintenance:** All exhibitors and concessionaires must be set up by 11:00AM on starting day of Fair, Wednesday, July 19<sup>th</sup>. All vehicles must be off grounds by 10:00AM.

Booths must be kept attractive, clean, and staffed during all hours the Fair is open. Exhibit personnel, while conducting business, must remain inside the space designated by the contract. Soliciting in other areas is strictly forbidden and violators are subject to contract cancellation.

All Concession stands must use cash registers that are approved by the California Mid-State Fair Concessions Auditing office. All cash registers will be checked and stamped with official seal at time of inspection.

**Tear Down:** No Commercial Exhibitor or Concessionaire in the Stockyard or any outside location will be permitted to dismantle or remove any portion of their exhibit prior to 12:00 Midnight on closing night of the California Mid-State Fair. Commercial Exhibitors in Adelaide Hall and Estrella Hall may dismantle at 10:00PM on the last night once buildings have been cleared of customers and closed. Only exhibitors in Adelaide and Estrella Halls may use handcarts to walk merchandise off grounds until the Fair is closed and open for vehicles.

All commercial booths and concession units must be dismantled and removed by 4:00PM on Monday, July 31<sup>st</sup>. Any altering arrangements must be preapproved by Fair Management. Anything left belonging to Exhibitors after 4:00PM on July 31, 2017 will become the property of the California Mid-State Fair.

**Please fill out the application and send supporting information, including pictures of prior set-ups, if possible. Should we require additional information regarding your product, we will contact you.**

If your application is approved, you will be notified at that time. If your application is not approved, you will be placed on a waiting list. **Unfortunately, we cannot call every applicant who we do not have space for.** If you should have any further questions, you can contact me via phone at (805) 239-0655 Ext. 207 or via e-mail at [cassie@midstatefair.com](mailto:cassie@midstatefair.com)

Sincerely,

Cassie Mininni

Commercial Exhibits/Concessions Manager

**California Mid-State Fair  
P. O. Box 8  
Paso Robles, CA 93447  
(805)239-0655 Ext. 207  
(805)238-5308 (fax)**

Thank you for applying for Commercial Exhibit/Concession space at the 2017 California Mid-State Fair. **THIS APPLICATION IS NOT A GUARANTEE OF SPACE.** All questions must be answered completely before consideration for space can be given.

**CONTRACT INFORMATION**

**(Please note this information will be used for any contracts issued.)**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**ON-SITE EXHIBIT REPRESENTATIVE INFORMATION**

**(If different from contract information)**

Contact Name: \_\_\_\_\_

Cell Number: \_\_\_\_\_ Email: \_\_\_\_\_

List references i.e. other fairs/festivals: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**California Seller's Permit #** \_\_\_\_\_

Exhibit Space (All spaces are in 10' increments): Size of space required: \_\_\_\_\_

Inside: \_\_\_\_\_ Outside: \_\_\_\_\_ Corner: \_\_\_\_\_ In-Line: \_\_\_\_\_

**Electrical Requirements (110V hookup provided):**

Voltage: \_\_\_\_\_ Amps: \_\_\_\_\_

**Need Water:** Yes \_\_\_\_\_ No \_\_\_\_\_ **Need Grey Water:** Yes: \_\_\_\_\_ No: \_\_\_\_\_

**Complete list of Product or Services to be Sold, Demonstrated or Promoted:**

(Please be specific. Only approved items will be listed on Rental Agreement and allowed to sell. The CMSF does not offer exclusivity rights to commercial vendors or concessionaires)

**\*\*CONCESSIONAIRES MUST INCLUDE COMPLETE MENU LIST AND PRICING.**

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**PLEASE ATTACH PHOTOS OF PRIOR EXHIBITS AND/OR SET-UP SPECS.**

Your application will not be deemed complete without this requirement.

**MOBILE UNITS/CONCESSIONS TRAILERS**

**Size of mobile unit:**

Width: \_\_\_\_\_ Length: \_\_\_\_\_ Height: \_\_\_\_\_

**Additional space needed for awnings:** Ends: \_\_\_\_\_ Sides: \_\_\_\_\_

**Space needed (Ground measurements, including storage area and overhead awnings):**

Width: \_\_\_\_\_ Length: \_\_\_\_\_ Height: \_\_\_\_\_

**Distance from front of counter to front of stand (if applicable):** \_\_\_\_\_

**Service From:** End: \_\_\_\_\_ Side: \_\_\_\_\_ Either: \_\_\_\_\_ Both: \_\_\_\_\_



**CALIFORNIA MID-STATE FAIR**  
**\*2017 FEES FOR COMMERCIAL EXHIBITS/CONCESSIONS**

**COMMERCIAL FLAT FEES**

*(Includes 110V electrical power)*

Adelaide and Estrella Halls <i>(Commercial Buildings 1 and 2)</i>	10' X 10' Corner	\$ 1,500.00
	10' X 10' In-line	\$ 1,400.00
The Stockyard <i>(Commercial Building 3)</i>	10' X 10' Corner	\$ 1,500.00
	10' X 10' In-line	\$ 1,400.00
Outside Commercial Space	10' X 10'	\$ 1,600.00
	Premium Space (10' X 10')	\$ 2,000.00

**CONCESSIONS FEES**

*(Includes 110V electrical power)*

\$1,500 guarantee or 24% of gross sales after sales tax, whichever is greater, is to be made payable to CMSF. This is the minimum amount allowable; permanent concessions greater fees applicable.

34% of gross sales after sales tax is paid for all alcohol concessions. Keg prices are as follows:

13.2 Gallon keg	\$ 250.00
15.5 Gallon keg	\$ 265.00

**ADDITIONAL FEES (THAT MAY APPLY FOR ALL)**

*Liability Insurance through Fair	Non-Food Commercial Exhibit	\$ 135.00
	Concessions & Food Exhibits	\$ 175.00
	Liquor Liability (Up to 3 locations)	\$ 1,285.00
*County Health Permit – Paid directly to SLO County Health Department		\$ 110.00
Late Fee	Failure to pay space fee by deadline	\$ 50.00
Returned Check Fee	Per returned check	\$ 50.00
Daily Work Pass (36 one-day work passes are included per location)		
	Advance (up through July 18)	\$ 7.00
	Fair (July 19-30)	\$ 8.00
Season Work Pass Credential		\$ 35.00
Vendor Cold/Dry Stock Storage Parking		\$ 475.00
RV Space	12' X 25' with electric & water only	\$ 525.00
	Over 25' in length with electric & water only	\$ 725.00
	<i>(Pumping services available for additional charge)</i>	
	Additional Vehicle Parking in Stock Parking Lot	\$ 180.00
	<i>(as available)</i>	
Golf Cart/Utility Cart Permit		\$ 50.00
Ice Machine (Permanent stands only. Must have prior approval from CMSF CEO and Concessions Manager)		\$ 100.00
One-day 10' X 10' (Selected areas only and approved by CEO.)		\$350.00

**ALL PRICES SUBJECT TO CHANGE**