



July 16-July 27, 2025

“Off to the Races”

2025 VENDOR HANDBOOK

COMMERCIAL (FLAT RATE) VENDORS

Held at the Paso Robles Event Center

(805) 239-0655 | www.midstatefair.com | mail@midstatefair.com

Vendor Manager

Sabrina Sakaguchi, sabrina@midstatefair.com, (805) 296-7383 call/vmail only

The vendor contract, including this Vendor Handbook, must be adhered to in its entirety.

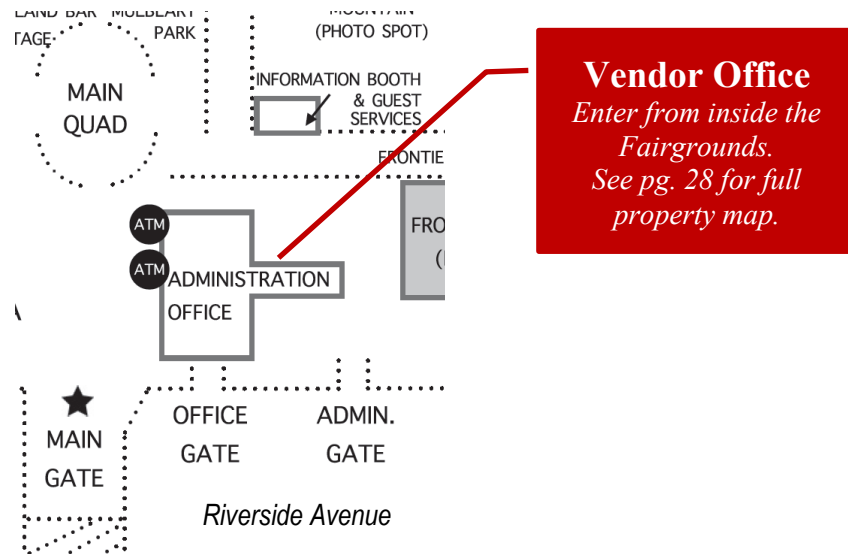
Thank you for your partnership with the California Mid-State Fair. The rules and guidelines provided in this handbook are designed to assist you with being a successful business partner at the California Mid-State Fair. It is important that you and your staff take the time to fully read and understand this handbook and to keep a copy at your booth for reference.

Please remember any violation of the policies contained in this handbook or your Rental Agreement may lead to immediate dismissal of your company from the fairgrounds with the possibility of being banned from future fairs.

VENDOR OFFICE

Located on the backside of the Administration Office, accessible from inside the Fairgrounds.

Services Offered: Vendor Packet Pick-up (see page 5); work pass and permit sales; general information and assistance; Concessions Auditor; and mail/package pick-up.



2025 VENDOR OFFICE HOURS

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					July 11 8 am-5 pm	July 12 9 am-4 pm
July 13 9 am-4 pm	July 14 8 am-5 pm	July 15 8 am-5 pm	July 16 8 am-8 pm 2025 Fair	July 17 9 am-8 pm 2025 Fair	July 18 9 am-8 pm 2025 Fair	July 19 9 am-8 pm 2025 Fair
July 20 9 am-8 pm 2025 Fair	July 21 9 am-8 pm 2025 Fair	July 22 9 am-8 pm 2025 Fair	July 23 9 am-8 pm 2025 Fair	July 24 9 am-8 pm 2025 Fair	July 25 9 am-8 pm 2025 Fair	July 26 9 am-8 pm 2025 Fair
July 27 9 am-8 pm 2025 Fair						

For assistance outside these hours, contact the Vendor Manager.

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KEY VENDOR DATES AND DEADLINES

DATE	ITEM
January 13	Returning Vendor Application and Deposit Due
May 16	Overnight Camping/Stock Truck Space Reservation application due. (Space is limited. Program is only available to invited returning campers.) Payment due by May 31
June 6	Deadline to sign contract and pay full booth fee. Last day to cancel booth space to avoid cancellation fee or penalty (See “Cancellation Policy” on page 12).
June 9	Late Fees Applied to all Outstanding Contracts/Balances \$100 per unsigned contract \$100 per unpaid booth fee per contract
June 27	Insurance Deadline - COI on file or request to purchase through the Fair.
July 1	Last day to pay with a check. Cash or credit card payment only after this date. California Sellers Permit Number Due
July 8	San Luis Obispo County Health Department Application & Payment Deadline (Anyone who sells <u>anything</u> consumable needs a health permit. This includes pre-packaged items. Paid and filed directly with the SLO County Health Department.)
July 11-16	Vendor Check-In open for Vendor Packet pickup. (See page 5 for specific hours & dates.) Fair Setup. Service & Delivery Pass required to drive on grounds. (See page 5 for specific hours & dates.)
July 11	Overnight camping lot(s) open. (Space is limited. Program is only available to invited returning campers.)
July 15	Last day to purchase additional one-day Work Passes at a discounted rate.
July 16	OPENING DAY! (Setup must be completed by 3:00 p.m.)
July 16-27	CMSF Admission Pass required for entry. Service & Delivery Vehicle Pass required to drive on fairgrounds. (Vehicles are permitted on-grounds until 2:00 pm Monday-Thursday and until 10:00 am Friday-Sunday.)
July 27	Teardown may begin no earlier than 10:00 pm for Commercial Indoor (Adelaide & Estrella Halls) and 12:00 am Midnight for Outdoor & Stockyard vendors.
July 28	(3:00 pm) All vendors must have removed all materials from fairgrounds.

VENDOR SCHEDULES

CHECK-IN SCHEDULE July 11-16, 2025 – Vendor Office (see Page 2 for location)

Friday, July 11	8:00 am - 5:00 pm	<i>A Note About Vendor Packets (Work & Vehicle Passes)</i> ✓ May only be picked up during these listed dates and times. ✓ Only the Contractor or his/her designated representative may pick up the Packet. Complete the On-site Information Form! ✓ A signed contract, proof of insurance AND full payment must be on file BEFORE packet pick-up or setup. ✓ Packets MUST be picked up BEFORE exhibit setup may begin.
Saturday, July 12	9:00 am - 4:00 pm	
Sunday, July 13	9:00 am - 4:00 pm	
Monday, July 14	8:00 am - 5:00 pm	
Tuesday, July 15	8:00 am - 5:00 pm	
Wednesday, July 16	8:00 am-2:00 pm	

SET-UP SCHEDULE July 11-16, 2025

A signed contract, proof of insurance AND full payment must be on file BEFORE setup is allowed.

Friday, July 11	9:00 am – 4:00 pm
Saturday, July 12	9:00 am – 4:00 pm
Sunday, July 13	9:00 am – 4:00 pm
Monday, July 14	8:00 am – 8:00 pm
Tuesday, July 15	8:00 am – 8:00 pm
Wednesday, July 16	8:00 am – 3:00 pm (Setup MUST complete no later than 3:00 pm)

FAIRTIME SCHEDULE July 16-27, 2025

DAILY, the Main Gate will be closed to EVERYONE until the Fair opens to the public (Monday-Thursday 4:00 pm and Friday-Sunday Noon).

Area	Monday-Thursday	Friday-Sunday
Outdoor & Stockyard Pavilion	Open to Vendors: 6:00 am Operating Hours: 3:45 pm-Midnight	Open to Vendors: 6:00 am Operating Hours: 11:45 am-Midnight
Adelaide & Estrella Halls <i>NEW open hours for vendors</i>	Open to Vendors: 1:00 pm Operating Hours: 3:45 pm-Midnight	Open to Vendors: 9:00 am Operating Hours: 11:45 am-Midnight* <i>*Except last day, close at 10:00 pm</i>

TEAR-DOWN SCHEDULE July 27-28, 2025

Sunday, July 27 (Closing Day)

INDOOR (Adelaide & Estrella):	Start: No earlier than 10:00 pm End: 1 hour after Event Staff all-clear call <i>Items can be carried out by hand/handcart items after 10:00 pm. CMSF Vendor ID required for re-entry at Main Gate. No exceptions.</i>
OUTDOOR (Includes Stockyard):	Start: No earlier than Midnight End: Event Staff discretion

- Release form required.
- NO vehicles are permitted on-grounds until after sweep is completed on closing night.
- Traffic will be ONE-WAY with entry at Flower Gate and exit at Rodeo Gate.

Monday, July 28 – One-way vehicle traffic entry at Flower Gate and exiting at Rodeo Gate.

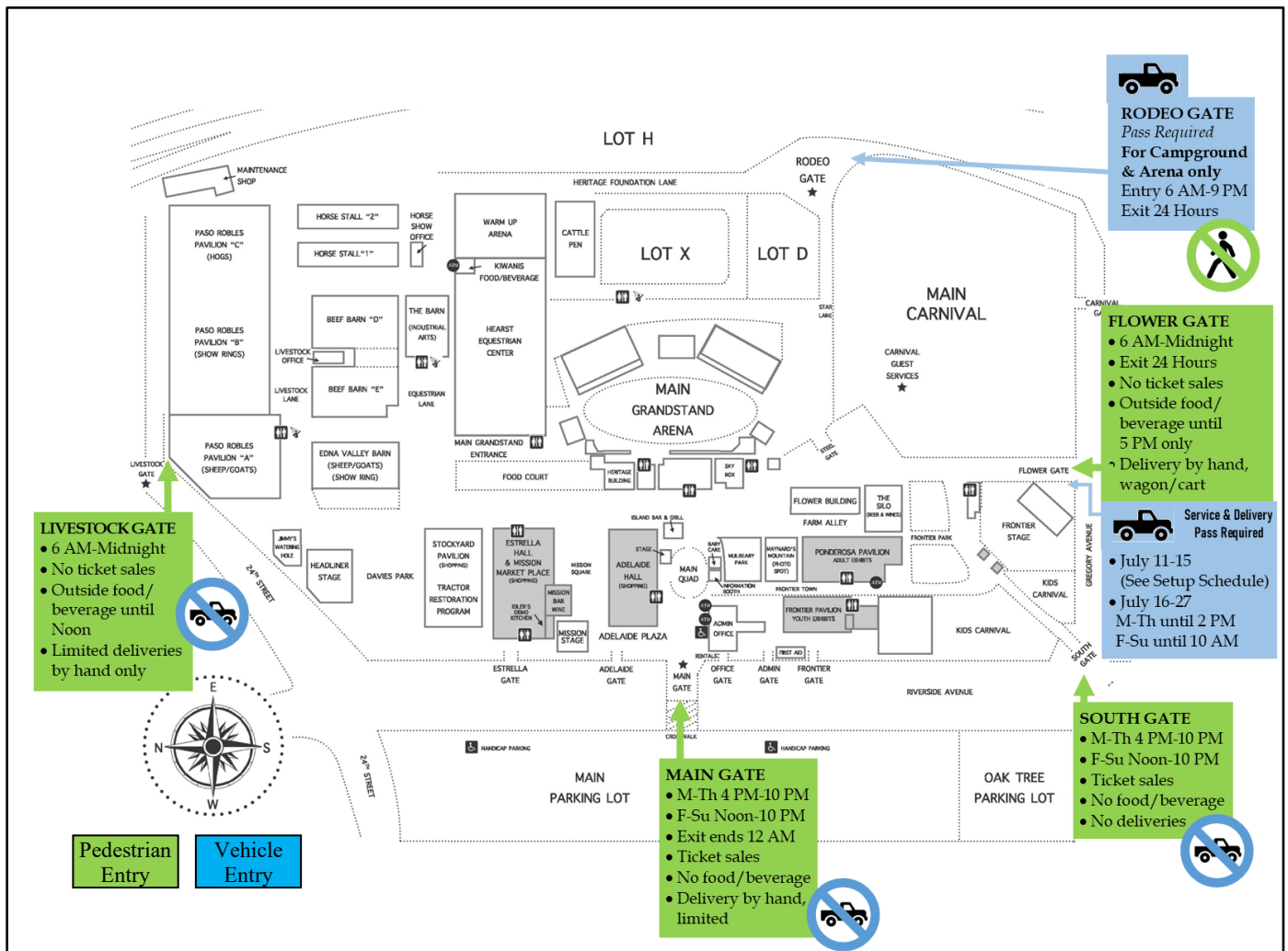
All Areas 8:00 am-3:00 pm (See note below about customer pick-ups.)

Customer Pick-Ups from the Fairgrounds: Customers picking up large product (example: mattresses, spas and massage chairs) **may only pick up** on Monday between 1:00 pm-3:00 pm. A company representative MUST BE ON-SITE to facilitate the pick-ups. The Fair is not responsible for finalizing sales.

VENDOR ENTRY GATES

ADMISSION GUIDELINES

- The Administration Building is NOT an entrance to the interior of the fairgrounds.
- All vendors and their staff must enter the Fair through one of the below pedestrian entry gates.
- No temporary passes - please plan to walk outside the Fair to provide admission tickets if needed. There is no Will Call or packet hold services available for vendors.
- Single-Day Admission Tickets are single-use and cannot be reused once scanned. Re-entry handstamps are provided at every gate.
- **A 2025 CA Mid-State Fair admission ticket or season pass is required for entry at EVERY GATE.**
- **The appropriate vehicle pass for each gate MUST be clearly displayed in the vehicle for entry and while on grounds.**
- The Main Gate will be closed to EVERYONE until the Fair opens to the public daily (Monday-Thursday 4:00 pm and Friday-Sunday Noon). Vendors may enter through Flower Gate off Gregory Avenue (available daily) starting at 6:00 am. An admission ticket or season pass is required.



APPLICATION & RENTAL AGREEMENT

RETURNING VENDORS

Vendors from the most recent CMSF who are in good standing have the first right of refusal to the same location, if available. Vendors from Fairs prior to the most recent Fair must apply as a New Vendor. Requests for relocation are only accepted in writing, preferably through the Returning Vendor Application. A business that has transferred to a new owner does not automatically receive Returning Vendor rights and is reviewed on a case-by-case basis.

The required online Returning Vendor Application will be provided by direct email only to the main contact on file. In order to retain Returning Vendor rights, the application and non-refundable deposit are required by the deadline listed on Key Dates on page 4.

NEW VENDORS

- **Application:** The mandatory New Commercial Vendor Application (www.midstatefair.com – “Applications”) must be completed and submitted before information will be provided on available space. Submission of an application is not a guarantee of space.
- **Fee:** There is no application fee required and no payments are accepted until a vendor is approved. A non-refundable deposit will be required upon acceptance before an official rental agreement shall be sent. Vendors accepted after June 1 must pay full booth fee before contract is provided. See the Fee List on page 27 for the current rates.
- **Additional Required Materials:** California Sellers Permit Number, photos of booth setup and relevant references.
- **Review Process:** All applications are reviewed but due to time constraints only approved vendors may receive a response. Unless otherwise notified, all other applicants are on a waitlist.
 - What is considered in the application review:
 1. Space availability
 2. Quality standard history of stand, exhibit, signage, staff and customer service
 3. Product balance on the Fairgrounds
 4. Uniqueness and appeal of product to fairgoers
 5. Satisfactory history, or references, of cooperation with rules and regulations
 6. Applicable and relevant previous experience with county or State fairs of five consecutive days or longer
 7. Quality of booth display and setup

ACCEPTED VENDORS - REQUIRED DOCUMENTS

1. Rental Agreement (provided by the Fair)
2. Proof of Insurance (see page 17 for requirements)
3. California Sellers Permit Number (see page 22 for more details)
4. *Select Vendors:* San Luis Obispo County Health Permit (for sales or sampling of consumable items)
5. On-Site Information Form (provided by the Fair)

COMMERCIAL RENTAL SPACE FEE INCLUDES (12-DAY VENDORS ONLY)

- Designated booth space
- Electricity (*Any use above this allotment will result in additional charges*)
 - Commercial Flat Fee Vendors: One single 110V electrical power per 10' x 10' space
See page 26 for more details and guidelines about electricity use.
- 36 one-day work admission tickets (one-time use) per rental agreement per 10'x20' contiguous space. Non-profit organizations can receive up to 60 one-day work admission tickets with a valid non-profit tax ID.
- Vendor IDs (Not valid for admission)
- One (1) Service & Delivery Vehicle Pass for loading and unloading only, 1-hour restriction
- Pipe and black drape (Adelaide and Estrella Halls) and stall walls (The Stockyard)
 - Outdoor vendors are responsible for their own tents. All tents must meet the State Fire Marshal guidelines for temporary tents and canopies. See “Tents” on page 23.
- **Please note: There is no extra storage space available. All items must be contained neatly and completely INSIDE your designated booth space.**

IMPORTANT INFORMATION A-Z

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Will Call

A

ADELAIDE HALL

One of two indoor commercial halls. Pipe and black drape are provided for each vendor unless otherwise requested. See “Booth Display & Presentation” for more details on booth setup. Main entrances are from the Main Quad, Midway Lane and Mission Square. Building temperature is controlled by evaporative coolers.

Also see “Estrella Hall” and “Stockyard Pavilion”

ADMISSIONS – PUBLIC/GENERAL

2025 general admission is as follows:

Type	One-Day	Season	Special Days
Adult (13-61)	\$15.00	\$80.00	Saturday, July 26 – Free admission for military and veterans
Senior (62+)	\$12.00	N/A	Friday, July 18 – Discounted senior admission \$6.00
Child (6-12)	\$10.00	\$40.00	Friday, July 25– Free admission for 12 and under
Child (5 and Under)	Free	N/A	Free

ADMISSIONS – VENDOR

A one-day admission ticket or season pass is required for Fair entry at all times. If entry is outside public hours, vendors must also show a California Mid-State Fair Vendor ID (available for free from the Vendor Office). One-day admission tickets are one-time use. Season passes are issued to a single person and are non-transferable. See page 7 for what is included as part of your rental fee. As a convenience to vendors, the Fair offers additional single-day work admission tickets and season work passes at a discount through the Vendor Office. See page 27 for pricing. Western Fairs Association (WFA) membership cards can be redeemed through the Vendor Office for one (1) complimentary season pass or 12 complimentary one-day work admission tickets. CMSF is not responsible for any lost or stolen passes.

These passes are to be used only by working staff and may not be sold or given away. Any vendor who is found abusing these working passes may be found in breach of contract which is grounds for immediate removal from the Fair and said vendor will not be permitted to be a vendor at future Fairs.

ALCOHOL & ALCOHOLIC BEVERAGE CONTROL (ABC)

“Alcohol” is considered any intoxicating liquor including, but not limited to, distilled spirits, liqueurs, beer and wine that is subject to regulation and permitting by the Alcoholic Beverage Control (ABC) Department. Only vendors who have explicit rights to serve or sell alcohol according to a fully executed agreement with CMSF, hold a valid, current permit from the Alcoholic Beverage Control (ABC) Department, and hold the required liquor liability insurance may serve or sell alcoholic beverages of any kind. Drawings, raffles, or giveaways of alcohol are prohibited without prior written approval from Fair Management.

Consumption of alcohol by vendors and their staff while on-duty is strongly discouraged. Any vendor found intoxicated may cause for an immediate cancellation of Rental Agreement to the Fair’s sole discretion.

ANIMALS & PETS

No animals will be allowed on the fairgrounds, including overnight camping areas, except for service dogs and animals that are part of an authorized show or competitive exhibit. Service dogs must be on a leash, always. Pet owners are liable for any public or personal damages. If you have a service dog, please inform the Vendor Manager before arriving at the fairgrounds.

ARMED FORCES DAY

Traditionally the second Saturday of the Fair, this special day provides free Fair admission with a valid military ID.

ATM MACHINES

There are several machines located throughout the fairgrounds. Report any issues with onsite machines to the Vendor Manager.

ATTENDANCE

The 2024 Fair welcomed 335,000 guests and the average annual attendance for the California Mid-State Fair is 400,000.

B

BABY CARE CENTER

A secure, private kiosk is located in the Main Quad.

BOOTH DISPLAY & PRESENTATION REQUIREMENTS

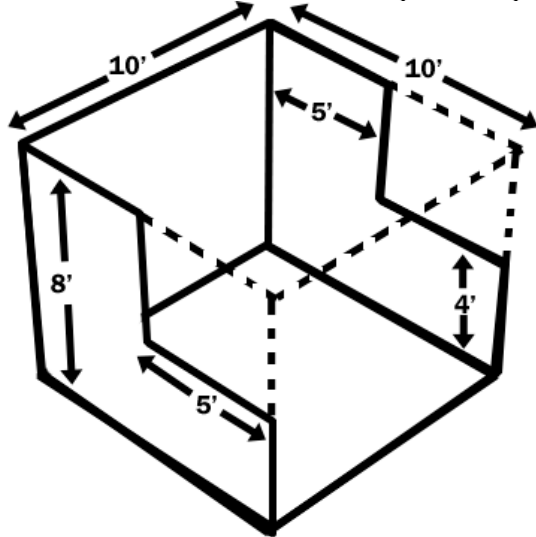
The California Mid-State Fair strives to offer Fairgoers a clean and professional event to enjoy and expect all vendors to adhere to the following guidelines pertaining to the presentation of booth spaces and surrounding areas:

- All items for sale, signs, booth props, umbrellas and any other elements of your exhibit **MUST** be wholly contained within the designated booth space. Other elements include, but are not limited to, table, canopy legs, hitch, equipment, free-standing signs, seating and any activities including but not limited to demonstrations.
- Any storage of inventory, supplies or storage containers must be stored safely out of public view and contained within your designated booth space.
- Design of space should be clean, professional, in good repair, adequately lit and related to the products or services specifically included in your Vendor Agreement. The sale, display or promotion of any item not specifically listed on the formal agreement may be requested for removal by Fair Management.
- All aisles and exits are to be kept clear of staff, exhibit materials, trash, etc. at all times.
- Pop-up tents and canopies are strictly prohibited in Adelaide Hall, Estrella Hall and The Stockyard. Umbrellas up to four (4) feet in diameter are permitted in The Stockyard.
- Indoor vendor spaces with pipe and drape provided (Adelaide and Estrella Halls) may not obstruct visibility of any adjacent booth with a mutual sidewall.
- Displays in Adelaide and Estrella Hall may not exceed eight (8) feet high on the back wall and four (4) feet high within the first five (5) feet deep into a booth space on any mutual sidewall shared with an adjacent vendor. Actual product being sold/promoted may extend past these height requirements per Fair Management's sole discretion.
 - Teardrop banners and other nominally obstructive displays are acceptable to Fair Management's sole discretion and shall not exceed 10 feet in height from the floor and must be contained within the designated booth space.
- Displays in The Stockyard shall not extend above 10 feet. Any display beyond these restrictions must be submitted to Fair Management in writing for approval prior to setup.
- Outside displays should not extend above 12 feet and should not obstruct signs, booths or Fair décor. Any display beyond these restrictions must be submitted to Fair Management in writing for approval prior to setup.
- Unless specifically contracted and paid for, space behind or around a marked booth space may not be used for any purposes.
- All flags, banners and signage must receive pre-approval from Fair Management before installation.
- The Fair retains the right of access to all electrical panel boxes and/or outlets as needed within the Commercial Exhibitor's booth. **DO NOT** cover or block these panels or outlets in any manner. In all indoor halls, the 36 inches immediately in front of the panel must be left unobstructed and free of any display or storage.
- Exhibit spaces directly in front of a fire extinguisher may not obstruct or obscure the fire extinguisher or related signage from view. Access may not be obstructed in any way.

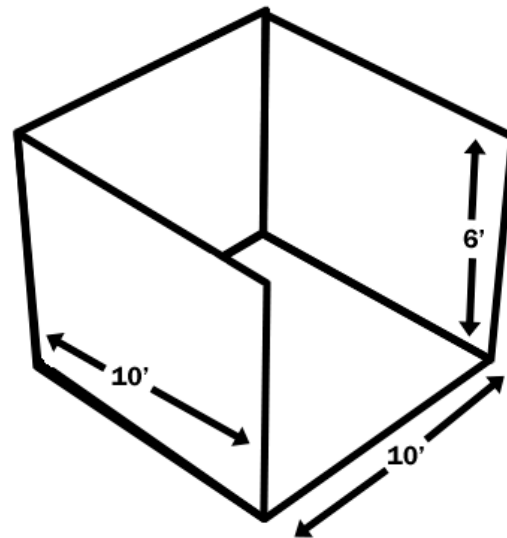
The definition of "appropriate use" of designated booth space is at Fair Management's sole discretion.

Below is an example of standard measurements of booth space for the Adelaide and Estrella buildings (pipe and drape) and the Stockyard (horse stalls).

Adelaide Hall and Estrella Hall Pipe & Drape



Stockyard Stalls



BOOTH OPERATIONS

Booth operators shall cooperate fully with Fair Management regarding the total operation of the booth, including, but not limited to hours of operation, product, pricing, signage, lighting, loud or inappropriate music, etc. All products, supplies, fixtures, equipment not belonging to Fair must leave the grounds immediately after the conclusion of Fair unless prior approval of Fair Management is confirmed. Any violation shall result in immediate cancellation of contract and dismissal from the property.

BOOTH STAFFING AND HOURS OF OPERATION

All booths must be open and staffed no later than 15 minutes before the public opening of the Fair each day through Fair closing: 3:45 pm-Midnight Monday-Thursday and 11:45 am-Midnight Friday-Sunday (with exception of Indoor Commercial vendors on closing day. See page 5 for Tear-Down Schedule.) Buildings may be closed before Midnight any night at the discretion of the Vendor Manager and/or Chief of Event Staff. Sales should be finalized in a timely fashion when the notice of the building/area closing is made. Any violation may result in immediate cancellation of contract, dismissal from the property and the possibility of being banned from future fairs at the discretion of Fair Management.

BOTTLED/SAMPLE WATER

Bottled water and samples of water, as is any food or beverage including pre-packaged items, are prohibited as giveaways or for sale without written permission from the Fair and a Mid-State Fair Health Permit issued by the San Luis Obispo Health Department.

BOX OFFICE

Located outside the Main Gate off Riverside Avenue. Questions regarding concert tickets can be directed to (805) 239-0655 or tickets@midstatefair.com. The Box Office is not available for vendor ticket holds or pick-up.

C

CALIFORNIA DEPARTMENT OF TAX & FEE ADMINISTRATION

Anyone who makes sales of tangible personal property (i.e. merchandise) located on the real property of a California state-designated fair/fairgrounds, must separately state the amount of those sales on the CA Department of Tax and Fee Administration (CDTFA) sales and use tax return. The separately reported amount will be used for funding allocation purposes only and there is no additional tax or fee due on these sales. For more information, visit www.cdtfa.ca.gov/state-fairgrounds.htm or call (800) 400-7115.

Also see "Sellers Permit"

CAMPING

See “Overnight Camping”

CANCELLATION POLICY

All Commercial Vendors are subject to the following regarding cancellation fees and refund policy for any money paid toward the booth rental fee. Money paid for insurance, work passes, permits and any other purchased items is fully refundable if cancellation is confirmed and received before opening day.

- Cancel no later than June 6: Full refund of monies paid, no fees applied.
- Cancel between June 7-27: Full refund of monies paid less a \$50 fee per location.
- Cancel between June 28-July 10: Full refund of monies paid less a \$50 fee per location only if space is resold at full rental rate. No refund if space is not resold.
- Cancel July 11 or later: No refunds.

CANDY

Candy and any food or beverage (includes pre-packaged items) are prohibited as giveaways or for sale without written permission from the Fair and a Mid-State Fair Health Permit issued by the San Luis Obispo Health Department.

CAREER FAIR

Located in The Stockyard Pavilion, representatives from local trades organizations are on-hand daily with career and educational opportunities. This is a sponsored area.

CATTLEMEN’S & FARMER’S DAY

Scheduled for the first Thursday of Fair, this special event gathers members of the community to celebrate the contributions of San Luis Obispo County cattlemen, cattlemen and farmers with a special barbecue lunch and auction held in the Paso Robles Pavilion. This is a ticketed event and all activities happen in the Livestock Area. The Main Gate will open early for attendees and the rest of the Fair will not be open early.

CHECK-IN

Each vendor is required to check-in at the Vendor Office before setting up. See page 5 for specific dates and times. At Check-In, vendors will receive the necessary admission and passes needed during Fair.

CREDENTIALS

See “Admissions”

D

DANGEROUS ITEMS

Knives (hunting, switchblade and pocketknives of any size), tasers, pepper spray, personal protection devices, firearms, razors, explosives and any other item deemed dangerous in the sole opinion of Fair Management may be prohibited for sale, display or promotion at the California Mid-State Fair at the sole discretion of Fair Management. Any cutlery products and hard-sided drink tumblers (metal, glass, etc.) must be displayed in a fashion that the public cannot easily access the products. Any dangerous items deemed permissible for display and/or sale by Fair Management must be displayed in a fashion that the public cannot easily access the products and may not be supplied to the customer on-site and must be shipped to the customer or provided directly to the customer off-site.

Also see “Replica Guns” and “Prohibited Items”

DATES – FAIR

The California Mid-State Fair is scheduled for July 16-July 27, 2025; July 22-August 2, 2026; July 21-August 1, 2027; and July 19-30, 2028.

DELIVERIES – USPS*, UPS AND FEDEX

Due to limited storage, any mail or shipping deliveries will only be accepted July 11-27, 2025 (Set-up through Fair). Any delivery attempted outside these dates will be returned to sender. For mail to be delivered to you while at the Fair, please have all SHIPPED* mail and packages addressed accordingly:

California Mid-State Fair – Vendor Office
c/o (Booth Name)
2198 Riverside Avenue
Paso Robles, CA 93446

Please Note: FedEx also requires a vendor phone number

For standard mail through the US Post Office, please use PO Box 8, Paso Robles, CA 93447. Standard mail sent to the street address may be returned to sender per USPS discretion. Please know daily pick-up is not guaranteed from the Post Office.

No COD (cash on delivery) orders will be accepted, and all fees must already be paid prior to delivery.

Mail and deliveries can be picked up at the Vendor Office which is accessible from inside the fairgrounds on the backside of the Administration Office. See page 2 for operating hours. Fair Staff will not deliver to your booth/location.

Large deliveries that require drop-off near or at your booth must be coordinated in advance with the Vendor Manager and/or Vendor Office for a temporary one-day vehicle pass or the delivery company may apply as a “Purveyor”. A booth/company representative must be present to receive the large delivery.

DEPOSIT

In order to retain their location, Commercial (flat rate) Vendors are required to pay a non-refundable deposit by the deadline included on Key Dates on page 4 or by the deadline provided by the Vendor Manager upon application approval. This initial payment is applied to the total booth fee. See Fees on page 27 for pricing and see “Cancellation Policy” for details on refunds.

DRAWINGS & RAFFLES

Drawings or raffles must have prior written approval from Fair Management. The following must be provided to the Vendor Manager in advance of holding any drawing: 1. Signage, 2. Information collected/requested for entry, 3. Prize, 4. Start and end dates. Additional requirements include:

1. Entry (including lead gathering) forms may only ask for name, address, e-mail and phone number. No other personal information may be requested. Any information gathered may only be provided to your company or the California Mid-State Fair and may not be provided or sold to any third party.
2. There may be no fee or purchase required to enter.
3. Signage must clearly indicate the prize and the type of “program” they are registering for (example: timeshare, membership, email list, etc.), if applicable.
4. Signage must also include “Winners need not be present to win” and “No purchase necessary to participate”.
5. The drawing of the winning name or ticket must be held in your designated booth space during the Fair’s current public hours and viewable by any member of the public.
6. The winner’s information as collected on the entry form must be submitted to the Vendor Manager no later than 3:00 pm the day after the last day of Fair.

There will be no games, gambling or any other activity that requires money as a prize or premium (including buyback discount coupons for cash). Additionally, no raffles requiring the exchange of money or other items of value as entry will be permitted. Verified non-profits may accept a suggested donation but may not require cash payment for a chance to win. Drawings, raffles, or giveaways of alcohol are prohibited without prior written approval from Fair Management.

Also see “Giveaways”

DRESS CODE

The California Mid-State Fair is intended for the enjoyment of the public and particularly families. To ensure the quality of our family atmosphere, vendors and their staff must dress appropriately and refrain from wearing clothing or apparel that displays profanity, suggests gang affiliations, or displays drug paraphernalia or offensive slogans. Interpretation of this policy will be made solely by Fair Management, whose decision will be final.

E

ELECTRICITY AND LIGHTS (See also page 26 for dos and don'ts with electrical cords and appliances)

Use of LED lighting is strongly encouraged. Decorative lighting on booths can be illuminated ONLY during the hours the booth is open for business to the public during the twelve (12) days of Fair. Non-compliance will put the vendor in violation of their contract. This rule will be strictly enforced.

Extension cords used to distribute power to any electrical apparatus shall be rated 15 AMPS minimum or the appropriate minimum size for the load if higher and contain ground wire. Cords should not be connected via “daisy chain” and should be one contiguous cord of the length needed. Cords not meeting these requirements shall be confiscated for the duration of the Fair. All cords in public areas must be covered by approved covering. All use of electrical cords must adhere to the standards set by the State Fire Marshal. Any fees or fines incurred by improper use are the sole responsibility of the offending vendor.

Use of any electronic appliances (A/C unit, fan, space heater, microwave, hot plate, refrigerator (mini, small or standard), slow cooker/InstaPot, rice cooker, coffee maker, clothes iron, hair styling equipment etc.) is strictly prohibited without prior written approval from Fair Management.

ELECTRICITY OVERAGE CHARGE

Vendors will be charged for any electrical services required beyond what is provided under the contract.

EMERGENCY SERVICES

See First Aid

ESSENTIAL ITEMS

A limited assortment of essential items like sunscreen, lip balm, etc. are available for purchase at the Mission Market Place located in Estrella Hall.

ESTRELLA HALL

One of two indoor commercial halls. Pipe and black drape are provided for each vendor unless otherwise requested. See “Booth Display & Presentation” for more details on booth setup. Main entrances are from the Mission Square, Midway Lane and Stockyard Pavilion. Building temperature is controlled by air conditioning and is set at standard temperatures on a schedule at the discretion of Fair Management.

Also see “Adelaide Hall” and “Stockyard Pavilion”

EVENT STAFF

California Mid-State Fair public safety department who manages patrols of the property. Each member wears a “CMSF Event Staff” shirt for easy identification. Please report to any member of Event Staff lost children, theft, unusual activity and anything that may be a concern of public safety. This department works closely with the on-site personnel from the San Luis Obispo County Sheriff's Department, California Highway Patrol and Paso Robles Police and Fire Departments.

Also see “Public Safety”

EXCLUSIVITY

Exclusive rights to sell or promote a certain product or service or a product/service category will not be granted to any vendor unless such rights have been negotiated and granted through a special sponsorship prior to the start of each Fair.

F

FEES

See page 27 for this year's fees

FIRE EXTINGUISHER SERVICE

Alpha Fire Unlimited is the exclusive on-site service provider for fire extinguishers and will be on-site on Monday, July 14, 2025, from 8:30 am-Noon providing fire extinguisher services.

- Fire extinguisher inspection (for first 3) \$50.00 (\$7.50 for each additional extinguisher)

- 6 year teardown service per ABC extinguisher \$22.50
- 12 year hydrostatic service per ABC fire extinguisher \$45.00
- 12/5 year hydrostatic service per Halon/CO2 fire extinguisher \$125.00
- FX recharge service per ABC fire extinguisher \$22.50
- New 2.5lb ABC fire extinguisher \$65.00 each
- New 5lb ABC fire extinguisher \$80.00 each
- New 10lb ABC fire extinguisher \$130.00 each
- New 20lb ABC fire extinguisher \$235.00 each
- ABC chemical \$4.50/pound
- CO2 chemical \$2.50/pound
- Extinguisher valve stem \$13.50 each
- Extinguisher pressure gauge \$18.50 each
- Extinguisher O-Ring \$2.00 each

To set up an account or schedule an appointment, contact Alpha Fire Unlimited trevor@alphafsa.com (preferred method) or (805) 541-2527.

FIRE MARSHAL – STATE OF CALIFORNIA

All vendors must adhere to the State Fire Marshal's rules concerning fire safety and are responsible for any and all associated fees related to any infraction incurred by the individual vendor. For more information on laws and regulations regarding Special Events please visit osfm.fire.ca.gov/divisions/fire-and-life-safety-division.

Fire hoses must be easily accessible and may not be locked or blocked by product or displays. Emergency exit signs may not be covered, removed or otherwise altered. Fire extinguishers may not be obstructed or obscured from sight. The 36 inches immediately in front of electrical panels must be kept clear of, including but not limited to, display, product and drape.

Also see "Special Events and/or DAA Fairs" brochure included with your contract.

FIRST AID

Operated by Paso Robles Fire Department. Located inside the Fair, west of the Frontier Pavilion (Youth Exhibits).

FLOWER GATE

Vehicle entry gate located on the south side of the fairgrounds off Gregory Avenue. This is the only gate vendors should be using to drive-on to the property. A CMSF Service & Delivery Vehicle Pass is required.

Also see Vendor Entry Gates on page 6

FOOD/BEVERAGE FOR WORKING STAFF

Vendors and their staff who wish to bring outside food and nonalcoholic beverages for personal consumption may use the Flower Gate to enter the Fair until 5:00 pm daily.

- An admission ticket or season pass is required for entry.
- There are no admission sales at this gate. The nearest admission sales are at South Gate which is open Monday-Thursday 4:00 pm-10:00 pm and Friday-Sunday Noon-10:00 pm. Discounted Vendor Admission tickets are available for purchase only from the Vendor Office (see page 2 for the hours).
- Vendor entry without food or beverage is available at all other public entrances during the times listed on page 6.
- An admission ticket or season pass **MUST** be presented for entry at any gate. Everyone will be screened by Event Staff to include bag searches and walk-through metal detectors.

Please note: The Administration Building is not an entry into the fairgrounds. Vendors and their staff are requested to utilize the Flower Gate or other public entry gate. Current official WFA credentials are accepted for admission for one person or you may visit the Vendor Office to redeem for 12 one-day admission passes or a season credential for easier access.

Electrical appliances to prepare or store food (microwaves, hot plates, slow cookers, refrigerators and freezers of any size, etc.) are strictly prohibited. Food preparation by Commercial Exhibitors is for public demonstration purposes only and as approved by Fair Management in writing.

Consumption of alcohol in exhibit area while on-duty is strictly forbidden and is strongly discouraged for vendors who are off-duty. If a vendor is found drinking alcohol and/or intoxicated, this is grounds for immediate cancellation of contract, dismissal from the property and the possibility of being banned from future fairs at the discretion of Fair Management.

FORKLIFT

Contact the Vendor Manager for assistance. Any vendor who opts to bring and use their own forklift and operator must provide the appropriate liability insurance to the Vendor Manager in advance of forklift use. All forklifts must be operated in a safe and responsible manner. Fair's equipment is not available for use by vendors or outside companies. The definition of responsible use is at the Fair Management's sole discretion.

FRIENDS OF FAIR

California Mid-State Fair's volunteer organization. Established in 1995, the Friends of the Fair is a group of community members that range in age from 5 to 95 and volunteer in many different places prior, during and after the Fair.

G

GATES

See page 6.

GENERATOR

Generators are prohibited at the California Mid-State Fair in all areas, including overnight camping lots. If your trailer/unit has an installed generator that cannot be removed, the generator cannot have more than 5 gallons of fuel or 1/4 tank full, whichever is lower. Additionally, it must be disconnected and not reconnected at any point for the duration of the Fair for any reason whatsoever.

GIVEAWAYS

All giveaways must receive prior approval from the Vendor Manager, in writing. The following are prohibited as giveaways: Adhesive stickers, food and beverage including bottled water and candy (unless you are permitted to sell/promote consumable items), sharp or dangerous items (see "Dangerous Items" and "Prohibited Items" for more details), weapons of any kind (see "Replica Guns" and "Prohibited Items"), pornographic or drug-related items, gum, or any item deemed in poor taste by Fair Management. Drawings, raffles, or giveaways of alcohol are prohibited without prior written approval from Fair Management.

GOLF/UTILITY CARTS

See "Utility Carts"

GRANDSTAND ARENA

Featuring headline entertainment including live concerts, rodeo and motorized events. Most events require an additional ticket and/or special vendor credentials for access. Entertainment lineup is available at www.midstatefair.com.

Vendors contracted for booth space or concessions permits in the Grandstand Arena will be issued staff access wristbands for each night's performance. These wristbands are not valid for the pit, backstage, VIP seating, or any areas other than concession stand(s).

GREY WATER

Disposal of grey water should only be in sewer drains and not down storm drains, in flower plants, or down restroom toilets or sinks.

GUEST SERVICES

General questions or concerns from the public can be sent to mail@midstatefair.com or (805) 239-0655.

GUNS & FIREARMS

There shall be no sales of any firearm, firearm precursor part, or ammunition on State property or State-owned buildings (California Penal Code Section 27573). Additionally, the display of any actual firearm during the annual Fair is strictly prohibited. The display of firearm-related items may be permitted on a case-by-case basis per Fair Management's sole discretion and in advance.

H

HEALTH DEPARTMENT

Any vendors selling food, beverage or any consumable product (including prepackaged food) must have a San Luis Obispo County Mid-State Fair Health Permit to be a partner at the Fair. Vendors should review the county health department requirements, application and associated fee schedule immediately upon being accepted as a vendor. The application is available online and additional information can be found at www.slocounty.ca.gov/health/publichealth.htm. For more information, contact San Luis Obispo County Environmental Health Services at (805) 781-5544 (Food Safety Program) or San Luis Obispo County Public Health Department at (805) 788-5500.

HORSE SHOW

The California Mid-State Fair Horse Show is held in the Hearst Equestrian Center located on the east side of the fairgrounds. Special events include the County Rodeo on the last Saturday and Sunday and the Country Rodeo Finals in the Grandstand Arena (additional ticket required) on the last Saturday. Visit www.midstatefair.com for the full schedule and details.

I

ICE

The California Mid-State Fair's official on-site bagged ice provider is Cuesta Springs Ice. 16-pound bagged ice (\$6.75/bag) is available for delivery to your stand/location at the following times:

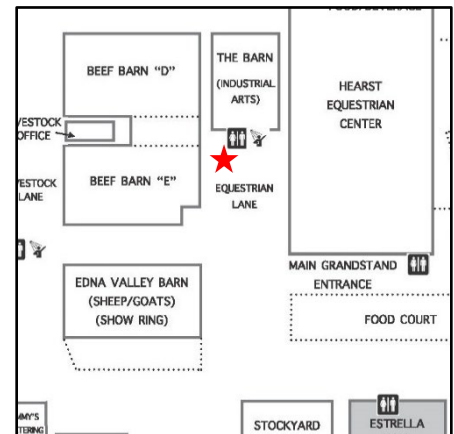
Monday-Thursday 3:30 pm, 7:00 pm and 9:00 pm

Friday-Sunday 11:30 am, 3:00 pm, 6:00 pm, 9:00 pm

Subject to change.

Additionally, a self-service machine (credit card required) is available 24-7 on Equestrian Lane (see map to the right).

Refer to the Cuesta Springs Ice flyer included in your Vendor Packet to schedule a delivery.



INFORMATION BOOTH

Located in the Main Quad. Open during public operating hours.

INSURANCE

All vendors must provide proof of liability insurance coverage no later than the deadline listed on Key Dates on page 4 and by one of the following means:

1. An original copy of a Certificate of Insurance (COI) provided to the Vendor Manager directly from a certified insurance agent showing all of the following:
 - a. General liability coverage of no less than \$1,000,000.00 per occurrence.
 - b. Coverage dates that include at minimum any and all setup and tear-down dates as listed on the rental agreement. See page 5 for specific dates.
 - c. Include the following phrase in full as Additional Insured: "That the State of California, the California Fair Services Authority, the District Agricultural Association, County Fair, the County in which the County Fair is located, Lessor/ Sublessor if fair site is leased/subleased, Citrus Fruit Fair, California Exposition and State Fair, or Entities (public or non-profit) operating California designated agricultural fairs, their directors, officers, agents, servants, and employees are made additional insured, but only insofar as the operations under this contract are concerned."
 - d. Certificate holder should be listed as California Mid-State Fair, PO Box 8, Paso Robles, CA 93447, sabrina@midstatefair.com.

OR

2. Purchase of Special Event Insurance through the California Mid-State Fair. See Fees on page 27 for current rate. Contact the Vendor Manager or Vendor Office to purchase.

OR

3. Provide California Fair Services Authority (CFSA) Master List Insurance number.

Additionally, any vendor who hires staff to operate or support the on-site booth in any way must also hold Workers' Compensation Insurance in compliance with California state law.

J

JANITOR SERVICES

The California Mid-State Fair will furnish necessary janitor service for all aisles, streets, roads and areas used by the public, but Vendor must, at his/her own expense, keep the designated space and adjacent areas properly arranged and clean. All Vendor spaces must be clean, all coverings removed. Booth must be ready for business each day at least one hour before the Association is open to the public. Receptacles will be provided at several locations to receive Vendor's trash, and such trash must not be swept into the aisles or streets or any public space. Report any large messes to the Vendor Manager.

K

KNIVES

See *"Dangerous Items"* and *"Prohibited Items"*

L

LIVESTOCK

Located on the north end of the fairgrounds, the annual California Mid-State Fair Livestock Shows are a time-honored tradition and showcase the talents of local youth from 4-H and FFA plus independent exhibitors. A variety of shows and competitions are held for cattle, swine, goat, sheep, poultry and small animals. The popular Junior Livestock Auction is held on the last Saturday starting at 8:00 am and the Replacement Heifer Sale is the last Friday starting at 5:30 pm. For a full schedule and details, visit www.midstatefair.com.

LOCKER BAGS

Available for all-day rentals (\$5 per bag) in the Information Booth located in the Main Quad. Rental fee includes tote bag to keep. Renter can return to add or take out items throughout the day without limits. Bags are held with Event Staff at the end of the day and Lost and Found if left after the end of Fair. Proceeds benefit the Friends of the Fair.

LOST AND FOUND

Located in the Main Quad in the Information Booth. Open during public operating hours.

LOST CHILDREN

Report any lost child to a uniformed CMSF Event Staff employee.

M

MAINTENANCE REQUESTS

Contact the Vendor Manager with any needs from the Maintenance Department.

MISSION MARKET PLACE

Consignment boutique managed by the Fair and offering locally made products for sale. Located in Estrella Hall.

MOTORIZED VEHICLES

Any motorized vehicle or equipment (battery- or fuel-operated) that is part of your display must be approved by the Vendor Manager in advance. Any approved vehicles must remain the duration of the Fair and may not be moved for any reason, except with advance approval from the Vendor Manager. Any vehicles/equipment with an internal combustion gas engine approved for display inside of a building (includes Stockyard Pavilion) must also adhere to the following:

- The fuel tank may be no more than one quarter full (or 5 gallons, whichever is less) and the gas cap shall be taped in place to deter removal.
- All batteries must be disconnected, and terminals taped with electrical tape.
- All display vehicles are subject to inspection and approval of the State Fire Marshal.

For driving privileges on the property see “Vehicle Access – Service & Delivery.”

N

NOISE

No loud or inappropriate music may be projected from any stand such as to conflict with on-grounds activity or annoy neighboring vendors and/or patrons. Please notify the Vendor Manager or Vendor Office of any problems. All vendors are required to cooperate with Event Staff and/or Vendor Manager when asked to comply with a noise complaint. Failure to comply may result in fines and possible removal from the fairgrounds.

NOVELTY EXCLUSIVITY

There are no novelties allowed for sale on grounds except those provided by California Mid-State Fair’s designated vendor, Hansen Trading Company. Fair Management shall determine the definition of a “novelty” item.

O

OVERNIGHT CAMPING

Overnight camping is only permitted in designated areas. Overnight camping is limited and open only to approved vendors. Two on-site lots are available for approved vendors: Lot X and Lot D. Lot X provides power and water for RVs and motorhomes no larger than 14 feet wide by 25 feet long. Power per site is one (1) 120V and one (1) 280V RV receptacle. See “RV Pumping Services” for details on sewer for Lot X. Lot D offers two sizes of 50-foot-long sites of 20 feet wide or 15 feet wide. Each site is allotted power (a single 30 amp, 110 volt standard RV receptacle), water and sewer. Generators, storage of fuel and open fires are strictly prohibited.

For off-site camping, please visit these local businesses:

- Paso Robles RV Ranch, 398 Exline Road, (805) 237-8685
- Sun Outdoors Central Coast Wine Country, 2500 Airport Road, (805) 238-4560, www.sunoutdoors.com/california/sun-outdoors-central-coast-wine-country
- Sun Outdoors Paso Robles, 3800 Golden Hill Road, (805) 242-4700, www.sunoutdoors.com/california/sun-outdoors-paso-robles
- Vines RV Communities, 88 Wellsona, (805) 296-5201, www.sunoutdoors.com/california/vines-rv-resort

P

PARKING

- KIWINS Leadership (North Riverside Avenue) with Vendor Shuttle Service: Reserved Season Pass (12 days) for \$170 includes one guaranteed parking spot daily. Pass is transferrable. This lot will not be oversold and once all parking spots are reserved, sales stop. The lot is attended 2:00 pm-8:30 pm Monday-Thursday and 11:00 am-8:30 pm Friday-Sunday. The Fair sponsors a shuttle van 10:00 am – 1:00 pm (Fri-Sun), 2:00 pm – 5:00 pm (Mon-Thur) and 10:30 pm – 12:30 am (all 12 days of Fair) primarily for vendors and sponsors. Shuttle times subject to change without notice. Required reservation form is available from the Vendor Manager or contact Vicky Jeffcoach for more details: (805) 835-2052.
- Knights of Columbus (Tractor Supply Lot): Limited season passes available for \$230 per reserved space. For more details call (805) 610-1706.
- CMSF Main Parking Lot off Riverside Drive: Public Parking for \$30.00 per vehicle per day with no in-and-out privileges and no advance sales.

On-site overnight parking is only permitted through the Overnight Camping program. *Also see “Towing”.*

PETS

See “Animals”

PRINTING SERVICES

There are no on-site printing services. The nearest printing is The UPS Store at 2425 Golden Hill Road and 179 Niblick Road; North County Copy & Parcel at 3850 Ramada Drive; and The Blueprinter & Graphics at 345 Spring Street.

PRODUCT LIST

Only the items included in the fully executed Rental Agreement may be displayed, promoted or sold. The allotted booth space may only be used for the activity and products/services included in the Rental Agreement and may not be used for any other purpose whatsoever.

PRODUCT RESTRICTIONS

No vendor will sell any product bordering on pornography, gang affiliation or of a drug-related nature. It will be the sole discretion of Fair Management to determine what constitutes a product, decoration or concession stand deemed objectionable or in bad taste. The sale, promotion and/or sampling of cannabis-based products are prohibited.

PROHIBITED ITEMS

The following items are prohibited at the Fair at all times:

- Guns, including pellet and BB guns (concealed weapons permits are NOT accepted on Fair property. All armed on and off duty law enforcement are required to check in with Event Staff at a gate)
- Ammunition
- Explosives
- Electric weapons
- Martial arts weapons
- Knives, including pocketknives of any size/length
- Batons
- Brass knuckles
- Mace
- Pepper spray
- Handcuff keys (except for law enforcement/ probation/parole personnel)
- Hard-sided drink tumblers (metal, glass, etc.)

The California Mid-State Fair and its employees will not hold prohibited items discovered during the screening process for persons to retrieve at a later time.

There shall be no sales of any firearm, firearm precursor part, or ammunition on State property or State-owned buildings (California Penal Code Section 57573). Additionally, the display of any actual firearm during the annual Fair is strictly prohibited. The display of firearm-related items may be permitted on a case-by-case basis per Fair Management’s sole discretion and in advance.

Also see “Dangerous Items”.

PROPANE

There are no on-site propane services available. We suggest you visit one of these local businesses:

- J.B. Dewar Diesel, 1049 Riverside Avenue, (805) 238-0634, www.jbdewar.com (2.2 miles from fairgrounds)
- Central Coast Propane, 6260 Monterey Road, (805) 237-1001, www.centralcoastpropane.com (4.1 miles from fairgrounds)
- Suburban Propane, 3455 Theatre Drive, (805) 238-1622, www.suburbanpropane.com (5.6 miles from fairgrounds)
- Delta Liquid Energy Propane, 1960 Ramada Drive, Building A, (805) 239-0616, www.deltaliquidenergy.com (3.7 miles from fairgrounds)

PUBLIC HOURS

The 2025 California Mid-State Fair (July 16-27) is open to the public Monday-Thursday 4:00 pm – Midnight and Friday-Sunday Noon-Midnight. The following closes at 10:00 pm daily: Competitive Exhibit Halls, Ticket Sales and Kids Carnival.

Also see Vendor Schedules on page 5 and Gate Hours on page 6

PUBLIC SAFETY

The California Mid-State Fair provides a safe environment for families and all our guests, exhibitors, staff, volunteers, vendors and partners. The Fair has a Public Safety Program intended to deter unwanted activities on the fairgrounds. We are proactive in our desire to provide a positive experience. Thus, all bags, purses, and personal belongings will be screened at the entrance gates for prohibited items and walk-through metal-detectors will be in use at all gates. No weapons or alcohol are permitted. Outside food and non-alcoholic beverages are only permitted for vendors and their staff during the hours and through the specific gates listed on page 15. Other prohibited items include pocketknives of any size or length and items that would not be allowed onto a commercial airplane. Any person who refuses the gate screening process may be denied entry.

We appreciate your help in identifying any unsafe conditions. Please watch, fix, or report any conditions that might result in a trip, slip or any otherwise unsafe condition. This includes water on floors, debris or holes in the walking surfaces or any condition that might possibly result in injury. Unsafe conditions should be reported to Fair staff as soon as possible.

Also see “Event Staff”

PUBLIC SAFETY POWER SHUTOFF

In the event our local electricity provider (PG&E) declares a Public Safety Power Shutoff for the fairgrounds or power is lost on the property for any reason beyond the control of the California Mid-State Fair (CMSF), CMSF shall not be held liable or responsible for any loss in sales. Reimbursement of rental fees, admission passes, staff wages etc. shall not be issued. For more details on Public Safety Power Shutoffs, please visit www.pge.com.

PURVEYOR

A company that comes to the fairgrounds, including Fair parking lots, to deliver goods or provisions is a Purveyor and must have a rental agreement with the Fair, liability insurance and pay a \$100 fee before being granted on-site driving privileges. Fee includes one season vehicle pass and one season admission pass. Additional season passes are \$20 each. Complimentary one-day temporary passes will be issued for emergencies on a case-by-case basis to the sole discretion of the Vendor Manager. Any Vendor who orders an on-site delivery by a Purveyor who has not been granted privileges will be held responsible and liable for any damages caused by said Purveyor and is responsible for any and all related fees of such damages, no exceptions.

Q

QUESTIONS

Direct any questions to the Vendor Manager (sabrina@midstatefair.com) or visit the Vendor Office during the hours listed on page 2.

R

RAFFLES

See “Drawings & Raffles”

REPLICA GUNS

Due to recent gun-related violence at large, live events, and in consideration of the family-friendly nature of the Fair, replica guns of any nature will no longer be permitted for sale or giveaway during the annual Fair. Any replica gun or rifle, also known as “toys”, that could be mistaken for a real gun or rifle based on appearance and/or sound produced are strictly prohibited. The allowance of bubble or water guns will be permitted on a case-by-case basis per Fair Management’s sole discretion and in advance.

RESTOCKING (FOOD, PRODUCT OR OTHER)

A Service & Delivery Vehicle Pass (valid for entry at Flower Gate off Gregory Avenue only) is required for any vehicles on grounds (this includes pre-Fair setup and run of Fair). There is a one-hour parking time limit at any time. During Fair, all buildings and outside spaces will be open for restocking to AUTHORIZED vendors with CMSF-issued ID only according to the Vendor Schedule on page 5. Vehicles must be off grounds by 2:00 pm Monday-Thursday and 10:00 am Friday-Sunday. No large deliveries are permitted after these times. Restocking after these times must be carried in by handcart or hand. Please know a CMSF Vendor ID Badge is not valid for gate entry and only grants access outside public hours to your specific vendor area when presented with a Fair admission ticket or season pass. Vehicles and utility/golf carts are strictly prohibited inside any building at any time (exception: forklift).

RESTROOMS

There are several restrooms located throughout the fairgrounds. See the map on page 28 for locations. Report any uncleanliness or issues to the Vendor Manager.

RODEO GATE

Vehicle entry gate on the back east side of the fairgrounds located at the end of Gregory Avenue. Access through this gate is for overnight campers, Grandstand Arena production and performers, and livestock show and horse show staff and exhibitors only. Special pass is required for access.

Also see Vendor Entry Gates on page 6

RV

See “Overnight Camping”

RV PUMPING SERVICES

The Fair has installed several permanent RV hookups that include sewer in Lot D. For vendors renting on-site overnight spaces without permanent sewer hookups, pumping services are provided by American Marborg for \$60/service. This is the only company permitted on the property for these services. Pumping is available Wednesday, July 11 - Sunday, July 27 between 7:00 am and 5:00 pm daily. Service must be scheduled one full day in advance by calling (805) 239-2007. An adult must be present for service to be performed. Overnight camping is limited, see “Overnight Camping” for more details.

S

SALES TAX

The current sales tax for the City of Paso Robles is 8.750%.

SECURITY

See “Event Staff”

SELLERS PERMIT

As per State law, anyone selling tangible goods or taking leads for future business are required to have a California sellers permit issued by the California Department of Tax and Fee Administration. Visit www.cdtfa.ca.gov for details. Lead-generating booths must also provide their valid California sellers permit, complete a CDTFA Form 410, or provide a copy of their Contractor’s License. Vendors offering immediate services (face painting, etc.) are not required to have a sellers permit on file with the Fair. Any nonprofit organization must submit a valid nonprofit ID number and certification to the Vendor Manager.

SERVICE & DELIVERY VEHICLE PASS

See “Vehicle Access – Service & Delivery”

SMOKING/VAPING

The Paso Robles Event Center and California Mid-State Fair is a smoke-free and vapor-free facility and event. Smoking, including the use of pipes, vaporizers and similar devices of any kind, is prohibited anywhere INSIDE the perimeter gates and walls of the fairgrounds, including any “back of house” areas not frequented by the public.

SOLICITATION

Any solicitation, promotion or advertising must be wholly contained in the designated booth space, unless otherwise approved through a sponsorship or additional agreement with the Fair. Any unapproved activity outside the designated space shall be a breach of contract and grounds for contract cancellation and removal from the fairgrounds.

SPECIAL DAYS

See “Admissions – Public/General”, “Cattlemen’s & Farmer’s Day”, “Livestock”, and “Horse Show”

SPONSORS

There are several opportunities to become a partner of the Fair by sponsoring a program or area or through a trade agreement. Inquiries about sponsorship should be directed to tk@midstatefair.com. Any sponsor with on-site exhibit space must adhere to the same rules and guidelines as all Commercial Vendors.

STICKERS

Adhesive back stickers are strictly prohibited for sale or giveaway by any vendor or exhibitor.

Also see “Giveaways”

STOCKYARD PAVILION

Covered, open-sided commercial area offering 6-foot-tall stall walls for sides and backs for all vendors. See “Booth Display & Presentation” for more details on booth setup. Portable coolers are provided at entrances. Operating hours are same as outdoor vendors. Also features the Career Fair and Industrial Arts competition display.

STORAGE

There is no additional storage space available. Vendors are responsible for storing any inventory, supplies and storage containers safely out of public view and contained within the designated booth space. See “Booth Display” for more.

STORM WATER

The Paso Robles Event Center (PREC), home to the California Mid-State Fair, is a Permittee under the California municipal storm water permit and as such cannot have any illicit discharges from this site, which includes runoff water that is not composed entirely of storm water. All waste generated while onsite must be dispersed of in a proper manner, including but not limited to fat, oil, or grease (FOG). It is the Vendor’s responsibility to properly clean and dispose of the spilled material and the materials used in the cleanup. If you have questions about proper disposal methods, please contact the Vendor Manager.

SUBLEASING/BOOTH SHARING

Subleasing, assigning or apportioning the whole or any part of their allotted space to any other business or individual is strictly prohibited.

T

TENTS

Tents, including pop-up tents, EZ-ups and rented tents, must either have the permanently affixed label confirming the canopy fabric is certified flame resistant by the State of California State Fire Marshal or has been treated by a State Fire Marshal licensed applicator. Each vendor with a tent must also have a 2A-10BC fire extinguisher.

Tents and cover are not provided by the Fair and it is the vendor’s responsibility to bring/provide cover. Tents and canopy covers are not permitted in Adelaide Hall, Estrella Hall or Stockyard Pavilion. However, tent frames (no cover and no side walls) may be used in these booth spaces for display of banners or product.

TOWING

Vehicles or trailers found parked without permission or not displaying the appropriate pass is subject to towing. The vehicle’s owner is solely responsible for any related fees required by the towing company and/or the Fair. Towing services are provided by JohnBoy’s Towing, (805) 237-6464 or (805) 239-HELP.

TOY GUNS

See “Replica Guns”

TRASH REMOVAL

Vendors will be responsible for keeping their booth clean throughout the event and must leave area clean after teardown. Vendor is responsible for removing all litter and packaging from the site. We ask that you please keep your booth neat throughout the Fair and DO NOT leave empty boxes or trash at your space or in public spaces, including aisles or outside buildings, at any point. There are 50-gallon drum trash receptacles located throughout the property. Indoor vendors are asked to use the receptacles located just outside their building. Empty cardboard boxes and pallets should NOT be disposed of in public trash bins, outside buildings or in the aisles. Please see the Vendor Manager about how to properly dispose of large cardboard boxes.

TUMBLERS, DRINK

Hard-sided drink tumblers (metal, glass, etc.) are not permitted at the Fair. Due to safety concerns and contractual obligations with performers, hard-sided drink tumblers for sale may not be supplied to the customer on-site and must be shipped to the customer or provided directly to the customer off-site. Plastic drink tumblers are excluded from this restriction.

U

UTILITY/GOLF CARTS

A permit for each utility cart must be purchased and displayed AT ALL TIMES. Permits are available from the Vendor Office for \$50 per cart. CARTS ARE NOT PERMITTED ON THE MIDWAY OR FRONTIER PARK PAST 4:00 pm any day during Fair. All carts MUST CARRY INSURANCE listed under General Liability from a licensed insurance company.

There is a 5-mph speed limit inside the fairgrounds. Cart drivers must be at least 16 years old, and it is preferred they are licensed (or temporary permit) drivers.

Vehicles and utility/golf carts are strictly prohibited inside any building at any time (exception: forklift).

V

VEHICLE ACCESS – SERVICE & DELIVERY

A “Service & Delivery Pass” is required for vehicle access on grounds. All vehicles MUST have this pass displayed AT ALL TIMES in the front windshield while on-grounds. One pass is included in each vendor packet which is available at Vendor Office (see page 2). Pass should be filled out with driver’s name, company and phone number so we can reach them in the event of an emergency, or the vehicle will be towed at the owner’s expense.

These passes are not to be provided to outside delivery companies, suppliers or Purveyors. See “Deliveries” for more details. On-site driving privileges will be revoked if passes are used and/or distributed improperly.

These passes are valid for one (1) hour of parking on-site at a time during the times listed on the pass. Vehicles not removed after one (1) hour may be towed at the owner’s expense. As a courtesy to other vendors and Fair partners please promptly move your vehicle before the one (1) hour limit. There is NO parking for a duration longer than one (1) hour. Please remember to drive slowly and carefully. Any driver found to be driving recklessly or those parked in no-parking areas while on-grounds and any other behavior that puts pedestrians or others in danger may be banned from driving on-grounds at the discretion of Fair Management.

Vehicles are permitted on-grounds during the Set-Up Schedule on page 5 and during the Fair, on-grounds vehicle access ends at 2:00 pm Monday-Thursday and 10:00 am Friday-Sunday.

There is a 5-mph speed limit inside the fairgrounds. Vehicles may only be operated by licensed drivers.

Vehicles and utility/golf carts are strictly prohibited inside any building at any time (exception: forklift).

W-Z

WESTERN FAIRS ASSOCIATION (WFA)

Although WFA credentials are accepted at all PUBLIC gates (not valid at CMSF staff gates) as admission for one person, members are encouraged to redeem the WFA credential at the Vendor Office in exchange for one season pass or 12 one-day admission tickets. See “Admissions” for more details on the different types of access passes.

WHEELCHAIRS

Available for rent in the Main Quad.

WI-FI

Wi-Fi is available for vendors in Adelaide Hall, Estrella Hall and Stockyard Pavilion for \$20.00 (up to two devices). Contact the Vendor Manager or visit the Vendor Office to purchase.

WILL CALL

Located outside the Main Gate off Riverside Avenue. Not available for vendor ticket holds or pick-up. Physical tickets must be handed off in person by vendor or his/her representative outside the Fair gates.

DOS AND DON'TS OF ELECTRICAL CORDS & APPLIANCES

Do inspect extension cords and electrical plugs prior to use for any damage.

Pay close attention to make sure the ground pin is present (the round pin on a three-prong cord).

Do use GFCI-rated cords.

Do use extension cords that are a 15A minimum rating.

Do use an extension cord that is long enough to reach directly from the outlet to the appliance or unit.

Do immediately turn off all equipment if you see smoke or smell burning.

Do keep cords neat and tidy and out of the path of pedestrians and vehicles.

Do use the correct plug for the outlet.

Do ask the Fair Electrician if you are uncertain about what to use.



DON'T “daisy-chain” (i.e. link together in a series) extension cords or power strips together.

DON'T plug an extension cord into a power strip.

DON'T use cords or plugs that have cracked or frayed sockets, loose or bare wires or loose connections.

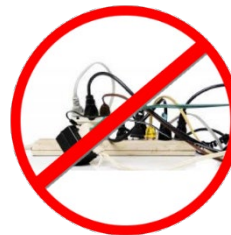
DON'T use splitters or adaptors that have not been approved by the Fair.

DON'T use a two-prong extension cord.

DON'T plug a splitter into a power strip or extension cord.

DON'T use unauthorized cooking appliances, refrigerators, A/C units or heaters while at the fairgrounds.

DON'T use unauthorized generators.





2025 California MID-STATE FAIR FEES COMMERCIAL EXHIBITS & CONCESSIONS

AS OF 3/21/2025 – ALL PRICES SUBJECT TO CHANGE

Fees are for full run of fair (12 days) unless otherwise noted.



COMMERCIAL FLAT FEES (INCLUDES ONE (1) 110VOLT ELECTRICAL POWER):

Deposit (non-refundable)	Commercial Buildings per 10'x10' Outdoor per contract	\$ 350.00 \$ 500.00
Adelaide Hall (Commercial Building 1)	10' X 10' Corner 10' X 10' In-Line 10' X 15' In-Line	\$ 1,650.00 \$ 1,500.00 \$ 2,150.00
Estrella Hall (Commercial Building 2)	10' X 10' Corner 10' X 10' In-Line 10' X 10' Perimeter with Storage Mission Market Place (Display only)	\$ 1,750.00 \$ 1,600.00 Add \$200.00 \$ tba
The Stockyard (Commercial Building 3)	10' X 10' Corner 10' X 10' In-Line	\$ 1,650.00 \$ 1,500.00
Outside Commercial Space	10' X 10'	\$ 1,900.00

CONCESSIONS (INCLUDES ONE (1) 50AMP, 208VOLT ELECTRICAL POWER):

Food & Beverage (Non-alcoholic)	\$1,500 guarantee or 25% of gross sales after sales tax	
Alcohol Concessions	34% of gross sales after sales tax	
Keg Prices (per keg)	5.5 Gallon 13.2 Gallon 15.5 Gallon	\$ 110.00/keg \$ 265.00/keg \$ 280.00/keg

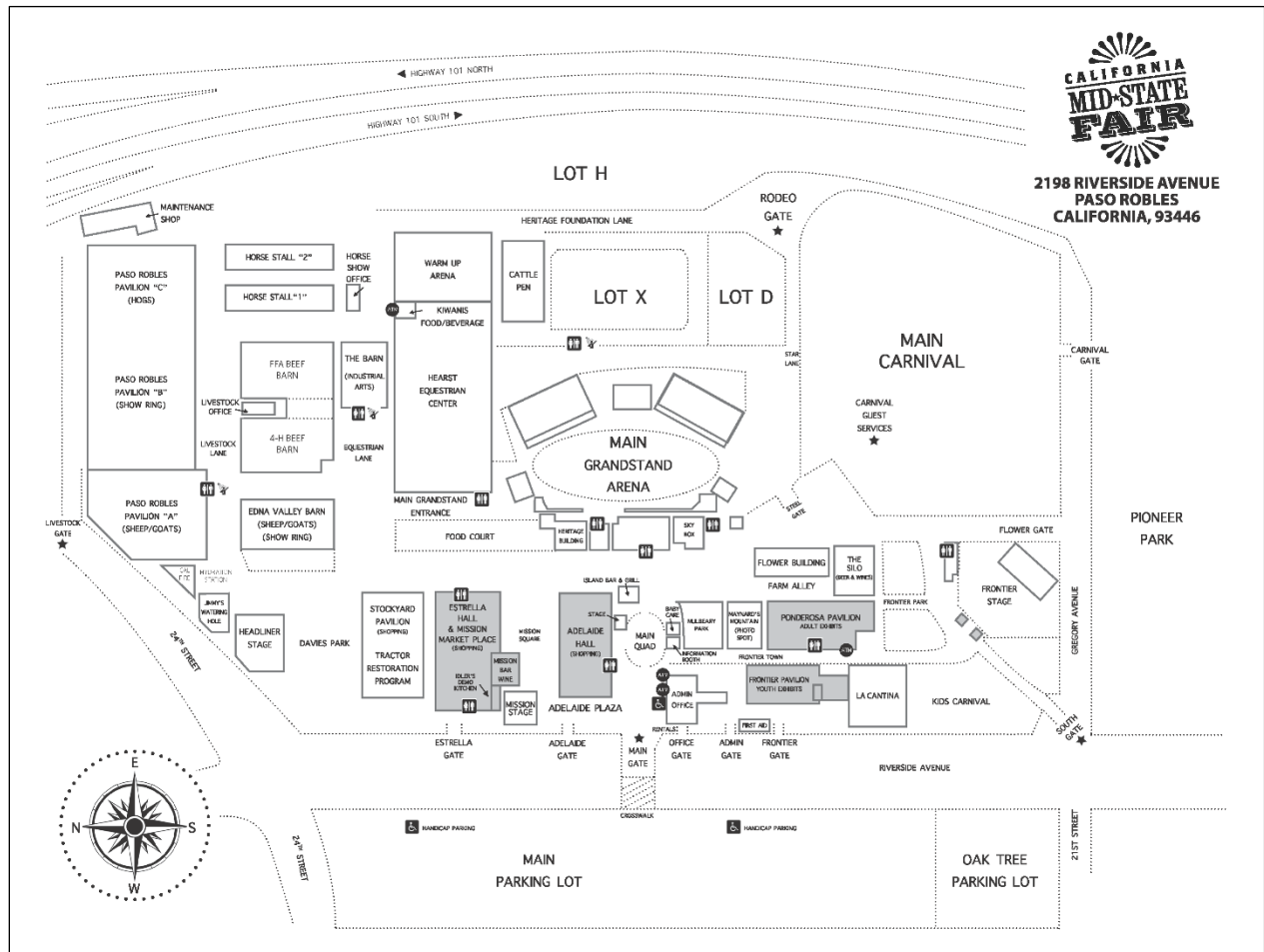
The above rates and fees are standard and may vary for certain contracts at the discretion of Fair Management.

ADDITIONAL FEES THAT MAY APPLY:

Liability Insurance through Fair <i>Determined by CFSA</i>	Food & Beverage Concessionaries Non-Food Concessionaries & Commercial	\$ 245.00/booth \$ 195.00/booth
Additional Daily Work Passes	Advanced (up through July 16) Fair (July 16-27)	\$ 8.00 \$ 9.00
Additional Season Work Credential <i>Valid for 12 days of admission for passholder. Pass is non-transferrable.</i>		\$ 40.00
Golf Cart/Utility Cart Permit	<i>Own liability insurance required.</i>	\$ 50.00
WiFi (Adelaide & Estrella Hall Only)	Up to Two (2) Devices	\$ 20.00
Late Fee (Applied starting June 9)	Failure to pay full space fee Failure to sign contract	\$ 100.00/contract \$ 100.00/contract
Returned Check Fee	Per returned check	\$ 50.00
Cancellation Fee - Commercial (Applicable starting June 7)	Deducted from refund of monies paid	\$ 50.00/contract
Credit Card Transaction Fees <i>Applicable to vendor payments to the Fair</i>	MasterCard/Visa American Express	2% 4%
County Health Permit	Require/d for sale/sample of consumable items	\$ 257.00/location

/ALL PRICES SUBJECT TO CHANGE

FAIR MAP



Subject to change

DIRECTIONS TO THE FAIR

From San Francisco or Los Angeles:

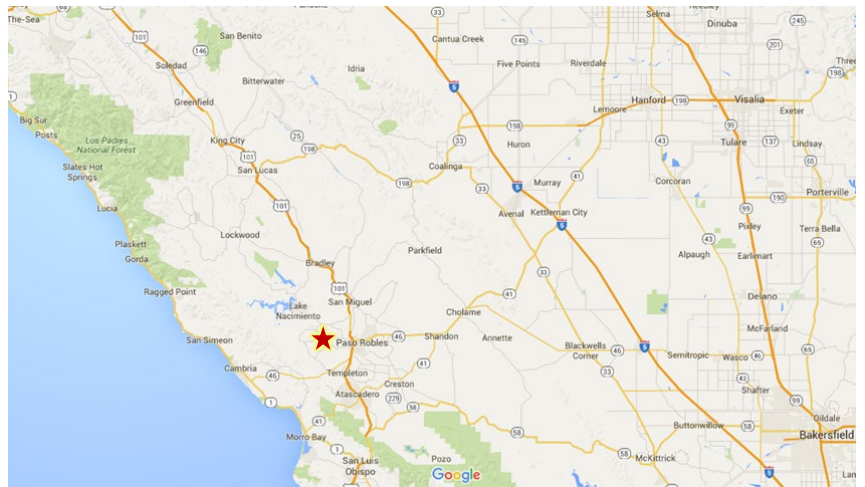
From Highway 101, take the Highway 46 East/24th Street exit and travel approximately 1 block west.

From Bakersfield/Fresno:

Take Highway 46 West and continue past the Highway 101 Junction approximately 1 block.

From Cambria (Highway 46):

Take Highway 46 East to Highway 101 North and go north approximately 2 miles. Take the Highway 46 East/24th Street exit and travel approximately 1 block west.



The CMSF/Paso Robles Event Center is located on the corner of 24th Street and Riverside Avenue.