



**CALIFORNIA
MID-STATE
FAIR**
America's Favorite Fair

JULY 18, THRU JULY 29, 2018

**MISSION
MARKET
PLACE**



Calling all Local Artisans & Growers...

Become a vendor at California Mid-State Fair's Mission Market Place located in Estrella Hall. The Mission Market Place will give twenty artisans and growers a home to showcase their locally grown and hand-crafted items to over 420,000 fairgoers. A place where the fairgoer will be able to purchase Central Coast's best products and locally made goods. **No Staffing on your part Required. Application DEADLINE May 31, 2018**

Hurry Apply today... Limited to Twenty (20) Participants.

<https://www.cognitoforms.com/CaliforniaMidStateFair1/MissionMarketPlace>

**MISSION
MARKET
PLACE**

**Locally Grown
Hand Crafted
Farm to Table**

**Affordable
Exposure**

**Open Noon to
Midnight Daily**

**Product
Education,
Demonstrations
and Samples!**

CALIFORNIA MID-STATE FAIR

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Twenty local vendors will be hand selected to showcase their products in the Mission Market Place... where the farm meets the fork. More than 420,000 customers.

The Fair will provide each of the participants with product placement in the Mission Market Place located in Estrella Hall, the Fair's largest indoor commercial building. The vibe will be that of a quaint general store hidden in the heart of wine country...

Let us do the work... We know you are busy! It's Fair time!

The Fair will staff the Market Place. All you must do is provide us with product, give us the price and we will do the rest. The Fair will provide display options for most products and space for products with unique needs.

The Mission Market Place will also feature Idler's Demo Kitchen that hosts daily food demonstrations by local chefs and product samplings of award winning olive oils.

The Mission Market Place will also display the award winners from our food and beverage contests including the Central Coast Commercial Wine Competition, Central Coast Olive Oil Competition, Central Coast Vinegar Competition, Home Brew and Home Winemaking.

We are excited to share the hidden talents of our local companies and artisans with visitors to the Mid-State Fair...

We are also delighted to offer an affordable option for smaller unique businesses to sell their goods at the Fair ... The fee will be \$400.00 plus 20% commission on products and services sold. That investment represents less than 1 cent per person.

If you participate beyond product display, we will offer up to a 50% discount on the space fee. You can participate by getting involved with product demonstrations, sampling or product education.

We are looking for things like artisan cheeses, dairy products, honey, olive oil, vinegars, almonds, walnuts, walnut oil, teas, breads, dried fruit, spices, jerky, preserved food, hand crafted and repurposed items, locally roasted coffee, products that have a unique story to the Central Coast. We look forward to hearing your story...

