

California Mid-State Fair Commercial & Concessions Program

FAQs

How many guests does the Fair see each year?

The annual 12-day California Mid-State Fair welcomes an average of 400,000 guests each summer.

How do I become a Fair vendor?

Any vendor interested in space the Fair must first submit the required online application as a commercial or food concession. Once your application is reviewed and approved, the Vendor Manager will contact you about location options.

What information do you require to be considered?

Along with your online application, please be prepared to provide relevant references and photos of your booth setup.

What does it cost to submit an application?

There is no cost or deposit required to submit an application to be a vendor.

When will I know if I'm approved?

Due to time constraints, only vendors who are accepted or denied will receive an update. All other applications are automatically on a waitlist. Please do not contact us for updates.

Are applications on a first-come basis?

No. We review all applications and consider vendors based on a variety of criteria including space availability, quality of booth and display, product balance at the Fair, uniqueness and appeal of product or service to Fairgoers, references and previous event/festival experience.

What does it cost to be a vendor?

Rental rates and concessions rates vary year to year. New vendors should also consider the costs of required insurance, additional work entry passes and health permits (for food sales). See the current Rate Sheet for a breakdown of fees.

What type of permits do I need to have?

All vendors are required to carry their own general liability insurance of a minimum of \$1 million. This required insurance can also be purchased through the Fair for a nominal fee each year. Anyone selling anything on-site must also show a California sellers' permit and anyone selling food or anything consumable must have a San Luis Obispo County Health Department Mid-State Fair Health Permit. Alcohol vendors must also have a permit to sell alcohol in addition to liquor liability insurance.

What are the operating hours for vendors?

Indoor and outdoor vendors must be open and operating every day of Fair: Monday-Thursday 4:00 pm-Midnight and Friday-Sunday Noon-Midnight. Vendor setup usually begins the Friday before Opening Day and teardown usually must be completed by the day after closing day.

What are the booth setups?

*Adelaide Hall (Commercial 1) and Estrella Hall (Commercial 2) have pipe and black drape. All booths are assigned in increments of 10'x10' with 8-foot-tall backs and 3-foot-tall side walls.

*The Stockyard (Commercial 3) offers 6-foot-tall horse stall walls as backs and sides. All booths are assigned in increments of 10'x10'.

*Outdoor vendors must provide their own tents, pop-ups or trailers. Tents and canopies must meet State of CA Fire Marshal safety regulations.

If I get vendor space, can I camp onsite or have on-site storage?

Our overnight camping and onsite storage are extremely limited and are only offered to returning vendors who utilized the services the prior year. We have a several nearby RV lots and hotels that offer local options.

Is there vendor parking on-site?

No however generally local non-profit groups offer dedicated parking lots that offer an affordable and place to park nearby. See the current Vendor Handbook for contact information and rates.

Do I receive a table and chairs?

We do not provide any tables, chairs, umbrellas or other additional services.

How can I restock my booth?

During the Fair, vehicles are permitted on-grounds only with a CMSF Service & Delivery Vehicle Pass before public hours. See the Vendor Handbook for the specific days and hours.

I sell food, do I need to have a trailer?

Although inspected and certified food trailers are preferred, we will consider vendors with approved pop-ups or other setups who have a professional and clean appearance and unique menu.

I'm a food vendor, what do you look for in a concessionaire?

We are always interested in bringing new, different or unique culinary options to our guests. We also expect our food vendors to have clean, safe and well-maintained operations. Quality of food and prices and prior relevant experience at County or State Fairs of five consecutive days or longer are also part of the consideration process.

What kind of payments are accepted for my fees?

We accept cash, check, credit card, money order and cashier's check. Credit card transaction fees are 2% for MasterCard and Visa and 4% for American Express. We do not accept Discover cards.

How do I guarantee a certain space or that I'm the only one allowed to sell my product or service?

Exclusivity and/or guaranteed space is only available to select Sponsors. Please contact sponsor@midstatefair.com for more details on becoming a sponsor.

My question was not included, who can I talk to?

Please email the Vendor Manager at sabrina@midstatefair.com with any additional questions.