

California
STATE★FAIR **California State Fair**
Commercial Information

State Fair dates: July 17 – August 2, 2020
Deadline: Friday, February 14, 2020

Thank you for your interest in being a commercial exhibitor at the California State Fair. Please review these instructions carefully. This application is neither an offer nor a guarantee of space. If you have any questions regarding this application, please contact the California State Fair Commercial & Concessions office at (916)263-3155 or e-mail at commercial@calexpo.com.

Incomplete applications will not be considered or returned.

Instructions For Completing Application

1. Print and read the 2020 Commercial and Concessions Rules and Regulations Handbook available on our website www.castatefair.org.
2. All questions on this application must be answered completely. Be sure the information you give is accurate, as it will be the sole representation of your business for the selection process.
3. If you are applying for more than one booth space, you must submit separate applications for each.
4. The list of products you are requesting to sell/display/promote/give away must be specific. Do not indicate "etc. or accessories." If a contract is issued, it will be assigned on the basis of this list only, so please be thorough. The California State Fair reserves the right to select the items a company is allowed to sell. Only approved items will be listed on your contract. *All cutlery must be displayed behind or under plexi-glass and not be accessible to the public. All cutlery products sold must be mailed to the customer or be delivered to the customer outside of the entry gates to the Fair.
5. Any brochures, handouts, catalogs, etc. that will best describe your product should be included with this application and must be pre-approved for distribution during the Fair.
6. If a contract is issued, the location of your booth will be determined by management; however, your preference is important, so be sure to check the appropriate box. Locations are subject to change year to year.
7. Make sure you sign the application where indicated.
8. A recent photo of your booth(s) is required. Photos will not be returned.
9. A copy of your California Seller's Permit is required with your application.
10. Submit a check for \$25 (per stand), payable to Cal Expo by February 14, 2020. Submit a check for \$50 (per stand) after February 14, 2020.

SUBMIT APPLICATION(S) TO: California State Fair - Attn: Commercial & Concessions Office

Mailing Address

Post Office Box 15649
Sacramento, California 95852-1649

Street Address

1600 Exposition Boulevard
Sacramento, California 95815

Once applications have been received, the Commercial & Concessions Office will review all applicants and spaces. We begin to notify all accepted vendors in March.

RENTAL RATES

Included in the rental fee, indoor vendors will receive one 500 watt service with 110 volt outlets per 10'x10' booth. Outdoor vendors will receive a tent with three walls, light, and one 500 watt service with 110 volt outlet per 10'x10' booth. Any additional electrical needs will be charged an additional fee based on need.

Rates are based on 10' x 10' space increments for the entire 17 days of the Fair.

Any applicant who would like to secure booth space beyond three 10'x10's or one 10' x 30' may purchase additional booths at a premium rate. The premium space rate will be determined by applying the appropriate rack rate for the first three 10'x10' spaces, all additional 10' x 10' spaces will be charged the rack rate plus a fee of \$5,000 per premium space booth.

Location	Space Type	Rate
Buildings A, B & D	10' x 10' Inline	\$3,120.00
	10' x 10' Corner	\$3,870.00
Building C	10' x 10' Inline	\$3,290.00
	10' x 10' Corner	\$4,040.00
Outdoor	10' x 10'	\$2,975.00
	10' x 20'	\$5,425.00

Safe Food Handling Fees	
Prepared (High Risk)	\$150.00*
Sampler (Low Risk)	\$130.00*

* Price subject to change
 * \$1 mil product liability insurance is also required
 Cal Expo to determine risk level

Outdoor bulk space (spas, BBQs, etc.) quoted as needed

FOR YOUR RECORDS

The following items are required with your application in order to be considered complete. Complete the checklist below. Save this page and copies of the forms listed below for your future reference.

Date application was sent: _____

- Application
- Non-refundable Application Fee
- Product list of item(s) to be sold, promoted, displayed or given away, be specific.
- Special Requests (specific booth space, location, etc.)
- Marketing Materials (brochures, handouts, catalogs, etc.)
- Recent Photo of Booth
- Copy of California Seller's Permit
- Proof of Insurance (optional, at this time)
- Proof of Worker's Compensation (optional, at this time)

LATE FEE INFORMATION

A \$50.00 Late Fee is due with each application postmarked after the February 14, 2020 due date. A \$100.00 Late Fee is due with any contract payments postmarked after the due date. Please see your contract and/or invoice for booth fees due date*

* All dates, times, and prices listed in this application are subject to change without notice.



California State Fair Commercial Space Application

Please submit the following pages with the requested information on the cover sheet, along with the \$25 application fee by February 14, 2020. After February 14, 2020 the application fee increases to \$50.

Contract Signing Authority: _____

Business Name: _____

Booth Name: _____

Mailing Address: _____

City: _____ County: _____ State: _____ Zip: _____

Business Phone: (_____) _____ Cell Phone: (_____) _____

Fax: (_____) _____ Website: _____

E-mail: _____ How long in business? _____

On Site Contact Name: _____ On Site Contact Phone: (_____) _____

On Site Contact E-mail: _____

Federal Taxpayer's ID #: _____ CA Seller's Permit #: _____
(Attach copy of permit to application)

Business Type: Sole Proprietorship Partnership Corporation Other

Have you ever participated in the California State Fair? Yes No

If yes, what year(s): _____ Space Location(s): _____

Are you a member of Western Fairs Association (WFA)? Yes No

Are you a member of IAFE organization? Yes No

Will you only be taking leads for future business? Yes No

Will you be selling product? (The current sales tax rate is 8.25%) Yes No

Will you be handing out edible samples to promote your product? Yes No

Please see *Rental Rates* on page 2 for Safe Food Handling Fees

Liability Insurance & Workers Compensation Requirements

Each exhibitor must provide the California State Fair with proof of general liability insurance of no less than \$1,000,000. Product Liability of no less than \$1,000,000 is required for food samplers. Please check the box below indicating the type of insurance you will provide for the Fair. Completing this form does not constitute proof of insurance. Proof of insurance will be required once a contract has been issued. Each exhibitor who hires employees must also provide a copy of worker's compensation insurance.

My own carrier Carrier: _____

WFA Master List CFSA #: _____ Expires: _____ Name policy is under: _____

Purchase Haas & Wilkerson Insurance through Cal Expo. (\$130 will be added to your contract)

Rental Space

Please indicate your requests for commercial space below.

Please check one: Indoor Space Outdoor Space

Space Size: _____
(10' x 10', 10' x 20', 10' x 30' or premium space 10'x40' or larger)

Additional Utility Requirements

If you require any electrical beyond one 500 watt service with 110 volt outlets, please indicate below.

Phase: _____ Amps: _____

Notes:

ELECTRICAL FEE TABLE

120 Volt Single Phase

20 amps	\$100
30 amps	\$150

240 Volt Single Phase

50 amps	\$575
100 amps	\$775

208 Volt Three Phase

30 amps	\$525
50 amps	\$750
100 amps	\$1,000
200 amps	\$1,775

Indicate whether your stand requires: Running Water Sewer

Special Requests

Please be as detailed as possible. Add additional sheets as needed.

Products

Please list your products to be sold, promoted, displayed or given away below. Be specific, and include prices. Add additional sheets as needed. ***All cutlery must be displayed behind or under plexi-glass and not be accessible to the public. All cutlery products sold must be mailed to the customer or be delivered to the customer outside of the entry gates to the Fair.**

References

Please list two fairs, festivals, or shows that you have recently participated in.

Event #1: _____

Contact person: _____ Phone: (_____) _____

Event #2: _____

Contact person: _____ Phone: (_____) _____

Financial Interest

Names are required of all persons with financial interest (ownership) in your business or organization (if a corporation, list corporate officers).

Name(s): _____

Certification of Applicant

I have read and understand the 2020 Commercial & Concessions Handbook, instructions and any additional information attached. 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 State Fair to rent space. I certify all information contained in this application to be true and accurate to the best of my knowledge.

Signature: _____ Date: _____

Printed Name: _____ Title: _____