



**California  
State Fair**  
**BIG FUN!**

## 2011 California State Fair Commercial Exhibit Space Application

**State Fair dates: July 14 – July 31, 2011**

**Deadline: Monday, February 7, 2011**

**\$25 Non Refundable Application Fee per application**

**\$50 Non Refundable Application Fee per application post marked after the deadline.**

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 call the California State Fair Commercial & Concessions office at (916)263-3155 or e-mail at [commercial@calexpo.com](mailto:commercial@calexpo.com).

**Incomplete applications will not be considered or returned.**

### **Instructions For Completing Application**

1. Print and read the 2011 Commercial and Concessions Rules and Regulations Handbook available on our website [www.bigfun.org](http://www.bigfun.org).
2. This application is neither an offer nor guarantee of space.
3. 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.
4. If you are applying for more than one booth space, you must submit separate applications for each.
5. 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.
6. 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.
7. 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.
8. Make sure you sign the application where indicated.
9. A recent photo of your booth(s) is required. Photos will not be returned.
10. A copy of your California Seller's Permit is required with your application.

**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

## RENTAL SPACE(S)

Indoor vendors will receive one 500 watt service with 110 volt outlets per 10'x10' booth. Any additional indoor electrical needs will be charged an additional fee based on need.

A flat fee of \$220.00 will be charged per outdoor 10'x10' for one 500 watt service with 110 volt outlets, unless otherwise indicated.

Rates are based on 10' x 10' space increments for the entire 18 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 two 10'x10' spaces; all additional 10' x 10' spaces will be charged the rack rate and a fee of \$5,000 per premium space booth.

| Location                                | Space Type              | Rate   |
|---|-------------------------|--|
| Buildings A, B & D                      | Indoor 10' x 10' inline | \$3120.00  |
|   | Indoor 10' x 10' corner | \$3870.00  |
| Building C                              | Indoor 10' x 10' inline | \$3290.00  |
|   | Indoor 10' x 10' corner | \$4040.00  |
| Outdoor (display/leads)                 |                         | \$23.00 per square foot  |
| Circulator, Simulators and Thrill Rides |                         | Charged minimum guarantee or a percentage of the total gross sales, whichever is greater. Deposit required |

| Tent Size   | Cost        | Electrical Fees<br>(subject to change) |            |
|---|-------------|--|------------|
|   |             | Amps                                   | Cost       |
| 10x10x10 w/ 3 walls & light                               | \$450.00*   | 1-20                                   | \$220.00   |
| 10x20x10 w/ 3 walls & light                               | \$600.00*   | 21-50                                  | \$373.00   |
| * Price subject to change<br>Other sizes quoted as needed |             | 51-100                                 | \$666.00   |
| <b>Additional Fees</b>                                    | <b>Cost</b> | 101-150                                | \$963.00   |
| Safe Food Handling Fee                                    |             | 151-200                                | \$1,257.00 |
| Prepared (high risk)                                      | \$165.00*   | 201-250                                | \$1,623.00 |
| Sampler (low risk)  | \$145.00*   | 251-300                                | \$1,922.00 |
| Cal Expo to determine risk level                          |             | 301-350                                | \$2,215.00 |
| * \$1 mil Product Liability Insurance is also required    |             | 351-400                                | \$2,514.00 |
| * Price subject to change                                 |             | Hardwire is \$81.00 each/flat fee      |            |

### FOR YOUR RECORDS

Application sent Date: \_\_\_\_\_

**The following items are required with your application to be considered complete:**

- 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)

**Complete the 'For Your Records' area above and save this form and copies of the forms you send in for future reference.**

### Late Fee Information

\$50.00 Late Fee is due with each application postmarked after the February 7, 2011 due date.

\$100.00 Late Fee is due with any required paperwork or payment postmarked after due date.

### Important Payment Notice:

**All payments made after June 27, 2011 must to be paid by cash, money order or cashiers check.**

You will need to send **separate** checks for the following payments:

- Contract (Rent/Deposit, Food Handling, Tent, Utilities, Insurance)
- Credentials (Parking, Admission)
- Late Fees (Application, Paperwork)

### **Important Notice:**

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

**Call to confirm that all required forms/money have been received 916-263-3155**

Forms can be printed from our website [www.bigfun.org](http://www.bigfun.org).

# 2011 California State Fair Commercial Space Application

Application deadline is Monday, February 7, 2011

**\$25.00 Non Refundable Application Fee is due per application**

**\$50 Non Refundable Application Fee per application post marked after the deadline.**

Please type or print clearly in ink

Contract Signing Authority \_\_\_\_\_

On Site Contact Name \_\_\_\_\_

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

Address \_\_\_\_\_

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

Business Phone ( ) \_\_\_\_\_ Residence Phone ( ) \_\_\_\_\_

Cellular Phone ( ) \_\_\_\_\_ Pager ( ) \_\_\_\_\_

Toll Free Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

E-mail address \_\_\_\_\_ Web Site \_\_\_\_\_

Federal Taxpayer's ID # \_\_\_\_\_ CA Seller's Permit # \_\_\_\_\_  
(Located on your federal tax return) **(Attach copy to application)**

How long in business \_\_\_\_\_ **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 International Association of Fairs & Expositions (IAFE)?  Yes  No

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

There is a Safe Food Handling Fee (see Rental Space "Additional Fees" for breakdown.)

Will you only be taking leads for future business?  Yes  No  
Even if only taking leads, the State Board of Equalization requires you to file for a California Seller's Permit.

Will you be selling product? The current sales tax rate is 8.75%  Yes  No

Indicate whether your stand requires:  Running Water  Sewer

Please check one:  **Indoor Booth**  **Outdoor Booth** - required to rent a tent form us  
Booth size requested \_\_\_\_\_ (10'x10', 10'x20', 10' x 30' or premium space 10'x40' or larger)

**Utility Requirements:** Please indicate all electrical needs: (List all equipment that you wish to plug in)

#1 \_\_\_\_\_ Voltage \_\_\_\_\_ Phase \_\_\_\_\_ Amps \_\_\_\_\_

#2 \_\_\_\_\_ Voltage \_\_\_\_\_ Phase \_\_\_\_\_ Amps \_\_\_\_\_

**Products**

To be sold, promoted, displayed or given away. **Be specific, include prices** (if you need more space please attach a list):

|  |
|--|
|  |
|  |
|  |

**Special Request(s)**

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

|  |
|--|
|  |
|  |
|  |

**References**

List 2 fairs, festivals or shows you have recently participated in:

Event #1 \_\_\_\_\_

Contact person \_\_\_\_\_ Phone (     ) \_\_\_\_\_

Event #2 \_\_\_\_\_

Contact person \_\_\_\_\_ Phone (     ) \_\_\_\_\_

**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. Circulator, Simulators and Thrill Rides are no less than \$2,000,000. Product Liability of no less than \$1,000,000 is required for food samplers. Please check the form of insurance you will provide during 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 # \_\_\_\_\_ Policy Expires \_\_\_\_\_ Name policy is under \_\_\_\_\_

Purchase through Haas & Wilkerson Insurance Company            (You will be billed \$130.00, if accepted)

**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 2011 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 \_\_\_\_\_

