



2010 COMMERCIAL EXHIBITOR APPLICATION

Dear Exhibitor:

The “new dates” for the Merced County Fair will be June 15-20. If you are interested in participating in our fair, please fill out and return the following application with full payment. If a contract is not issued, the deposit will be returned to you. You are also required to submit your CFSA insurance number, an acceptable Certificate of Insurance, or a \$110 insurance deposit with your application.

To enhance the shopping experience of the fairgoer and to offer a wide variety in the building, all informational, political and non-profit booths are limited to one 10 x 10 booth per organization. Previous exhibitors are given first opportunity to contract for space. Each prospective exhibitor, including returning vendors, must submit this application. Last year’s exhibitors are given first opportunity (until February 26) to reserve space for this year’s fair. Applications from new exhibitors will be held until after February 26 before a contract is sent. Fair Management reserves the right to move any exhibitor once a contract is issued, should the need arise.

When returning your application, payment, and Certificate of Insurance, new Exhibitors must include a photo of your exhibit and what it will appear like once set up and in place.

SPACE FEES

COMMERCIAL SPACE RATES

10' x 10' in-line space inside	\$350.00
10' x 10' corner space inside	\$400.00
10' x 10' on independent midway outside	\$400.00
10' x 10' inside premium space (#37, #38, #39).....	\$450.00

When product or service is sold or deposit for orders is taken at exhibit space, add \$50.00 to commercial space rate.

DIRECT INQUIRIES TO:

**Merced County Fair
900 Martin Luther King Jr., Way
Merced, California 95341**

**Cheryl Correia (209) 722-1507 EX: 17
E-Mail: mcf001@co.merced.ca.us
Or
Teresa Burrola, (209) 722-1507 EX: 11
E-Mail: mcf005@co.merced.ca.us
Fax: (209) 722-3773**

**MERCED COUNTY FAIR
COMMERCIAL SPACE APPLICATION**

Business Name: _____

Contact Name: _____ Are you are Returning Vendor? **YES NO**
(Circle one)

Street Name: _____

City, State, Zip: _____

Phone: _____ Cell: _____

Space Requirements:

Independent Midway (outside) _____ Commercial Exhibits Building _____

Space Size Requested _____

Space Numbers Requested (inside only):

First Choice _____ Second Choice _____ Third Choice _____

Electrical requirements: _____

Do you sell or take orders for merchandise or services? Yes _____ No _____

What products do you plan to display or sell (be specific and attach list if necessary):

**NEW EXHIBITORS MUST SUBMIT A PHOTO OF THEIR BOOTH AND HOW IT WILL APPEAR
WHEN SET UP BEFORE THEIR APPLICATION IS CONSIDERED**

FORM OF PAYMENT:

Indicate total payment and forward check or credit card information to Merced County Fair

Total Amount Enclosed: _____

Check _____ Credit Card Payment _____ (VISA / MasterCard)

Name on Card

Expiration Date: Month/Year

Authorized Signature

Card Number

State Board of Equalization Permit No: _____

**Mail Application, Photo and Payment to:
Merced County Fair
900 Martin Luther King Jr Way
Merced, CA 95341**

2010 MERCED COUNTY FAIR

COMMERCIAL EXHIBIT SPACE - GENERAL INFORMATION

FAIR DATES

The 2010 Merced County Fair opens Tuesday, June 15 and closes Sunday, June 20.

COMMERCIAL EXHIBIT BUILDING HOURS

The building will be open to the public from 5:00 until 11:30 p.m., Tuesday through Friday, and 12:00 p.m. until 11:30 p.m., Saturday and Sunday.

CHECK-IN/EXHIBIT INSTALLATION

Upon arrival at the fairgrounds, contact the Concession and Commercial Space Coordinator in the Administration Building to confirm your location, make sure your insurance is approved, and that your exhibit space is paid according to the terms of the contract. All Commercial Exhibitors must check in no later than noon on Tuesday, June 15 so we know you are planning to participate. All exhibits must be completed and in place by 4:00 p.m., Tuesday, June 15. The building will be available for set up and installation of your exhibit at the following times:

Sunday, June 13 from noon to 6:00 p.m.
Monday, June 14 from 8:00 a.m. to 8:00 p.m.
Tuesday, June 15 from 8:00 a.m. to 4:00 p.m.

STANDARD BOOTH SPACE

Standard booth size will be 10' x 10' or 10' x 20'. All booth dividers and back walls will be furnished and installed by the fair. Booths will be drape type material on steel tubular frames. Back walls will be 8' high, side partitions 3' high (note shaded areas on building map for exceptions). If needed, Fair Management reserves the right to move any exhibitor once a contract is issued.

DECORATING RESTRICTIONS

Display heights at the rear of exhibits shall not exceed 8'. Exhibit material contained within the booth shall not exceed 3' in height in the first 7' of the booth. All temporary platforms, rails, runways, and rough lumber must be painted or covered in a neat manner. Any exceptions will need the approval of the building superintendent. *No part of your display shall interfere in any way with another exhibit.*

ELECTRICITY

The fair will provide one 110v outlet per 10' x 10' booth.

MOTORS

No electric motors may be operated in booths without special permission. Combustible motors may not be operated under any circumstances.

GROUND RULES

During the fair period, no vehicles will be permitted on the grounds between 4:00 p.m. and 12:30 a.m., Tuesday through Friday, or between 11:00 a.m. and 12:30 a.m., Saturday and Sunday. All vehicles must be parked in the designated parking lot assigned to them by the fair. No dogs permitted on the fairgrounds.

RV SPACE

A limited number of RV spaces will be available on the fairgrounds at the rate of \$105 per week. The \$105 fee covers arrival no earlier than 8:00 a.m., Monday, June 14 and departure no later than 5:00 p.m., Monday, June 21. If you **must** arrive before the 14th or leave after the 21st, prior approval must be obtained from the fair office. Because there are a limited number of RV spaces, we can not guarantee electrical or water hookups. Returning Exhibitors will receive first priority. You will need to send your payment in the amount of \$105 along with the application to the fair office.

FIRE PREVENTION

All drapes and decorations must be flameproof and are subject to inspection by the State Fire Marshal and/or City Fire Department. ***NO PROPANE, BUTANE OR OPEN FLAME WILL BE PERMITTED IN ANY EXHIBIT BUILDING.***

PROTECTION FROM THEFT

Do not leave your booth unattended at any time. Protect small valuable items by covering them when you leave the building after 11:30 p.m.

SECURITY

Sheriff's Officers will be on duty during operating hours of the fair for the protection of your exhibit, equipment, and materials. Please report any losses or infractions to the Building Superintendent or the fair office immediately after discovery of any loss.

MANNING YOUR DISPLAY

All booths should be properly manned by a responsible adult at all times during exhibit hours. An unoccupied booth has very little value to our fair patrons.

SOUND DEVICES

Demonstration of radios, musical instruments, etc., is subject to approval of fair management, and, if conducted, must be so controlled as not to interfere with other exhibitors.

VOICE AMPLIFYING SYSTEMS

The use of voice amplifying systems will not be permitted unless approval has first been obtained from the fair management. Announcements or solicitations above the normal tone of voice will not be allowed.

CLEANING YOUR BOOTH

All booths should be kept clean and orderly at all times. Rubbish must not be swept into aisles except immediately after closing at night. Refuse cans are provided outside of the building for your convenience.

CLOSING NIGHT

Exhibits may not be dismantled before 11:30 p.m. closing night and a release slip will be required. The signed release can be obtained from the Building Superintendent on Sunday of the fair.

COMMERCIAL SPACE RATES

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10' x 10' corner space.....	\$400.00
10' x 10' on independent midway.....	\$400.00
10' x 10' premium space (#37, #38 & #39)	\$450.00

When product or service is sold or deposit for orders is taken at exhibit space, **add \$50.00 to commercial space rate.**

TERMS

A deposit equal to the total contract price will be required before a contract is issued. Upon issuance of the contract, this deposit becomes **non-refundable**. For payments made after June 1, **only cash, credit card, cashier's check or money order will be accepted.**

ALLOCATION OF SPACE

To enhance the shopping experience of the fairgoer and to allow for more of a variety in the building, informational, political and non-profit booths are limited to one 10 x 10 booth per organization. Previous exhibitors are given first opportunity to contract for space. Space will be allocated to them on a **FIRST COME, FIRST SERVE** basis until February 26. After the February 26 deadline, new exhibitors are welcome to select any space(s) still available. Management reserves the right to move or relocate any Exhibitor.

INSURANCE

In addition to the contract deposit, **one of the following must accompany your application:**

- A. CFSA insurance number.
- B. An acceptable Certificate of Insurance meeting all requirements of the State of California including, but not limited to, public liability coverage of not less than \$1,000,000 CSL, a 30-day cancellation clause, dates of inception and expiration, and required additional insureds.
- C. A check in the amount of \$110 to cover purchase of insurance through the California Fair Services Authority. The \$110 fee includes a \$20 administrative/processing fee charged by the fair.

CREDENTIALS

Each Exhibitor will be issued a **maximum of 30 single entry admissions plus one parking permit** with every contract, regardless of booth size. Additional admissions can be obtained at the discounted price of \$8.00 prior to June 15. After that date, admission price will be \$10.00. Any attempt on the part of Exhibitor to sell, exchange, barter or gift any privilege of admission or parking passes issued by Merced County Fair will be sufficient cause for cancellation of the contract and removal from the property. All passes allotted are specifically for the use of Exhibitor staff only.

GIVEAWAYS AND DRAWINGS

Any exhibitor planning to give away any type of product, souvenir (**no helium filled balloons**), etc., or conduct any type of prize drawing, must make application and obtain permission from the fair management. If prior approval has not been obtained, request an application from the Space Manager when checking in. *The names and addresses of all winners must be submitted to the Building Superintendent on the final evening of the fair.*

DIRECT INQUIRIES TO:

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900 Martin Luther King Jr Way
Merced, California 95341

Cheryl Correia
(209) 722-1507 EX: 17

E-Mail: mcf001@co.merced.ca.us

Or

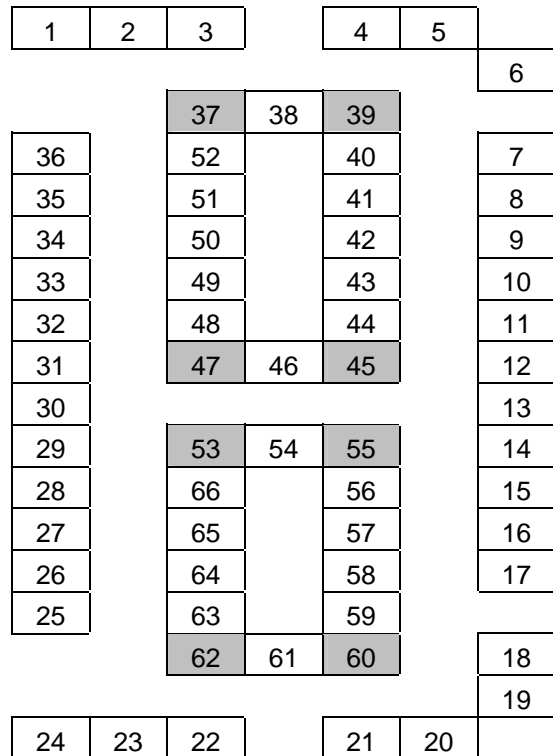
Teresa Burrola
(209)722-1507 EX: 11

E-Mail: mcf005@co.merced.ca.us

FAX: (209) 722-3773

**INDOOR SPACE
 COMMERCIAL EXHIBITS IN
 YOSEMITE HALL**

MAIN ENTRANCE



SERVICE ENTRANCE



Indicates 3' back wall.