



2012 COMMERCIAL EXHIBITOR APPLICATION

Thank you for your interest in the 2012 Merced County Fair. We have some exciting changes for the June 13 – 17 event.

Everyone is a kid at the fair with our new \$5 admission for all. That's right, whether 8 or 80 years old, just \$5 to enjoy the food, exhibits, entertainment, carnival and all the fair favorites. We will also have some great advance sale discounts for individuals and families. This means more people to the fair with more money to spend for your merchandise.

USA Today listed the Merced County Fair among ten fair nationally to attend (August 6, 2010). So not only are we a must see, now we will be more affordable than ever for families. We are looking for exciting new vendors to become part of our fair family of great vendors and concessionaires.

Our fair dates are **Wednesday, June 13 through Sunday, June 17, 2012.** Our fair hours are Wednesday through Friday, 5:00 PM – 11:30 PM for our commercial exhibitors and Saturday and Sunday, opening at 3:00 PM. Midway and carnival are open until 12:30 AM. Many vendors like you do participate in the Alameda County Fair, which begins on June 20, 2012 and allows them to travel directly from Merced to Alameda, just a short drive away.

To apply for commercial booth space at the 2012 Fair, fill out the enclosed 2012 Commercial Space Application. Complete all areas on this form and submit it to the Fair office. Only completed applications will be reviewed. You must include full payment, certificate of insurance or California Fairs Services Authority (CSFA) insurance number, or purchase insurance through our office for \$110.00. Please include photo or drawing of your exhibit, brochures (if available) of your product and full product description.

Merced County Fair reserves the right to select the type of product and/or services contracted in order to keep the Fair interesting and appealing. In the event the Fair is unable to accommodate your request, you will be notified as soon as possible. Please do not contact our office regarding the status of your application as we will notify you in either case.

Thank you for considering the Merced County Fair during this fair season.

Sincerely,

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**MERCED COUNTY FAIR
COMMERCIAL SPACE APPLICATION
JUNE 13 – 17, 2012**

NOTE: This application is NOT a contract and does NOT guarantee space for the Fair.
Please type or print clearly. All information must be completed or application will not be accepted.

Company or Organization: _____

Returning vendor? Yes ___ No ___ Are you a Western Fairs Association (WFA) Member? Yes ___ No ___

California State Board of Equalization Permit No: _____

Authorized Representative: _____

Phone: () _____ or () _____ fax () _____

Mailing Address: _____

City: _____ State _____ Zip _____

Email : _____ Website _____

Type of Products or Service: Be Specific, include a picture of your booth setup, brochures and list brand names. You may attach additional information. If your product or service is not listed here, you will not be considered.

Electricity: one 110 volt, 5 amp, 600 watt outlet is provided with the space. Additional power requirement fees will be determined by need and availability. Electric requirements _____

Commercial Space Rates

10 ft x 10 ft in-line space inside	\$400	Inside space only: 1 st choice	_____
10 ft x 10 ft corner space inside	\$450	(map on reverse) 2 nd choice	_____
10 ft x 10 ft premium inside (#'s 37, 38, 39)	\$500	3 rd choice	_____
10 ft x 10 ft outside space	\$450		

Outside space requirement: _____ ft x _____ ft

When product or service is sold or deposit for orders is taken at exhibit space, **add \$50 to commercial space rate.** Do you sell or take orders? Yes ___ No ___

Form of Payment: Indicate total payment and forward check or credit card information to Merced County Fair

Total amount enclosed \$ _____ Check _____ Visa/MasterCard _____

Name on card: _____ Expiration Date _____

Authorized Signature: _____ Card No. _____

The above named business/organization agrees the information provided is correct and complete and that the listed products/services are the only products to be sold.

Signature: _____ Date: _____

**2012 MERCED COUNTY FAIR
COMMERCIAL EXHIBIT SPACE
GENERAL CONDITIONS**

FAIR DATES

The 2012 Merced County Fair opens Wednesday, June 13 and closes Sunday, June 17.

COMMERCIAL EXHIBIT BUILDING HOURS

Yosemite Hall, housing the indoor commercial exhibits, will be open to the public from 5:00 PM until 11:30 PM Wednesday through Friday and 3:00 PM through 11:30 PM Saturday and Sunday. Fair management reserves the right to adjust closing time should conditions dictate.

CHECK-IN/OUT, INSTALLATION

Commercial Exhibitors must check in at the Administration Office with the Concession and Commercial Space Coordinator to confirm location and ensure contract compliance. All Commercial Exhibitors must check-in prior to noon on Wednesday, June 13. All Exhibits must be in-place and completed by 4:00 PM Wednesday, June 15. Yosemite Hall will be open and available for set-up during the following times:

Sunday, June 10, noon – 6:00 PM

Tuesday, June 12, 8:00 AM – 8:00 PM

Monday, June 11, 8:00 AM – 4:00 PM

Wednesday, June 13, 8:00 AM – 4:00 PM

Exhibits may NOT be dismantled prior to 11:30 PM closing night, June 17. Early removal of booth may prohibit exhibitor from participating in future Fairs.

STANDARD BOOTH SPACE

Standard booth size will be in increments of 10 ft x 10 ft. All indoor dividers and back walls (pipe and drape) will be furnished and installed by the Fair. Fair management reserves the right to move any exhibitor after a contract is issued. Vendors shall operate strictly within the limits of their assigned space, not in the aisles or roadways.

DECORATING RESTRICTIONS

Display heights at the rear of exhibits shall not exceed 8 ft. Exhibit material contained within the booth shall not exceed 3 ft. in height in the first 7 ft. 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 an exhibit shall interfere with another exhibit.

UNAUTHORIZED PRODUCTS

The demonstration and/or sale of the following products during the Fair are strictly prohibited: firearms, weapons (including pocket or hunting knives), guns (either toy or real), blow guns, blow gun darts, explosives, drug paraphernalia, the sale of any items that promote or glorify drug use, combustibles, laser pointers, spud (potato) guns, adhesive backed stickers, stink bombs and any other items which the DAA deems to be dangerous, obscene or highly offensive.

FIRE PREVENTION

All drapes, table covers, and any decorations must be flameproof and are subject to inspection by the State Fire Marshal or California Fairs Services Authority inspector. No propane, butane or open flame will be permitted in any exhibit building. No tents or canopies are allowed inside any building. Tents or canopies used outside must be certified fireproof.

ELECTRICITY

Each booth will be provided on 110 volt (5 amp, 600 watt) outlet. Any additional power requirement will be charged a fee based on the need and availability.

MOTORS

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

GROUND RULES

Vehicles - During the fair, no vehicles will be permitted on the grounds between 4:00 PM through 12:30 AM, Wednesday through Friday and 2:00 PM through 12:30 AM Saturday and Sunday. Vehicles may not be allowed on grounds until such time as Fair management or law enforcement determines that it is safe to do so. All vehicles must be parked in the designated parking lot assigned to them by the fair.

PETS – No pets are allowed on the fairground except special assistance dogs.

RV SPACE

A limited number of RV spaces will be available on the fairgrounds at the rate of \$140 per week. This fee covers arrival no earlier than 8:00 AM Monday, June 11 and departure no later than 4:00 PM Monday, June 18. If you must arrive before the 11th or leave after the 18th, prior approval must be obtained from the fair office. There are a limited number of RV spaces. Electrical or water hook-ups are NOT guaranteed. Returning exhibitors will receive first priority for RV space. Payment for RV space due with contract.

PROTECTION FROM THEFT

Merced County Fair (35th District Agricultural Association) assumes no liability for any losses suffered by exhibitors. Do not leave the space unattended at any time. Valuables should be locked, covered or removed each night. Please report any losses or infractions to the Commercial Exhibits Superintendent or Fair office staff immediately after discovery of any loss.

SECURITY

Merced County Sheriff's deputies will be on duty during operating hours of the fair.

STAFFING EXHIBIT

All booths must be properly staffed by a responsible adult at all time during exhibit hours.

SOUND DEVICES

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

The use of voice amplifying (P.A.) systems will not be permitted unless approval has first been obtained from Fair management. Volume of any sound device or vocal "pitch" sales must not interfere with the activities and sales of other vendors. The "calling" of people from the aisles or from other booths is strictly prohibited.

CLEANING BOOTH

All booths must be kept clean and orderly at all times. Rubbish must not be swept into aisles except immediately after closing at night. Refuse container are provided outside buildings.

PAYMENT TERMS

A deposit equal to the total contract price is required before a contract is issued. Upon issuance of the contract, the deposit becomes NON-REFUNDABLE. For payments made after June 1, only cash, credit card, cashier's check or money order will be accepted. NO business or personal checks will be accepted.

ALLOCATION OF SPACE

Previous exhibitors are given first opportunity to contract for space on a first-come-first-served basis until February 29, 2012. After the February 29 deadline, new exhibitors are welcome to select from spaces still available. Management reserves the right to assign space or to move or relocate any Exhibitor for the betterment of the Fair.

INSURANCE

Exhibitor must provide proof of insurance that lists required additional insured as outlined in the Rental Agreement for the space.

ADMISSION PASSES

Each Commercial Exhibitor will be issued a maximum of 25 single entry admissions with every contract, regardless of booth size. Additional admissions can be purchased prior to June 15 for \$4 each. After that date, any admission is \$5 per person. Any attempt on the part of the 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 Agreement and removal from the property. All passes allotted are specifically for the use of the Exhibitors' staff only. **Lost or stolen passes will not be replaced under any circumstances.**

PARKING PASSES

Each Commercial Exhibitor will be issued one 5-day parking permit with every contract regardless of booth size. Commercial Exhibitor is responsible for purchasing additional parking passes for their employees if needed.

WILL-CALL PROCEDURES

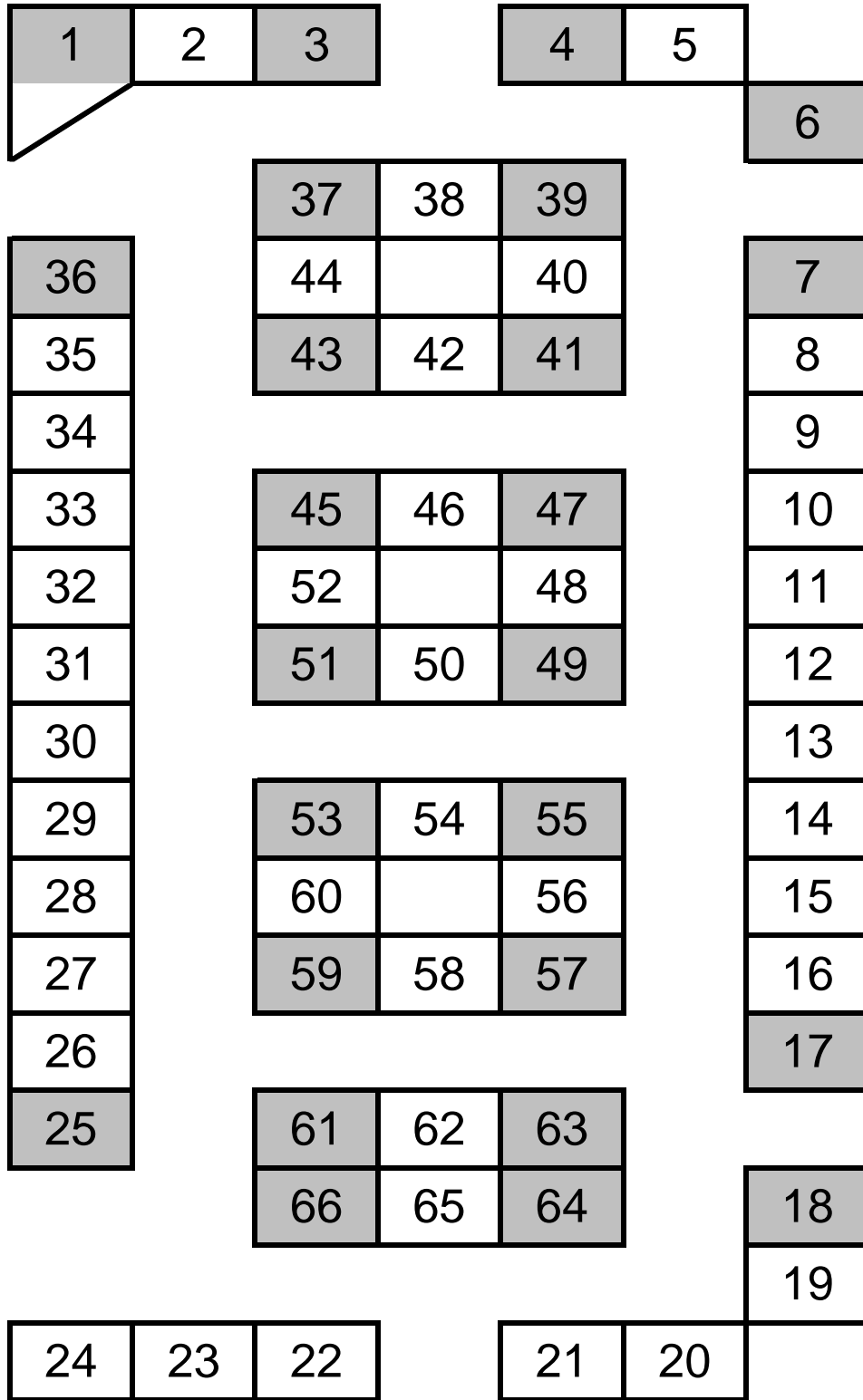
The Administration Office will allow Exhibitors to leave "will call" passes. Exhibitors must leave passes in a sealed #10 envelope; with the following information on the outside of the envelope; 1) Exhibitor Name, 2) Employee's Name, 3) Date of use.

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 written permission from the fair management. If prior approval has not been obtained, request an application when checking in before set-up. The names and addresses of all winners must be submitted to the Commercial Exhibits Supervisor on the final evening of the Fair.

INDOOR SPACE COMMERCIAL EXHIBIT-YOSEMITE HALL

MAIN ENTRANCE



SERVICE ENTRANCE



Indicates Corner Space