

California STATE★FAIR California State Fair Commercial Information

State Fair dates: July 12 – July 28, 2024
Deadline: Friday, February 23, 2024

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 **commercialexhibits@calexpo.com**.

Incomplete applications will not be considered or returned.

Instructions For Completing Application

1. Review the 2024 Exhibit Space and Commercial & Concessions Rules and Regulations Handbook available on our website www.CalExpoStateFair.com.
2. All questions on this application must be answered completely. Be sure the information you provide 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, in different locations, you must submit separate applications for each.
4. The list of products you are requesting to sell/display/promote/give away must be specific and include prices. 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 shipped to the customer or be sent to Will Call outside the main gate for pick up.
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. Please review the product exclusivity items.
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. A \$25 application processing fee (per stand) will be required. Payment payable to Cal Expo.

THREE WAYS TO SUBMIT APPLICATION(S):

Mailing Address

California State Fair
Attn: Commercial Exhibits
P.O. Box 15649
Sacramento, CA 95852-1649

Street Address

California State Fair
Commercial Exhibits
1600 Exposition Blvd
Sacramento, CA 95815

FOR 2024: Online

<https://calexpostatefair.com/commercial-vendor-application/>

Once applications have been received, the Commercial & Concessions Office will review all applications and begin notifying accepted vendors by April 1. If you do not hear by April 15, 2024, please follow up via email at commercialexhibits@calexpo.com.

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.

Location	Space Type	Rate
Building A Mezzanine, Bldg B Mezzanine & D Tent	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 (Tent Included)	10' x 10'	\$2,975.00
	10' x 20'	\$5,425.00
Safe Food Handling Fees		
Prepared (High Risk) \$170.00*	*Price Subject to Change * \$1 Million Product Liability * Cal Expo to determine Risk Level	
Sampler (Low Risk) \$130.00*		

LATE FEE INFORMATION

A \$50.00 Late Fee is due with each application postmarked after the February 23, 2024 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.

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 or submitted online: _____

- 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)



California State Fair Commercial Space Application

Please submit your application and all requested information online at www.CalExpoStateFair.com, via mail or in person by February 23, 2024. After February 23, the processing fee will increase to \$50.

Contract Signing Authority Name: _____

Business Name: _____

Booth Name: _____

Mailing Address: _____

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

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

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. If applying for a sellers permit, please note)

Business Type: Sole Proprietorship Partnership Corporation Non Profit Other

Are you a returning vendor at the California State Fair? Yes No

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

Are you interested in the same location you had in 2023? Yes No

If Yes, application must be received by February 23, 2024 deadline.

If No, Preferred Building & Space: _____

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

Will you be selling product? (The current sales tax rate is 8.75%) 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 Name: _____
- 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

If you are requesting multiple locations, please submit separate applications. 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')

Please check one: Corner Booth Inline Booth

Additional Utility Requirements

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

- No Electrical Needed

ELECTRICAL FEE TABLE

<u>120 Volt Single Phase</u>	<u>240 Volt Single Phase</u>	<u>208 Volt Three Phase</u>
20 amps - \$100 Quantity_____	50 amps - \$575 Quantity_____	30 amps - \$525 Quantity_____
		50 amps - \$750 Quantity_____
30 amps - \$150 Quantity_____	100 amps - \$775 Quantity_____	100 amps - \$1,000 Quantity_____
		200 amps - \$1775 Quantity_____

Notes: _____

Indicate whether your stand requires (OUTDOOR ONLY): 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 shipped to the customer or be sent to Will Call outside the Main Gate for pickup.**

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 2024 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: _____