

California State Fair **Commercial Information**

State Fair dates: July 11 – July 27, 2025

Priority Deadline: Friday, February 28, 2025

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 2025 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 complete the booth request form. 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.

WAYS TO SUBMIT APPLICATION(S):

Print and Mail to:

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

Submit Online at:

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

Once applications have been received, the Commercial & Concessions Office will review all applications and begin notifying accepted vendors on a rolling basis. If you do not hear by March 31, 2025, 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
D Tent	10' x 10' Inline	\$2,810.00
	10' x 10' Corner	\$3,480.00
Building A & Building B Mezzanine	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		
High Risk \$300.00*	*Price Subject to Change * \$1 Million Product Liability * Cal Expo to determine Risk Level	
Low Risk \$150.00*		

LATE FEE INFORMATION

A \$50.00 Late Fee is due with each application postmarked after February 28, 2025. 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 (must be on submitted and on file 30 days prior to fair opening)
- ☐ 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 28, 2025. After February 28, 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 #: _____ I will be applying for a Temporary CA Seller's Permit ☐
(Copy of permit required to be on file with the Office of Commercial and Concessions prior to move-in date.)

Business Type: ☐ Sole Proprietorship ☐ Partnership ☐ Corporation ☐ Non-Profit ☐ Other

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; Entertainers will be charged a higher premium, \$175 per booth.)

2025 Booth Request Form

All applicants that are applying for more than one booth space, in different locations, must submit separate applications for each. If a contract is issued, the location of your booth will be determined by management; however, your preference is important, so be sure to read through all of the following options carefully and check the appropriate boxes. Available locations are subject to change year to year.

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 2024? ☐ Yes ☐ No

If yes, application must be received by February 28, 2025 deadline.

If no, please enter your preferred change location (included below) _____

Total Number of Booth Locations being requested for 2025: _____

Separate applications required for each booth.

Please check one: ☐ Indoor Space ☐ Outdoor Space **Space Size:** _____
(10' x 10', 10' x 20', 10' x 30')

Indoor booth only: ☐ Corner Booth ☐ Inline Booth

Please review the layouts located on the last page and list your preferred space request (preferred space not guaranteed).

1st option, space request: _____

2nd option, space request: _____

Utilities

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 - \$1,775 Quantity_____

Indicate whether your stand requires (OUTDOOR ONLY): ☐ Running Water ☐ Sewer

Please list any special requests below:

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

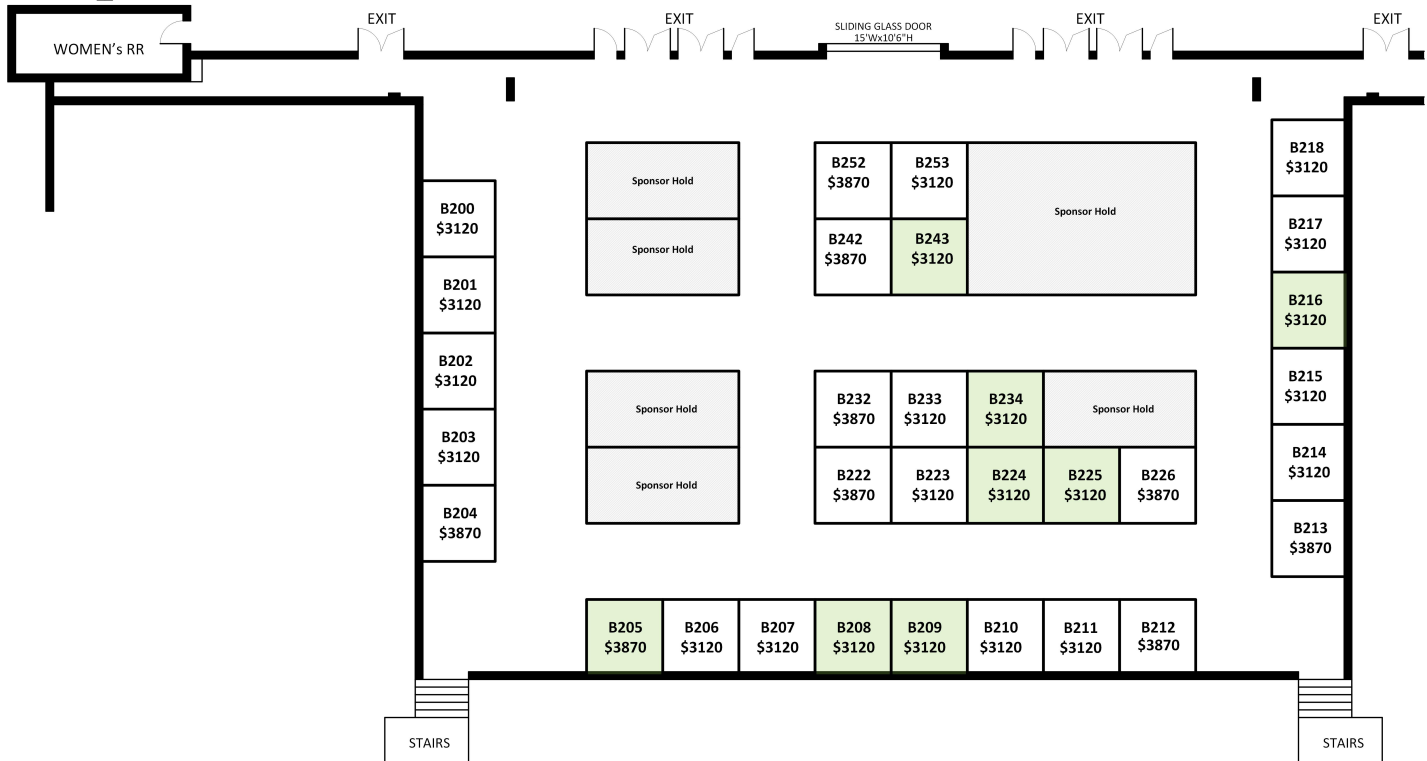
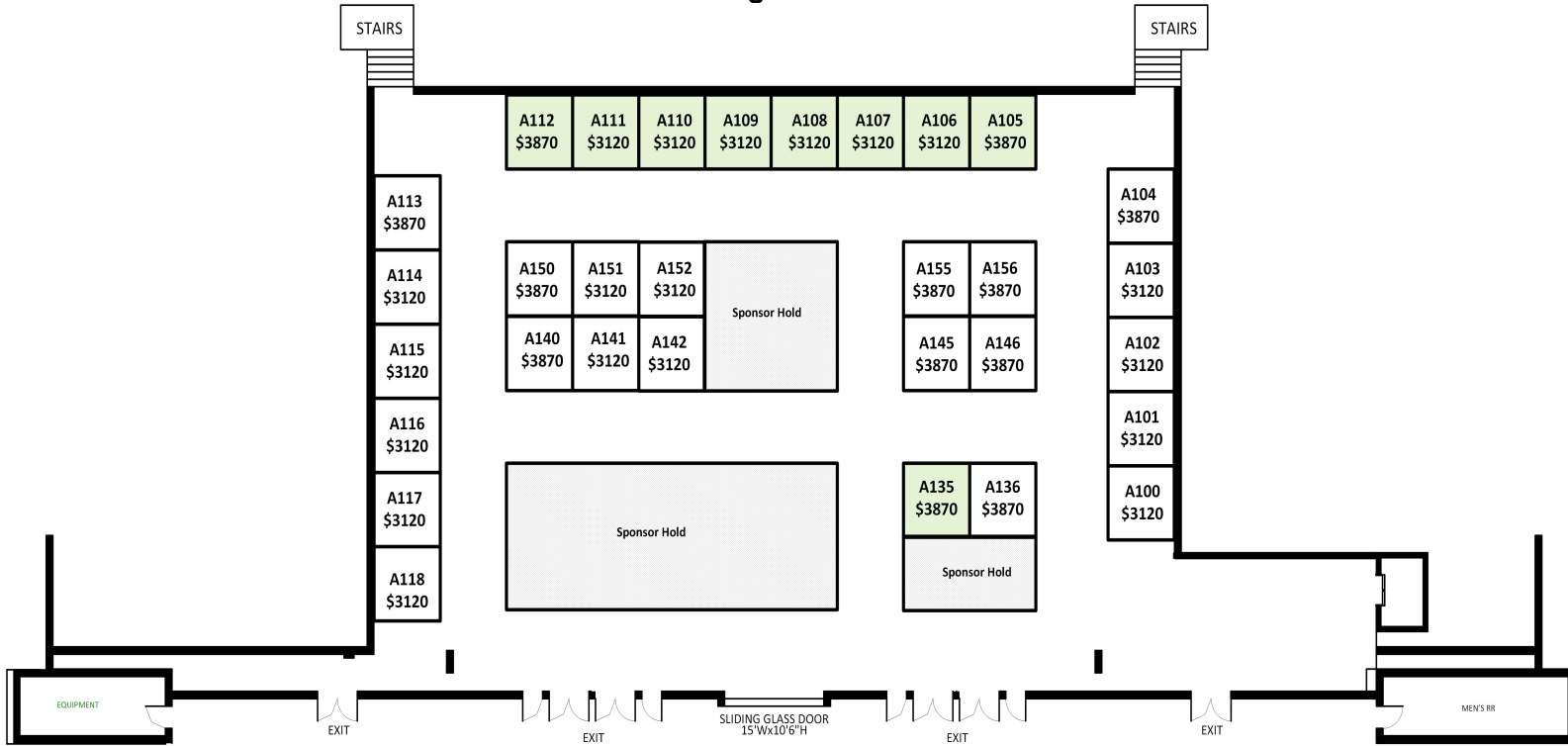
I have read and understand the 2025 Commercial & Concessions Handbook, instructions and any additional information attached. I understand that this form is an application for space only, and is neither a commitment by the applicant, nor an offer by the California State Fair to rent space. I certify all information contained in this application to be true and accurate to the best of my knowledge.

Signature: _____ Date: _____

Printed Name: _____ Title: _____

2025 Indoor Commercial Booth Layouts

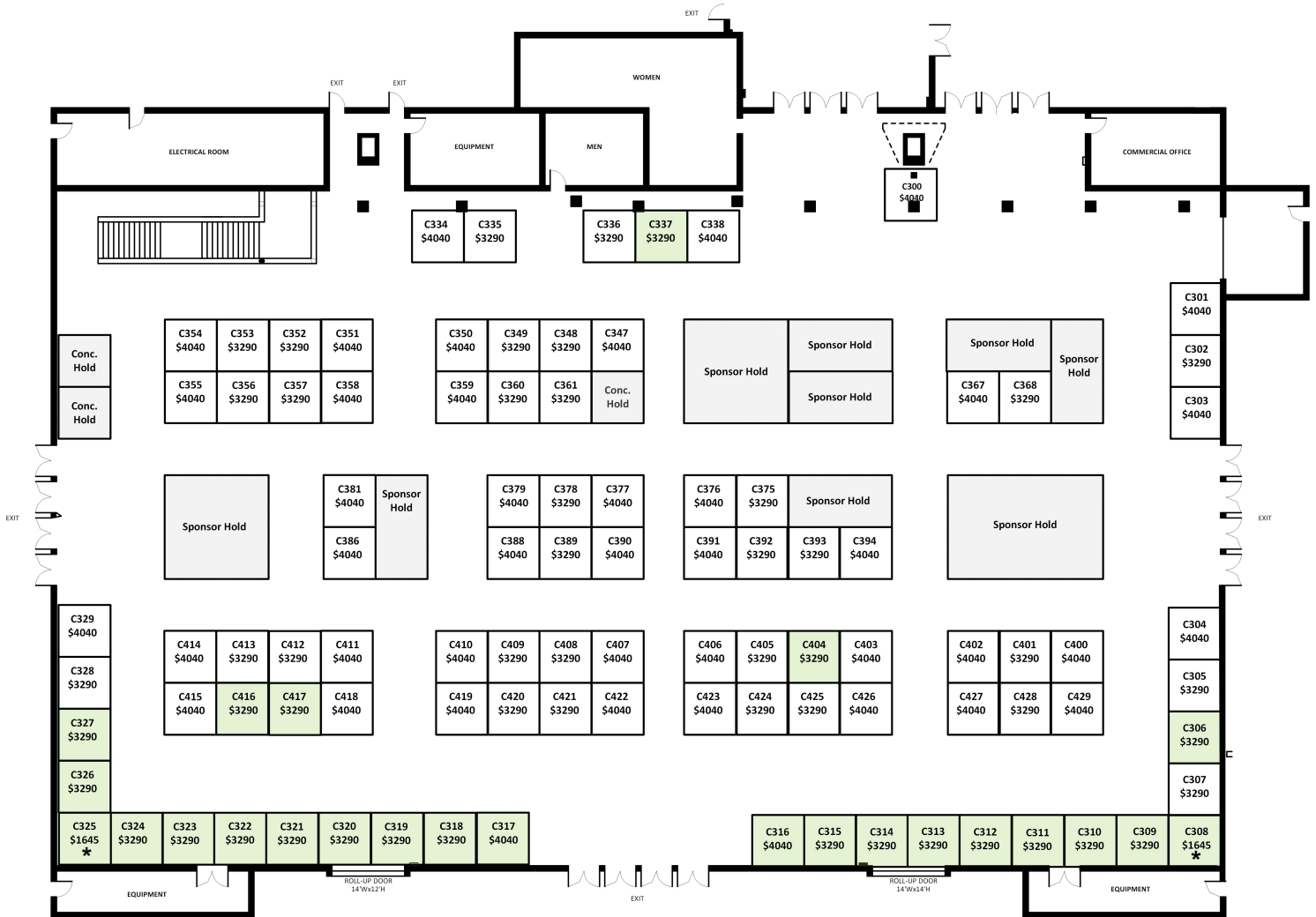
Building A Mezzanine



Building B Mezzanine

2025 Indoor Commercial Booth Layouts

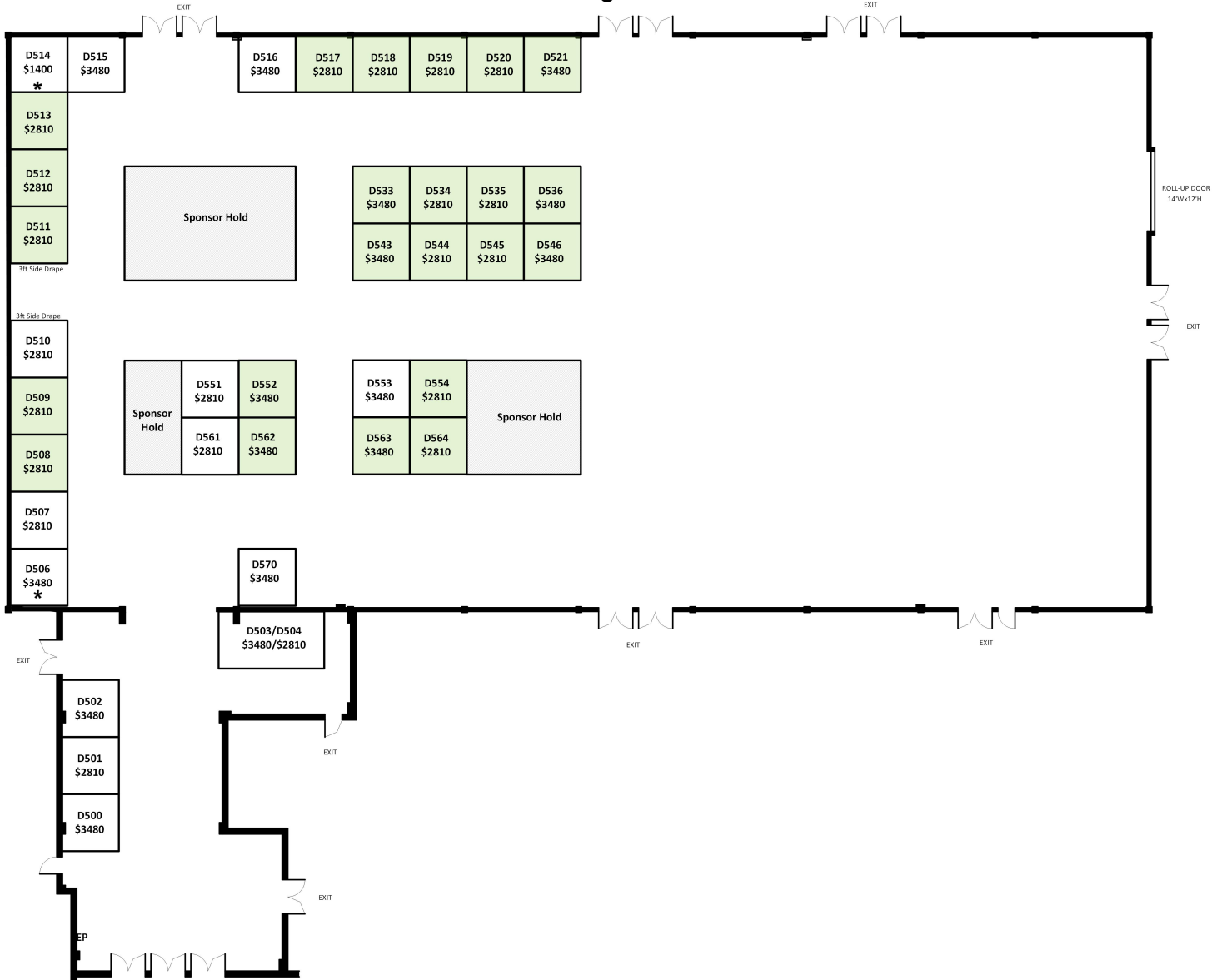
Building C



***Cannot Be Rented Alone**

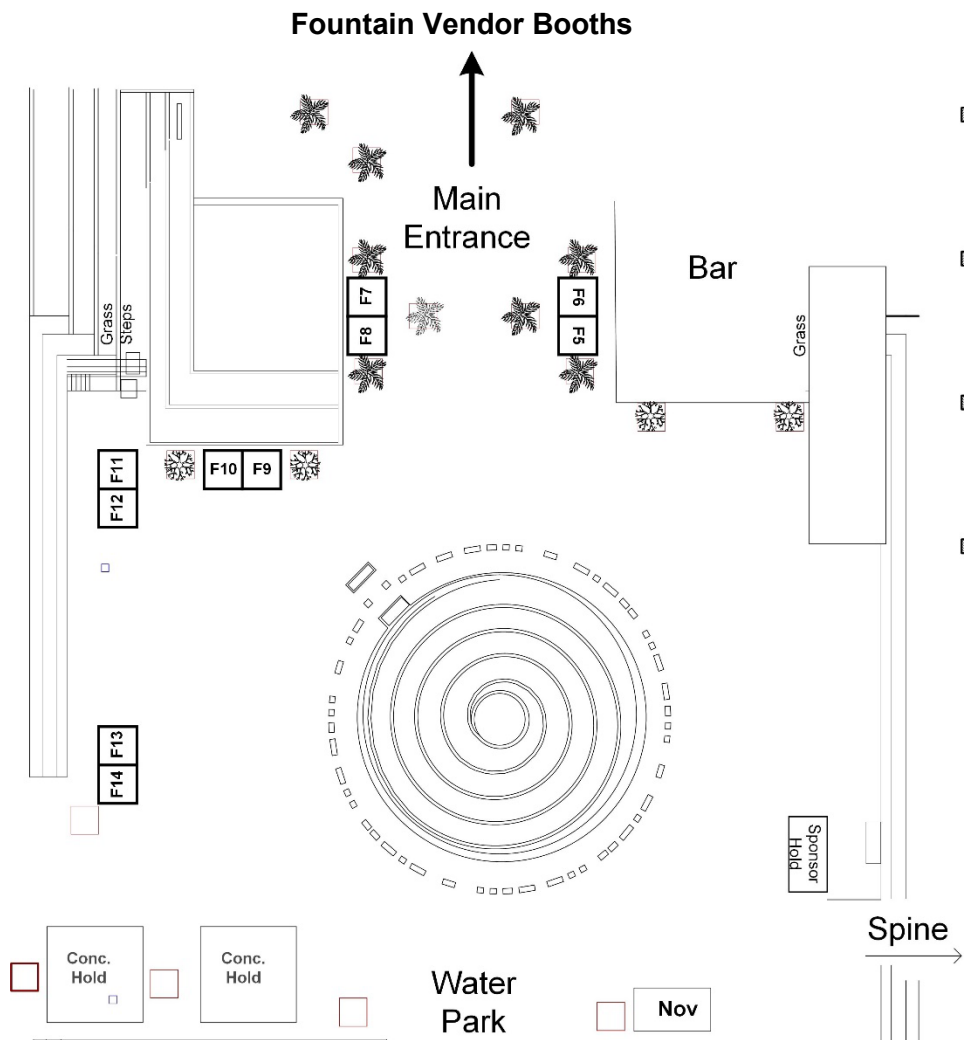
2025 Indoor Commercial Booth Layouts

Building D



*** Cannot Be Rented Alone**

2025 Outdoor Commercial Booth Layouts



Water Park Row Vendor Booths

