

**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](http://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](mailto: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
<b>Safe Food Handling Fees</b>		
<b>High Risk \$300.00*</b>		*Price Subject to Change * \$1 Million Product Liability * Cal Expo to determine Risk Level
<b>Low Risk \$150.00*</b>		

## 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)



**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).**

**1<sup>st</sup> option, space request:** \_\_\_\_\_

**2<sup>nd</sup> 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**

<b><u>120 Volt Single Phase</u></b>	<b><u>240 Volt Single Phase</u></b>	<b><u>208 Volt Three Phase</u></b>
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.**

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**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**

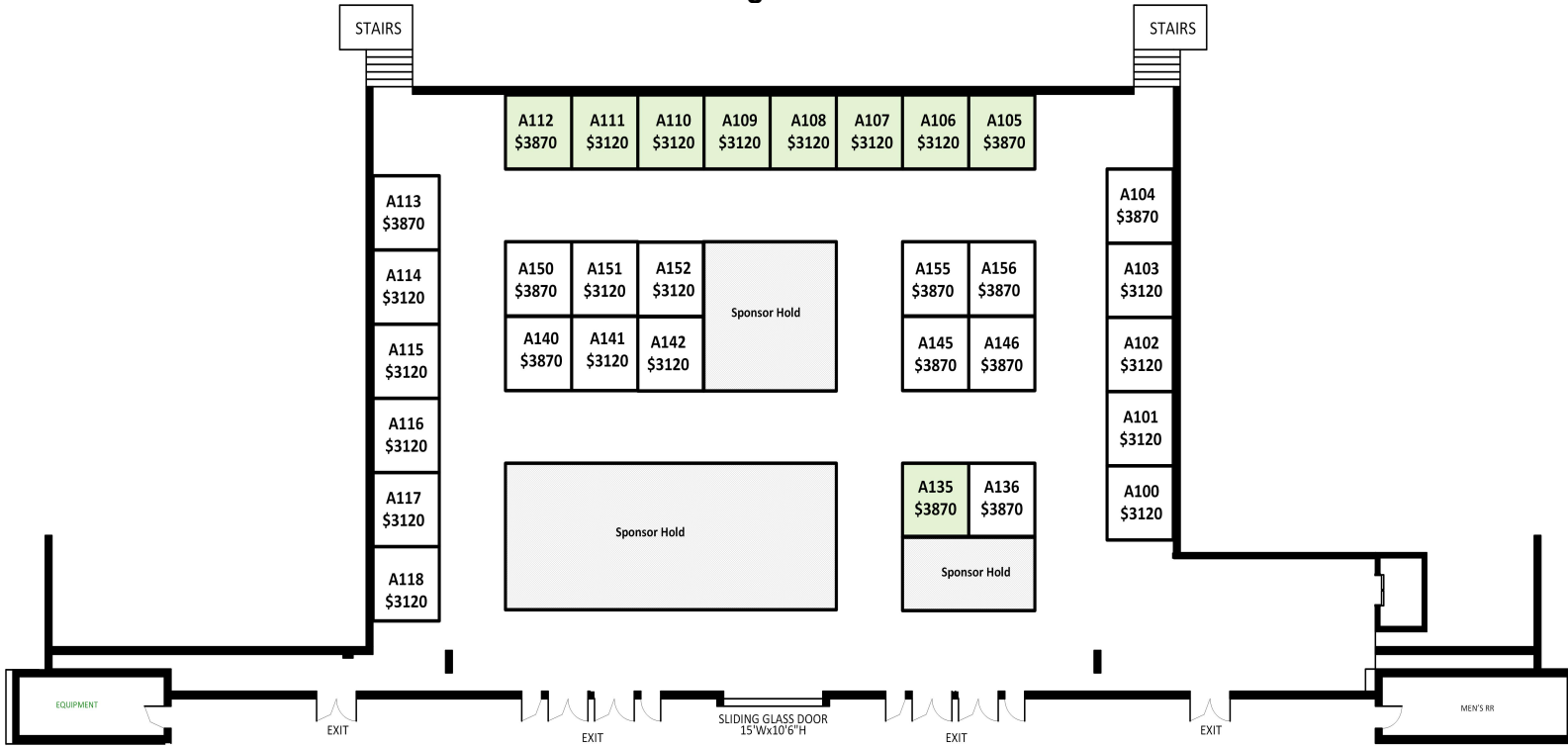
I have read and understand the 2025 Commercial & Concessions Handbook, instructions and any additional information attached. I understand that this form is an application for space only, and is neither a commitment by the applicant, nor an offer by the California State Fair to rent space. I certify all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

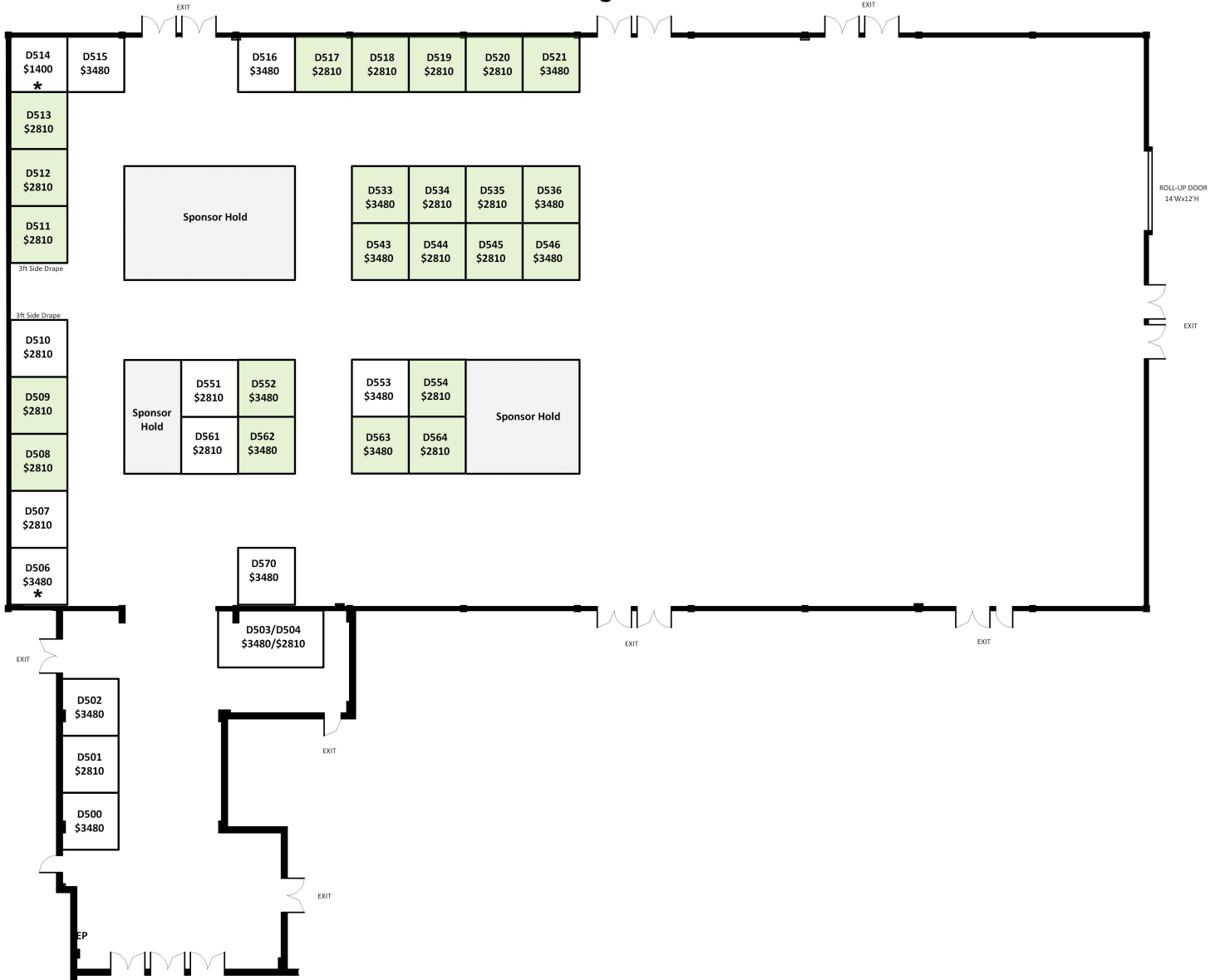
## Building C



**\*Cannot Be Rented Alone**

# 2025 Indoor Commercial Booth Layouts

## Building D

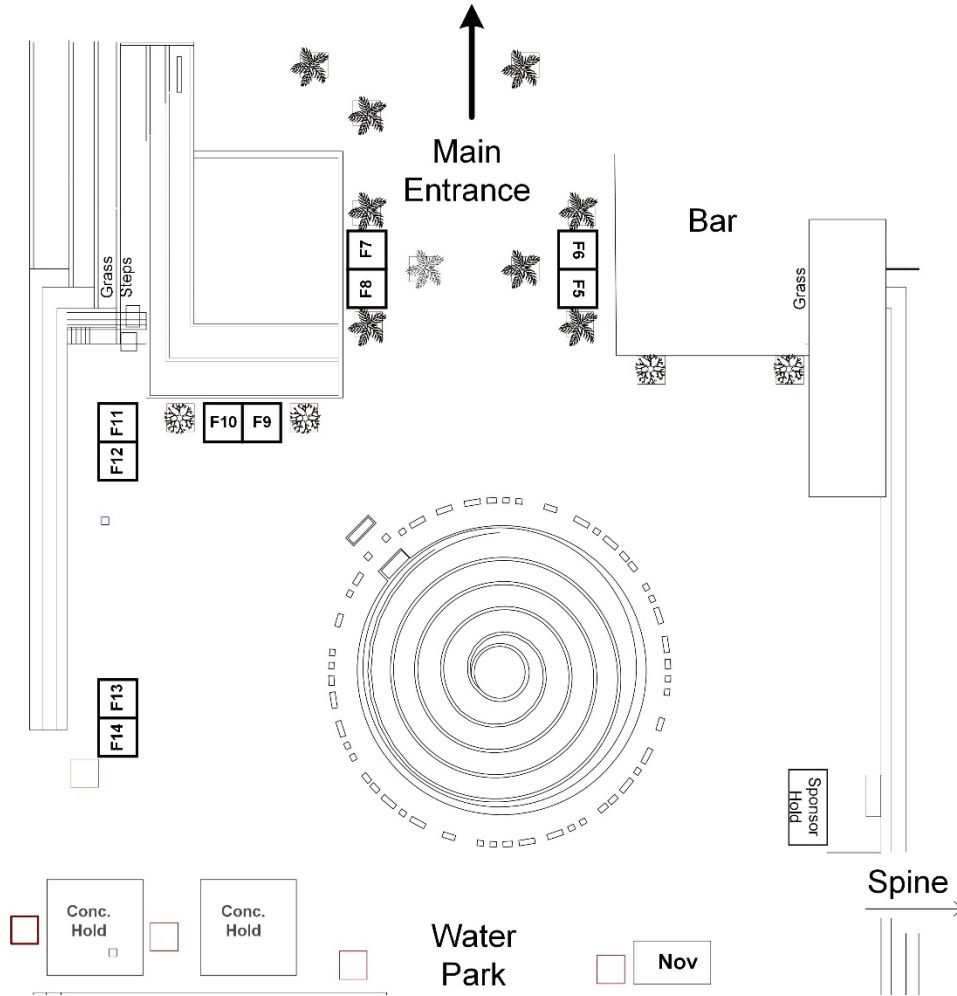


**\* Cannot Be Rented Alone**



# 2025 Outdoor Commercial Booth Layouts

## Fountain Vendor Booths



## Water Park Row Vendor Booths

