

2010 SANTA CLARA COUNTY FAIR

EXHIBITOR / VENDOR APPLICATION INFORMATION

Dates: August 5th, 6th, 7th and 8th

Hours: 10:00 am – 7:00 pm daily... Buildings begin closing at 6:30 pm

TO SUBMIT YOUR PROPOSAL:

Please complete the enclosed application. Return your completed application to: 344 Tully Road, San Jose, CA 95111. No deposit is requested at the time of your application. If space is granted,, there maybe a deposit requirement. Please read below for further clarification.

INSURANCE:

All vendors, exhibitors are required to have at least a 1 million-dollar general liability insurance policy. You may provide your own insurance from a company of your choice or you may purchase insurance from the Fair's blanket policy. All insurance policies must include an **additional insured clause**. Please call 408-494-3100 for more information.

HEALTH REQUIREMENTS:

Any vendor selling food, pre-packaged food, demonstrating food, distributing food or drink samples must have a Santa Clara County Health Permit. Permit fee information will accompany contract. Please call 408-494-3100 for more information.

FIRE PREVENTION:

All vendors must comply with the fire prevention policies set forth by the Santa Clara County Fire Marshal. Tents, canopies, cooking equipment, fuel tanks are all areas of concern and must comply with the Fire Codes. Please call 408-494-3100 to request a copy of the fire prevention policies.

WHAT'S SUPPLIED:

- Leased space area
- 1 x 110V-15amp electrical outlet
- water (food locations only)
- We **do not** provide pipe and drape; tables and chairs

GIVEAWAY ITEMS:

If your booth wishes to do "give-away" items these items must be approved by Fair Management. One reason being that there are some items such as stickers, toy guns, etc. that are not desirable, another reason is that we do not wish to create competition amongst our commercial and community exhibitors. We want for this to be a great experience for everyone.

PLEASE NOTE:

The Santa Clara County Fair, its employees, agents and Board of Directors will not be held responsible for lost, stolen or damaged merchandise or display materials.

BOOTH ASSIGNMENT CRITERIA:

Space applications will be reviewed and spaces assigned with the following criteria (in no particular order):

- Type and quality of product

- Appropriateness of the product
- Appearance of booth set up
- Authenticity of merchandise

PRICES:

Please note that all booth/area assignments are done at the discretion of the Fair Management. Our considerations are due based on how your booth best fits with that area as well as space available. There are two areas for booth requests....inside (very limited) and outside. Booth space is allocated on a 10 x 10 space basis. There are three basic price breakdowns; basic, free and food.

Now while we realize that everyone would like a free space these are designed for specific types of exhibitors.

How do I qualify?

Here are some of the things that may qualify you for a free booth...

Can your company/organization provide a free interactive component for the general public, most specifically elementary and middle school age guests.

Are you a non-profit 501 C3? (not essential but a plus)

Do you provide a service to the community?

Do you have an “entertainment value” ?

How much is a basic fee space?

The basic fee is \$50.00 for a 10 x 10 space. If your group does not qualify for a free space then this would be the amount that you would pay. Once accepted full payment is due within 14 days.

How much is a food booth space?

Food Booths must be open Thursday – Sunday, from 10am – 7:00 p.m.

The fee for a booth is \$200.00 for the 4 days. Santa Clara County Health department permits are required. Once accepted a \$50.00 deposit is due within 14 days.

FOOD CONCESSIONAIRES:

The price of food concession space is a flat fee and includes entitlement to sell one major food item plus the following beverages and snacks. Carbonated Soft Drinks*, Bottled Water*, Coffee (no gourmet coffee drinks), Tea (hot or iced), Milk, Hot Chocolate, Lemonade, Fruit Punch, Chips (potato, corn or flavored). ****Carbonated soft drinks and bottled water must be purchased from the Fair’s soft drink licensee without exception.***

Additional food items must be approved by Fair Management and will be charged \$150.00 per item.

RV Vendor Space (allows for one car/truck & RV) is \$75.00

DELIVERIES:

Deliveries will not be made to individual booth spaces. The Santa Clara County Fair will not take responsibility for storing deliveries. We coordinate each year with UPS and Fed Ex as to delivery time and location. Fair employees are not able to sign for your deliveries nor will be store your deliveries. Vendors must make arrangements to have someone at the location designated to receive any and all delivery shipments and be able to transport their shipment to their space.

CANCELLATION OF BOOTH:

The Santa Clara County Fair reserves the right to cancel/revoke vendor booth space at any time it deems necessary. Such cancellation or revoking of space may be based in part but limited to the following: non-compliance with Fair rules and regulations regarding vendor participation, non-cooperation by vendor or vendor's staff with Fair management, booth not set up or ready for business during vendor operating hours, rudeness/swearing or other inappropriate behavior of vendor or vendor staff to Fair employees, other vendors, or Fair guests. Any and all fees paid will not be refunded if the Fair finds it necessary to cancel or revoke your booth space after July 10th, 2010.

PLEASE NOTE:

The Santa Clara County Fair makes no promises or guarantees regarding anticipated or actual sales. If weather, acts of God or other reasons beyond the control of the Fair cause the event to be affected, fees will not be refunded. Rates and times subject to change without notice.