



2024 COMMERCIAL EXHIBITOR APPLICATION

Email Completed Application to: commercial@santacruzcountyfair.com

2024 Fair Dates: September 11th – September 15th

Company/Business Name: _____ Contact Name: _____

Email: _____ Business Phone: _____ Cell Phone: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Seller's Permit ID (State Board of Equalization, #'s only, e.g. 100123456): _____

Are you using sound devices (TV, Radio, PA, music, etc.)? Y N

If you are selling products, please list all products & prices of items (add attached sheet if needed):

Outdoor space pricing (Canopies are provided by fairgrounds. Exhibitors must provide lighting, table, chairs, electrical cords):

2024 Prices. Prices subject to change this year

\$650 for 10' by 10' Outside Pavilion _____

\$750 for 10' by 10' Outside Pavilion _____

\$1000 for 10' by 10' Outside Pavilion _____

\$750 for 10' by 10' Inside Pavilion _____

\$1000 for 10' by 10' Inside Pavilion _____

\$750 for 10' by 10' Not in Pavilion (non-corner) _____

\$1000 for 10' by 10' Not in Pavilion (corner) _____

Profit Sharing (call for Details) _____

If you have special requirements for your space, please describe here (e.g.: "approximate space needed is 30X30, square"):

RV/Stock Truck Requirements:

RV (dry) - \$200/week: _____ RV (hook-ups) - \$350/week: _____ Stock Truck (no charge): _____

General Liability Insurance: Each exhibitor must provide the Santa Cruz County Fair with proof of general liability insurance of no less than \$1,000,000.00.

My own carrier; Carrier Name & Policy #: _____

WFA Master List – CFSA #: _____; Expiration Date: _____

Name policy is under: _____

Purchase Insurance through Fair Services Authority (\$120) _____

References:

List any fairs, festivals or events and their respective dates. Include a photograph of your booth.

This section is not required for returning vendors.

Please Read Important Information on the Next Page

Important Information

- All new vendors are required to send pictures of your booth space with the application
- If you are a returning vendor and your booth has changed since last year's fair, you are required to send pictures of your booth space with application
- If your application is approved, the Fair will send you a contract for signature. Payment is due by the date indicated on the contract.
- If you are selling items, you must have a State Board of Equalization Seller's Permit with our address listed as the location you will be selling (2601 East Lake Ave., Watsonville, CA 95076) You can acquire a temporary permit here: <https://onlineservices.cdtfa.ca.gov/>
- **Booths must be staffed during all hours of the Fair**
- Canopies are provided, and encompass your assigned space, you cannot have product outside the canopy area.
- Bring your tables, chairs and lighting for the inside of the canopy
- See Guidebook for electrical cord requirements

The following items may not be sold, displayed, or advertised at any vendor booth, in any Fair Building, or anywhere on Fair property without expressed written approval of Fair Management:

- tobacco products
- alcoholic beverages
- weapons of any sort
- replica firearms
- items with the confederate flag
- items prohibited by Fair policy or any items prohibited by law

Exhibitors, exhibitor agents, their employees, or representatives who violate this section forfeit the Exhibitor's ability to continue operation on Fair property. Violator's may be required to immediately cease operation and remove themselves and all Exhibitor vendor property from the Fair and grounds without a refund. Due to complaints and possible damage to structures and harm to animals, patrons and staff, the following "Objects of Harm" listed, but not limited to, will not be sold: Any projectile toy (pellet gun, potato gun, etc.) or any silly string (projectile aerosol), laser pointers, disappearing ink, snappers, any type poppers (explosive wrapped in paper), fart bombs, or shock items. **NO BALLOONS MAY BE SOLD OR GIVEN AWAY.**

NOTE FROM THE MANAGER: Welcome back to the Santa Cruz County Fair! If you have used our commercial space in the past, you will notice that we are radically changing the format for 2024. We are doing this in an effort to draw more of our Fair foot traffic into our commercial space while slowing that traffic down to consider your products. We also plan to upgrade the appearance of the entrance, and we are looking for ways to make the space wheelchair accessible if possible. At each entrance/exit to the new "Pavillion" we plan to have enticing activities or sights that give patrons a reason to use your area for travel - we are still rebuilding the attraction layout, but it has your best interests in mind. We look forward to working with you - please call or email with any questions. Best, --Zeke

MAP OF THE NEW "FAIRGROUNDS PAVILLION"

1000	1000	TREE	1000	750	1000
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OUTSIDE OF PAVILLION (other locations may be created)

1000	1000	TREE	1000	750	1000
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