



Lake Perris Fairgrounds

STATE OF CALIFORNIA

46th District Agricultural Association

18700 Lake Perris Drive • Perris, California 92571

Ph: 951.657.4221 Fax: 951.657.5412

www.SoCalFair.com ♦ Events@SoCalFair.com or

PaulaWillette@aol.com

Dear Potential Participant,

Thank you for your interest in participating in the 2006 Southern California Fair. This year's dates are Saturday, October 7 through Sunday, October 15. Enclosed you will find an application, instructions for completing the application, and additional information about the fair. We urge you to take a moment to read the entire packet of information prior to filing out the application.

Each application is considered by Management using the following criteria:

- Product balance within the fair
- Ability to set up a professional/attractive display
- Uniqueness and appeal of product
- Financial Responsibility
- Application presentation
- Space Availability

It is imperative that your application be filled out completely with all supporting information labeled & attached. Please be aware that this application is your presentation to the Selection Committee for final approval.

You will receive notice of the status of your application promptly upon the Selection Committee's review. If a contract is not issued, you may be selected to be placed on a wait list.

Thank you,

P. Willette

Paula Willette
Deputy Manager
PaulaWillette@aol.com

**2006 Southern California Fair
Lake Perris Fairgrounds
Saturday, October 7 - Sunday, October 15**

COMMERCIAL EXHIBITS APPLICATION

Please review these instructions carefully as the application changes from year to year. Instructions for completing the application follow. Additional information pertinent to the rules and regulations are on page two. **INCOMPLETE APPLICATIONS MAY NOT BE CONSIDERED.** So please, take a moment to familiarize yourself with this application packet.

INSTRUCTIONS FOR COMPLETING APPLICATION

1. **Please type or print in ink only**
2. This application is neither an offer nor guarantee of space.
3. This is a two-page application. All questions on both pages of the form must be answered completely. If you have any question about the form, please call the Concessions Office at 951.657.4221.
4. All questions must be answered completely before consideration for space can be given. Incomplete applications will not be accepted or returned.
5. Be sure the information you give is accurate, as it will be representation of your business to the Selection Committee.
6. A current photo and/or drawing of your proposed booth in operational form is required with each application. All photos become property of the Southern California Fair and will not be returned.
7. The list of products you are requesting to sell/display/promote/giveaway must be specific. Words such as "accessories", "related products", "gifts", "etcetera", and other vague descriptions are not acceptable. If a contract is issued, it will be assigned based on this list only, so please be thorough. We will verify items in your booth match your contract throughout the Fair.
8. Picture(s) or an informational brochure that visually describes each product must be included with your application. Please be certain to label all attachments with product name, company name, and price. (Please keep items to 8½" x 11" or smaller).
9. Samples of any handouts, brochures, catalogs, etc. must be attached and labeled with your name if you are planning to distribute them from your booth.
10. Sound transmissions such as radios, televisions sets, and voice amplification systems are subject to prior approval of the Fair. Applications are available through the Concession Office. Volume in excess of conversational levels is strictly prohibited. **THIS PRIVILEGE MAY BE REVOKED AT ANY TIME.**
11. Prize drawings to be held in your booth are subject to prior approval of the Fair. Applications are available through the Concession Office.
12. Be sure to list all persons (and their titles if applicable) who have financial interest or ownership in this company. Descriptions such as "none", "Self", or "corporations" are not acceptable.
13. Credentials (daily admission passes) are not included in the price for your booth space. Order Forms for credentials will be sent to you with your contract for pre-order purchase. Only those listed on your application will be authorized to pick up credentials.
14. If a contract is issued, the location of your booth will be determined by Fair Management. In order to do so effectively, please **indicate your preference for an indoor or outdoor location.**
15. **Do not send money** with this application. If a contract is issued, you will be billed for the space.
16. Make sure you sign the application where indicated.
17. Separate completed application from these instructions and mail application with attachments to: Concessions Office
•Southern California Fair • 18700 Lake Perris Drive • Perris, California 92571

ADDITIONAL INFORMATION

If a contract is issued, you will receive a Rules & Regulations Handbook detailing our rules, regulations, and operating policies. However, in our effort to assist you with our application process, we have outlined the following pertinent information:

INSURANCE AND LIABILITY: All vendors must obtain public liability and property damage insurance with a minimum of \$1 million coverage with the 46th D.A.A. listed as additional insured. This may be done in either of two ways;

1. Provide a copy of own insurance with the following exact wording added to the "Description of Operations/Locations/Vehicles/Exclusions added by Endorsement/Special Provisions". "The State of California, the 46th D.A.A, County Fair, the County in which the County Fair is located, Citrus Fair, or California Exposition and State Fair, their agents, officers, servants, and employees are made additional insured, but only insofar as the operations under this contract are concerned. Fair dates are October 7-15, 2006." The Fair requires 30 days written notice of cancellation on all policies.
2. Special Event Liability Coverage is available through the Fair and can be purchased directly through the Fair office. The amount for Concessionaires is \$133 and Commercial Exhibitors is \$109.

If we do not have your insurance certificate by close of business on September 22nd you will be required to purchase insurance through the Concession Office. *All certificates of insurance must meet the State requirements for certificates of insurance as outlined in the special Insurance Statement attached with your contract.*

Worker's Compensation certificates must be on file in the Concession Office before the close of business September 22nd. If you are exempt from Worker's Compensation you are required to sign an exempt waiver.

OBJECTIONABLE PRODUCTS, MATERIALS OR DEMONSTRATIONS: The Fair takes pride in hosting a quality family event. The Fair does not deem acceptable the following items: any item that could be used as or considered to be a weapon, including plastic toys. Pornographic or drug paraphernalia, related clothing or jewelry, stink/fart bombs, smoke bombs, stun guns, poppers/snaps, silly string, lasers, high powered water guns, rubber band toys/guns products made from any endangered animals or gang related items. Fair Management reserves the right to determine whether an item is considered offensive or in poor taste and to prohibit the sale or giveaway of such items.

SUBLEASING: Vendors are strictly prohibited from assigning or apportioning the whole or any part of the space allotted for exhibiting, or selling therein any other goods that those that area listed on contract.

EXCLUSIVE ITEMS

Balloons, inflatable toys, glow-in-the-dark novelty items are covered under the 46th D.A.A.'s novelty contract as exclusive items for sale by that contractor only. These items may not be sold or used as giveaway promotions by any other participant in the Southern California Fair.

DISPLAY LIMITATIONS & EQUIPMENT: All signage must be done in a professional manner with NO handmade signs. The view or exposure of another Vendor may not be obstructed and aisles may not be blocked or narrowed. All booth operations associated with your booth space such as tables, chairs, and decorations are the responsibility of each vendor. All tables must be skirted as to hide any inventory placed underneath tables.

CREDENTIALS: Admission Credentials are not included in your space fee and must be purchased separately using the form included in this booklet. WFA cards are accepted at all gates for admission.

ADMISSION PRICES:

- o \$15 nine (9) day admission pass
- o \$2 daily admission pass

PARKING PRICES:

- o \$10 Hangers: good for nine (9) days and grants in and out privileges.
- o \$2 Single day parking passes.

Hangers and single day passes are good for Gate A parking only

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COMMERCIAL EXHIBITS APPLICATION

Please type or print in ink only

OWNER/CONTACT NAME: _____

BUSINESS NAME: _____

DBA (if applicable): _____

ADDRESS: _____

CITY/STATE: _____ ZIP: _____

BUSINESS PHONE: _____ EMERGENCY/CELL: _____

E-MAIL ADDRESS: _____

TAXPAYER'S ID #: _____ CA SELLER'S PERMIT # _____

CONTACT PERSON(S) IN CHARGE OF BOOTH:

NAME: _____ PHONE #: _____

NAME: _____ PHONE #: _____

Have you previously participated in the Southern California Fair? YES NO If yes, what year(s)? _____

PRODUCTS BEING REQUESTED FOR SALE. PROMOTION. GIVE-AWAY OR DISPLAY AND PRICES:

PRICE \$ _____

PRICE \$ _____

PRICE \$ _____

PRICE \$ _____

If you need additional room, please attach additional sheet(s).

- Please indicate here if you plan to hand out edible samples to promote your product. (Prior approval required).
- Please indicate here if you are not selling during the fair and are only taking leads for future business. (Even if you are only taking leads, the State Board of Equalization requires you to file for a Seller's Permit).

SPACE SIZE & PRICING

Space size requested: _____ (for example 10'x10', 10'x20 (10' frontage x20'), 20'x10' (20' frontage x10'), 10'x30', 20'x20')

Commercial Tent (Draperies Included)

10x10 \$650 10x10 Corner \$725

Outside Commercial (Canopies Provided)

Premium Location Center Strip with 2 Corners
10x10 \$750 10x20 \$1,500

Outside Commercial (Canopies Provided)

Premium Location NO Corner
10x10 \$700 10 frontage x20 deep \$1,000

Outside Commercial (Canopies Provided)

10x10 \$700 10x10 Corner \$775

Location Preference:

- Commercial Tent Outside Premium Center Strip Outside Premium NO Corner Outside Commercial

REFERENCES REQUIRED

EVENT NAME CONTACT YRS PARTICIPATED PHONE #

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PRIZE DRAWING/MICROPHONE APPLICATIONS

If a contract is awarded, please send me the following applications for permission to conduct a prize drawing or use a microphone in my booth:

- Prize Drawing Application Microphone Application
DRAWINGS AND MICROPHONES MAY NOT BE USED WITHOUT PRIOR APPROVAL

INSURANCE REQUIREMENTS

Each Vendor must provide the District with proof of general liability insurance of no less than \$1,000,000 and \$2,000,000 for hazardous Vendors. Please check the form of insurance you will provide during the fair:

- My own carrier* WFA Master List # _____ CFSA Purchased through fairgrounds (Approx. \$109.00)

*Name of insured business must match business name on this application & must have 46thDAA specific information in the additional insured to be compliant, a sample will be provided.

Note: If you employ help, you must provide a worker's compensation certificate all others may sign an exempt form.

UTILITY REQUIREMENTS

One 110-volt outlets are provided with each 10x10 booth. If your electrical needs are in excess of 110, please indicate:

Voltage: _____ Phase: _____ Amps: _____
(Additional fee will apply for electrical over and above 110)

Please indicate if your display requires: Running Water Sewer access

FINANCIAL INTEREST (see # 12 of instructions)

Names are **required** of all persons with financial interest (ownership) in this business or organization (if a corporation, list corporate officers) NAMES: _____

CREDENTIAL AUTHORIZATION (see # 13 of instructions)

List all persons authorized to pick up credentials: _____

Note: One person may pick up your credential packet. You are responsible for distributing credentials to your employees.

How many people (including yourself) work in the booth per day? _____

I have read and understand the instructions and additional information attached. I understand that this form is an application for space only, and is neither a commitment by the applicant, not an offer by the 46th DAA to rent space. I certify that all information contained in this application to be true and accurate to the best of my knowledge.

SIGNATURE: _____

TITLE:

DATE: