

2010 SONOMA COUNTY HARVEST FAIR

OCTOBER 1st ~ OCTOBER 3rd

P. O. Box 1536, Santa Rosa, California 95402

BOOTH SPACE APPLICATION

This proposal is not an offer of booth space, and all questions must be answered **completely** before consideration for space can be given. Please read Commercial/Concession Vendor Policies/Rates on the backside of this application.

Please check only one:

- | | |
|---|---|
| <input type="checkbox"/> Farm Trail Member | <input type="checkbox"/> Food Concessionaire |
| <input type="checkbox"/> Farm Market Member | <input type="checkbox"/> Nonprofit Agriculture Organization |
| <input type="checkbox"/> Commercial Vendor | <input type="checkbox"/> Nonprofit Community Service Group |
| <input type="checkbox"/> Art Trails Member | |

Please list all products you will be displaying or selling during the fair -- be specific. A License Agreement will be assigned on the basis of your list. *You may not display or sell additional items.*

Describe products below:

Attach a price list or brochure of items to be sold

Do you plan to:

Give away food samples? If so, list items

Give away products? If so, list items

Use sound devices (P.A. Systems, etc.)?

All sound devices must be approved by Fair Management

Demonstrate your product? Conduct a drawing? Name of prize?

Please attach a photograph or drawing of your booth, concession or exhibit. We will not accept your application unless this is completed.

Inside Commercial Vendors will be in the Hall of Flowers

Space requirement: 10'x 10' 20'x 10' Other _____

Inside - inline / corner (circle preference) Outside

Utility requirements*: 110 volt 220 volt water

FIRM NAME _____

OWNER and/or CONTACT PERSON _____

STREET _____

CITY, STATE, ZIP CODE _____ PHONE _____ DATE _____

E-MAIL _____ FAX _____

PLEASE RETURN APPLICATION TO:

Sonoma County Harvest Fair / Vendors ~ P. O. Box 1536, Santa Rosa, CA 95402

Phone: 707-545-4200 x205 ~ Fax: 707-573-9342

**2010 SONOMA COUNTY HARVEST FAIR
COMMERCIAL / CONCESSION VENDOR POLICIES**

It is the policy of the Harvest Fair Concessions Committee to promote primarily Sonoma County products, crafts, agriculture, and other endeavors. Preferences are given to local businesses, especially those that are agriculture related. Our goal is to increase awareness of local products while providing entertainment and supplying needs. Demonstrations, distribution, and marketing all contribute to this goal. Together we can show the public the offerings of our county.

The criteria shall be as follows:

1. Commercial/Concession vendor space applications will be accepted in the Administration office of the Sonoma County Harvest Fair. Locations will be assigned at the discretion of the Harvest Fair management.
2. If two or more requests for any space are received and all are responsible vendors with proposed attractive stands and competitive merchandise, preference may be given to the local applicant. If all or none are local residents, then staff will canvass other fairs, exhibitions, or other reputable sources to determine if one or another was superior in service, cooperation, etc. A choice will be made, a one-year license agreement tendered with subsequent evaluation to follow during and following the fair.
3. The reputation and standing of the vendor throughout the fair circuit will be considered, i.e., review of the vendor's performance at other fairs.
4. The necessity of the commercial/concession vendor is considered based upon the number and kinds of like attractions already on the fairgrounds that year.
5. The conduct of commercial/concession vendors towards directors, management, employees, and customers will be evaluated as part of the criteria for continued space at the fair. Any conduct during the fair that results in a citizen's written complaint may be reason for immediate expulsion from the premises with no refund.
6. Commercial/Concession vendors are expected to provide quick and friendly answers to any complaints by fair patrons, i.e., the prompt replacement of a damaged article, a refund of the customer's money if requested, etc.
7. Vendors are not allowed to collect donations or contributions for other organizations during the Harvest Fair.
8. Any Farm Market, Farm Trails, Nonprofit Ag. Organization, Nonprofit Community Service Group selling food products that are intended to be consumed on-grounds shall be considered a food concessionaire.
9. Any Farm Market, Farm Trails, Nonprofit Agricultural Organization, Nonprofit Community Service Group member selling merchandise during the Fair will be charged a seller's fee of \$100.00.
10. Minimum requirements include meeting all health, fire, and safety requirements. All applications submitted must have a picture of the proposed booth. Only the most attractive units will be considered.
11. Vendor space is subject to relocation if deemed necessary by the Fair. Commercial/Concession vendors shall not assign, sublease, or apportion the assigned space or any part thereof, unless first obtaining written permission by the Fair. The right to operate a booth on the Fairgrounds is nontransferable and is nonproprietary.
12. The Fair reserves the rights to prohibit a vendor or any part thereof, which in the sole judgment of the Fair may be objectionable or offensive to neighboring stands or to the public. This restriction extends without limitation to persons, things, conduct, signage, or printed matter. **No balloons or stickers may be given out.**
13. Conformance to the rules and regulations of the Sonoma County Harvest Fair is required as stated on the license agreement and all printed material. Rules are strictly enforced, and any violation may result in termination of the contract.
14. The Fair requires that all Commercial/Concession vendors have liability insurance. The Fair requires each vendor have a certificate of insurance per booth on file 30 days prior to opening day of the Fair, and it shall be in full force and effect during the term of the license agreement (including period of set-up and clean-up). The minimum coverage is \$1 million combined single limit per occurrence to cover public liability and property damage. The Sonoma County Harvest Fair and the Sonoma County Fair & Exposition, Inc. must be named as additional insured for the duration of the Fair.

Insurance may be purchased through the Fair for the following fees:

Commercial/Non-Food Concessions \$90/per booth ~ Food & Beverage Concessions \$115/per booth

Vendor Booth Prices Per 10'x10' Space

Commercial Vendor (indoor)	\$300.00
Food Concessionaire (outdoor-sales of food consumed on-grounds)	\$500.00 minimum guarantee or 25%
Food Concessionaire (indoor-sales of food consumed on-grounds)	\$300.00 00 minimum guarantee or 25%
Nonprofits (no sales)*	\$125.00**
Nonprofits (sales of food consumed on-grounds)*	\$125.00 + \$100.00 seller's fee or 25%**
Nonprofits (sales of non-food products)*	\$125.00 + \$100.00 seller's fee**
Commercial Vendor (outdoor)	\$300.00***

*Applies to Art Trails, Farm Markets, Farm Trails Members, Nonprofit Agricultural Organizations, Nonprofit Community Service Groups, and Select Sonoma County Members. Any associate members do not qualify for the discount.

** The discount structure for nonprofit types will apply to the first 10'x10' space only, with each additional 10'x10' space to be charged the commercial rate. Any nonprofit member selling products will be charged a \$100.00 seller's fee.

*****This price structure applies to the first 10'x10' space; fees for additional space requirements may be based on size/location.**

Note: Electricity is included in fees for both indoor and outdoor locations.