

SONOMA COUNTY HARVEST FAIR
October 1-3, 2010
INFORMATION, RULES AND REGULATIONS
RELATING TO ALL COMMERCIAL EXHIBITORS

The enclosed license agreement and payment must be returned by *the date listed on enclosed Proforma Invoice* to secure your reserved space and to avoid penalties. Please read these rules and your license agreement carefully. If you have any questions or corrections, please take care of them now to avoid any delays or problems later.

SET-UP

Vendors are fully responsible for installation, maintenance and disassembly of their exhibits. Any exhibitor requesting the use of Fairgrounds personnel, materials, tools, equipment, fixtures, etc., will be billed for "time and materials". *This service shall be provided only on an emergency basis and as time permits.*

No concession/exhibit may protrude into any aisle. Vendors are to remain within the confines of their booths and not work in public aisles.

SET-UP TIME

Vendors will be allowed to set-up from 9:00 a.m.-7:00 p.m. on September 30th, and from 7 am – 9 a.m. on October 1st. All Vendors must be in place and ready to go by Noon, Friday, October 1st. **(Note: Outside vendors are encouraged to open at 9:00 a.m.; 3,000 children, teachers & parents will be on the grounds for the Ag-tivities events - All vehicles will need to be off the grounds by 9:00 a.m.)**

HOURS

The Harvest Fair will be open from Noon to 7:00 p.m. on Friday, October 1st, and from 10:00 a.m. to 7:00 p.m. on Saturday and Sunday, October 2nd and 3rd. All concession and exhibit booths in the Hall of Flowers must remain open during these hours. Outside vendors are encouraged to open at 9:00 a.m. on Friday, October 1st (3,000 children, teachers & parents will be on the grounds for the Ag-tivities events). It is important that the public sees a complete Fair at all times, and the only way this is possible is with your cooperation in remaining open. Closing down early on the last day may jeopardize your opportunity to return next year. Even if you have sold out of your product, the Harvest Fair expects you to remain in your booth until closing time.

HALL OF FLOWERS BOOTH FACILITIES

The Harvest Fair will provide a draped 8-ft. back divider for each 10 x 10 space located in central area of building plus 3-ft. by 10-ft. side dividers. Perimeter wall booths will be provided with 3-ft. by 10-ft. side dividers. Security will be provided. Janitorial service is provided for the aisles.

Tables and/or chairs are **NOT** available for rent.

Exhibit booths are restricted to a height of 8 feet along the back and 3 feet along the sides. No exhibit or display may be so high along the sides or front as to interfere with the view of fair patrons as they pass along the aisles.

ELECTRICITY

No extension cords will be provided, there is no additional charge for electricity for booths in the Hall of Flowers, however you may need to check with fair staff for location of the outlet nearest your booth. There is no electricity charge for outdoor booths, as outdoor vendors provide their own extension cords to power source.

GROUNDS BOOTH FACILITIES

Concessionaires and Commercial Exhibitors contracted for booth space on the grounds are required to supply all necessary items needed to construct their booths. Electricity is available in most areas.

CREDENTIALS

Outside gate admission passes and parking passes will be available beginning Monday, September 27, 2010. Each 10' x 10' space will receive twelve (12) daily passes (collected at the gate each day) and two (2) season parking passes. Vehicles displaying passes are allowed on the Fairgrounds prior to 11:30 a.m. on Friday, and 9:30 a.m. Saturday and Sunday. Vehicles will not be permitted on the grounds between 9:30 a.m. and 7:00 p.m. on Friday, or 9:30 a.m. and 7:00 p.m. on Saturday and Sunday. Vehicles parked on the Fairgrounds during Fair hours will be towed at the owner's expense.

Additional daily admission credentials are available at a discount (\$4.00 each). Additional daily parking permits are available at a discount (\$3.00 each). Requests for additional passes should be done in writing.

PARKING

Parking for all exhibitors will be in the Veterans Building parking lot on Maple Avenue. **Do not park on the Fairgrounds—your vehicle will be towed.** Your passes are good for parking all day and also allow vehicle access to the Fairgrounds before 9:00 a.m. and after 7:00 p.m. on Friday and before 9:30 a.m. and after 7:00 p.m. on Saturday and Sunday.

INSURANCE REQUIREMENTS

The Harvest Fair requires that all vendors have liability insurance, Worker's Compensation Insurance and Automobile Insurance. Each exhibitor is required to have a Certificate of Insurance and a Policy Endorsement on file along with his license agreement (please note Paragraph No. 7 of your license agreement).

Liability Insurance may be purchased through the Fair by sending a check made payable to Sonoma County Fair in the following amounts:

**Commercial Exhibit Booth - \$90
Food Vendor - \$115**

BOOTH OPERATIONS

Exhibitors may sell only what is on the license agreement. Spot checks will be made throughout the duration of the Fair and warnings will be issued to any booth in violation of the rules.

Exhibitors must keep their exhibit spaces properly arranged and cleaned.

Sound devices of all types are subject to the approval of Harvest Fair Management. Volume of sound devices must be controlled so as not to interfere with neighboring booths.

The sampling of food and distribution of novelties shall be subject to approval of Harvest Fair Management. Promotional items must be approved prior to Fair. Balloons and bumper stickers may not be given out during the fair.

Demonstration or pitch presentations and drawing for prizes are subject to approval and regulation of Harvest Fair Management.

Pets are not allowed.

TEAR-DOWN TIME

No concession or exhibit may be dismantled before the closing hour on the final day of the Harvest Fair. No cars or trucks will be allowed on the Fairgrounds prior to 7:00 p.m. on the closing day. All personal property must be removed from Fair premises by 5:00 p.m. on Monday, October 4, 2010.