



**2021 Theme: Cool Shades and Tractor Parades**

I hope this letter finds you all well and ready to start a new Fair Season. We enjoyed the tremendous success of the 2019 Fair with attendance of over 60,000!

Our 2021 Fair dates are: Wednesday, September 15 through Sunday, September 19

Commercial space is priced as follows:

Outdoor Space	10x10 In-line Space \$700.00
Outdoor Space	10x10 Corner Space \$900.00

Daily passes are included with each rental agreement for exhibitors. Additional passes may be purchased for \$14.00 each (these passes will be available until 5PM on September 4<sup>th</sup>). Daily passes and additional passes are to be used for employees and volunteers working your booth and not for guests.

Please Note: Submitting an application does not guarantee space at the Fair. A contract will be mailed to you if space is available. If you receive a contract (rental agreement), you must return a signed copy with fees as required on the contract.

Should you have any concerns or questions, please do not hesitate to call our office at anytime (831) 724-5671.

We are looking forward to your participation this year!

Sincerely,  
*Nelly Cabanban*



2021 COMMERCIAL EXHIBITOR APPLICATION

Contact: Nelly Cabanban
nelly@santacruzcountyfair.com
831-724-5671 ext. 202

2021 Fair Dates: September 15th – September 19th

\*\*\* Full Payment Due with Application\*\*\*

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 holding a raffle or give-away? Y N If yes, item(s): \_\_\_\_\_

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):

\$650 for 10' by 10' outdoor non-corner space \_\_\_\_\_

\$900 for 10' by 10' outdoor corner space \_\_\_\_\_

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) - \$300/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 (\$110) \_\_\_\_\_

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. The remaining balance 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
- Booths **must** be staffed during all hours of the Fair
- Canopies are provided and must be used
- 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.**



## **14<sup>TH</sup> DAA/SANTA CRUZ COUNTY FAIR**

### **2021 Exhibitor Handbook Addendum A**

**Watsonville, California  
September 15 – 19, 2021**

**Fair Theme:  
*Cool Shades and Tractor Parades!***

## OPERATING INFORMATION

<b><u>ADDRESS:</u></b>	14 <sup>th</sup> DAA/Santa Cruz County Fairgrounds 2601 East Lake Avenue Watsonville, CA 95076	
<b><u>PHONE:</u></b>	(831) 724-5671	
<b><u>FAX:</u></b>	(831) 761-5827	
<b><u>WEB:</u></b>	<a href="http://www.santacruzcountyfair.com">www.santacruzcountyfair.com</a>	
<b><u>FACEBOOK:</u></b>	<a href="http://www.facebook.com/santacruzcountyfair">http://www.facebook.com/santacruzcountyfair</a>	
<b><u>STAFF:</u></b>	CEO Board President:	Dave Kegebein Stephanie Fontana
<b><u>FAIR HOURS:</u></b>	Wednesday – Friday Saturday Sunday	12 NOON – 11:00 PM 10:00 AM – 11:00 PM 10:00 AM – 10:00 PM
<b><u>SCHOOL TOUR:</u></b>	Thursday	9:00 AM – 12:00 PM
<b><u>OFFICE HOURS:</u></b>	Regular Schedule Fair time (includes weekends)	9:00 AM – 5:00 PM 9:00 AM – 11:00 PM
<b><u>2019 ATTENDANCE:</u></b>	65,000+	
<b><u>SPECIAL DAYS:</u></b>	Wednesday, September 15, 2021 Wednesday, September 15, 2021 Wednesday, September 15, 2021	Senior Day Veterans Day Kid’s Day (12 & under free)

## **Santa Cruz County Fair Exhibitors RULES AND REGULATIONS**

Thank you for your interest in the Santa Cruz County Fair. Please read this information carefully. These rules and regulations have been established for the benefit of all involved in the Santa Cruz County Fair. These rules apply to all exhibitors, sponsors, food and novelty operators and all other individuals, corporations, and fairgoers, while on the Santa Cruz County Fairgrounds.

**By signing your contract for space, you are acknowledging you have read and understand these rules and regulations.** The Fair reserves the right to decline, restrict, prohibit or remove any Exhibit, Exhibitor or proposed Exhibit or Exhibitor, not approved by Fair Management. This reservation covers but is not limited to persons, exhibitors, items, conduct, printed matter, advertising, souvenirs and emblems, and all else, which affects the Fair, prior to and during the Fair. Management retains the right to remove any Exhibitor from the fairgrounds at any time without notice for reasons deemed necessary by Fair Management. It is important that all representatives or employees working in your exhibit be aware of the rules set forth in this booklet. These rules and regulations will be strictly enforced.

The management of the Santa Cruz County Fair and Fair Association reserves the right to amend, add to, and interpret the following Rules and Regulations and to determine finally all questions and differences with respect thereto, arising out of, connected with or related to the Fair. This booklet summarizes the rules and conditions governing the use of exhibit space and conduct of exhibitors.

### **EXHIBIT APPLICATION**

**Exhibitors in good standing from** previous year's fair are invited early in the year to participate in the Fair. New locations may be requested, but there are no guarantees that requests will be granted. A \$300.00 non-refundable deposit is to be submitted with application. The balance due is payable on or before the deadline date stated in the contract. Full payment is also acceptable. Failure to pay on time will result in cancellation by Fair Management. No checks will be accepted after August 14, 2021; only cash, certified check, money order or cashier's checks will be accepted after this date. A fee of \$25.00 will be charged for all returned checks. **The Fair reserves the right to refuse any application for any reason or relocate any exhibitor without notice**

### **REFUND INFORMATION**

There are no refunds

### **CONTRACT**

If your application is approved, a contract will be mailed to you. Please read, acknowledge, sign and return all copies of the contract to the Fair office by the due date. Only the products listed on the contract may be sold. There are no exclusive sales (other than Fair logo items, ice and balloons) given to any Exhibitor. There may be the possibility of similar or like-items sold at the Fair. All products displayed or sold must be listed on the contract. No substitutions can be made without prior approval of Fair Management. Fair Management will determine whether a product or service is offensive, in bad taste or in conflict with another exhibit and shall reserve the right to refuse any exhibit, exhibit item or exhibitor before or during the Fair

### **EXHIBITOR CHECK-IN**

Upon arrival and prior to the set up of the Exhibitor's booth, the Exhibitor will be required to check-in at the Fair Office.

## **SUB-LEASING AND RELOCATION**

Exhibitor may not assign, sub-lease or apportion any part of assigned space at any time. If sub- leasing of any type is found, the licensee will be asked to leave the grounds. Exhibitors may be relocated as deemed necessary by Fair Management.

## **CREDENTIALS/PASSES**

**Exhibitors must submit a list of employees who will be working each day in booths. A maximum of 25 daily passes will be allowed to each exhibitor.** Passes may be picked up in the Fair office prior to fair or upon arrival at the fair during set-up hours. The sole purpose of these passes is for admission and parking of Exhibitor's employees who are actually engaged in the operation of the contracted space. **PASSES ARE FOR PEOPLE WORKING IN YOUR BOOTH AND ARE NOT TO BE GIVEN TO PATRONS OF THE FAIR.** Additional daily passes may be purchased for \$14.00 each in the Fair office. You may pick up passes in the Fair office after September 6, 2021 or during set-up days.

## **PERSONNEL**

Exhibitors shall be solely and absolutely responsible for conduct and personal appearance of all personnel in their employ. Such employees shall be neatly dressed, orderly and polite in their conduct and speech at all times. Intoxication, use or possession of any controlled substance or impolite, obscene speech or conduct toward, or in hearing range of the public shall be sufficient grounds for termination of this contract. Your booth must be properly staffed at all times during the Fair's operating hours.

## **BOOTH SET-UP**

Sunday, September 12, 9:00 AM – 5:00 PM; Monday and Tuesday, September 13<sup>th</sup> and 14<sup>th</sup>, 9:00 AM – 6:00 PM

All preparation for booths shall be completed by 10 AM on opening day, Wednesday, September 15, 2021. The Exhibitor will be responsible for the installation and disassembling of their booth.

## **HOURS**

**Exhibitors must be open daily at established Fair hours, and remain open until the Fair closes.**

## **DAILY OFF GROUNDS TIMES**

Wednesday, September 15: 11:00 AM; Thursday, September 16: 8:00 AM; Friday, September 17: 11:00 AM; Saturday and Sunday, September 18<sup>th</sup> and 19<sup>th</sup> 9:00 AM.

## **TABLES, CHAIRS, AND CANOPIES**

The Fair does not provide tables, chairs, and table skirts or exhibit materials. You are responsible for providing any necessary tables, chairs, or other special items you may require. The Fair provides canopies for your outdoor booth space. Lighting for the inside of the canopy is not provided.

## **PRODUCTS SOLD**

All items sold or given away must be family oriented. Any Exhibitor who intends to take money for the equivalent of goods or services to be delivered at a future date, must post in a prominent location, the following notice “The Santa Cruz County Fair does not guarantee future delivery of any item or return of any deposit.” The following items may not be sold, displayed, or advertised at any Exhibit 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 prohibited by Fair policy, items prohibited by Fair dress code or any items prohibited by law. The Santa Cruz County Fair also prohibits the sales of products with the Fair logo, balloons, any type of “laser” pointers, tools, drug paraphernalia, pornographic or other material offensive, lighters, stink bombs, pop caps, and potato guns. Exhibitors, Exhibitor’s agents, their employees or representatives who violate this section forfeit the Exhibitor’s ability to continue operation on Fair property. Violators may be required to immediately cease operation and remove themselves and all Exhibitor property from the Fair and Grounds without a refund.

## **RAFFLES**

**Raffles will not be permitted under any circumstances.** Only free drawings that have been approved by the Fair Management and comply with all applicable federal, state and local statutes and ordinances will be permitted. All drawing entries must be collected within contracted space assignment. Roving solicitation is prohibited.

## **FOOD SELLING AND SAMPLE GIVEAWAYS**

Exhibitors selling or giving samples of food must receive written approval from the Fair Management. All booths handling food will be inspected by the Santa Cruz County Health Department. A Health Permit is required, even if product is prepackaged.

## **STATE SALES PERMIT**

Exhibitors selling at the Fair must have a State Sales Permit Number on file with the Fair. There is no charge for obtaining this permit from the State Board of Equalization in San Jose, California. Currently, the sales tax at the Fairgrounds in Santa Cruz County is 9.25%. **The tax rate is subject to change.**

## **OTHER PERMITS AND FEES**

Exhibitors shall pay all required fees, taxes, and deposits, shall obtain licenses, applicable to the operation of their exhibit, and shall be responsible for other city, county and state permits, and licenses required by law.

## **INSURANCE REQUIREMENTS**

All Exhibitors are required to provide an original Certificate of Insurance (minimum coverage of \$1,000,000) by the date specified in your contract. In most cases, for non-hazardous events/exhibits, insurance can also be purchased through the California Fair Services Authority (CFSA).

The following language is required language on the Certificate of Insurance: **“The State of California, the California Fair Services Authority, the District Agricultural Association, County Fair, the County in which the County Fair is located, Lessor/Sublessor if the fair site is leased/subleased, Citrus Fruit Fair, or California Exposition and State Fair, or Entities (public or non-profit), operating California designated agricultural fairs, their directors, officers, agents, servants, and employees are made additional insured, but only insofar as the operations under this contract are concerned.”**

Cancellation Clause: **30-day cancellation notice required on insurance.**



## **PARTICIPATION WAIVERS**

For hazardous participant events, the contractor/renter agrees to obtain a properly executed release and waiver of liability agreement (Form required by contractor/renter's insurance company or CFSA Release and Waiver Form) from each participant prior to his/her participation in the events sponsored by contractor/renter. Hazardous participant events include but are not limited to any event within the following broad categories: Athletic Team Events; Equestrian-related Events; Motorized Events; Rodeo Events; and Wheeled Events, including bicycle, skates, skateboard, or scooter. Contact California Fair Services Authority at (916) 921-2213 for further information.

## **FIRE SAFETY AND REGULATIONS**

Health and Safety Code of California will govern all exhibits. All decorative materials must be flame proofed and treated with fire retardant. Under no circumstances may crepe paper be used. All electrical installation shall conform to the Electrical Safety Code of California (electrical requests must be made in advance). The Fire Marshal will inspect all booths (Office of the State Fire Marshal, 1515 Clay Street, Ste. 202; Oakland, CA 94612; (510) 622-3101). Please refer to the Fire and Safety Requirements in your packet. All Exhibitors must complete the Fire Marshal's Fire and Safety Checklist.

## **SOUND EQUIPMENT**

Radios, television sets, loud speakers, musical instruments, etc., are subject to the approval of Fair Management. Volume must be controlled so as not to interfere with other exhibitors. **This privilege may be revoked at any time.**

**NOTE: All Commercial Exhibits are within 200-400 feet of amphitheater.**

## **ELECTRICAL ENERGY SHORTAGE**

In the event of an electrical power energy shortage whereby the public utility company deems it necessary to reduce, cut or rotate electrical services to the Santa Cruz County Fairgrounds, the Fair shall not be liable for any losses suffered due to the power shortage. In the event that water, gas or electricity is cut off because of causes beyond the Santa Cruz County Fair's control, the Fair shall not be liable for any losses.

## **UTILITIES**

Single 110V electric outlets are available within a reasonable distance to all booths. No charge will be made for electrical current, provided no more than 1,000 watts are used for each outlet. If you require more than an 110V outlet, Fairgrounds Office must be advised of the type of equipment needed, voltage-current phase and cycle, and wattage of kilowatt current required when making application for exhibit space. Extension cords must be UL approved, size 12/3.

**Management reserves the right to deny requests for utilities.** All phone installation and electrical work required (other than above mentioned) must be installed at exhibitor's own expense, and under the supervision of the Fair Maintenance Department. All such installations shall conform to regulations established by the State of California.

## **VOICE AMPLIFICATION SYSTEMS**

Voice amplification systems will be permitted in your booth (no stereos or boom boxes); however, the volume must be kept at a reasonable level so as not to interfere with your neighbor. Complaints regarding abuse of the privileges will result in removal of the amplification system.

## **AISLES AND EXITS**

All aisles and exits are to be kept clear of exhibit materials, garbage etc. at all times.

## **CLEANING YOUR BOOTH**

Keep trash and debris out of the aisles. Trash containers are provided at all exhibit areas and buildings. Exhibitors presenting food demonstrations must provide trash containers, clearly marked and large enough to handle a full day's operation. The containers must be emptied each night for early morning pick up.

The Fairgrounds is a Permittee under the California municipal storm water permit and as such cannot have any illicit discharges from its site. An illicit discharge is one that is not composed entirely of storm water. All waste you generate while onsite at the Fairgrounds must be disposed of in a proper manner. All trash must be placed in the supplied trash receptacle. No oil, fat, or grease (FOG) can be disposed of down the site drains but must be disposed of in the supplied FOG containers. If you spill anything on the ground or floor, it is your responsibility to clean it up and properly dispose of the spilled material and the materials used in the clean-up. Your activities while onsite should be conducted as far away from the edge of the creek as possible. No materials should be placed in the creek. If you have questions on proper disposal, please contact the office staff. If the Fairgrounds is required to initiate cleanup caused by your activities while on site, the responsible party will be billed for the cleanup.

## **ANIMALS**

Only service animals are allowed on the fairgrounds.

## **UPS DELIVERY**

Exhibitors may receive UPS deliveries daily at a predetermined time, outside the front office in the parking area. Deliveries are not the responsibility of the Santa Cruz County Fair and Fair Staff will not accept deliveries.

## **SECURITY**

There is 24-hour security service on the grounds; however, it is impossible to prevent thefts completely. Secure your belongings and valuables. It is suggested that exhibitors obtain a temporary insurance policy to cover their displays during the fair as added protection against possible loss. Management will not be responsible for lost, damaged, or stolen merchandise.

## **RV/PARKING (FEE REQUIRED)**

A limited number of camping spaces are available. RV spaces will be allocated on a first come basis and must be paid for in advance to reserve. These spaces are for RV trailers, tents and any sleep-in vehicle during the Fair. Motor homes with hookups are \$300.00 per space for Fair week – Tuesday through Sunday; Motor homes with no hookups or electricity are \$200.00 per space for Fair week – Tuesday through Sunday.

### **GOLF CARTS**

Golf cart usage is prohibited during Fair hours by exhibitors. Golf carts are not to be used for fair cruising or used by anyone under the age of eighteen (18). Cart operators must have a valid driver's license. All carts must be registered with the Fair office. Exhibitor must provide insurance for golf cart.

### **CLOSING NIGHT**

Exhibits may not be dismantled before 10 PM. To allow for public safety, vehicles will not be allowed on the grounds for one (1) hour after closing of the Fair. All exhibits must be removed prior to 12 noon on

Monday, following the Fair. **Exhibits and RV trailers, tents and any sleep-in vehicles not removed will revert to interim rules and regulations.**

***Thank you for participating in the  
2021 Santa Cruz County Fair***