



2024 Big Fresno Fair Food Concession Handbook

925-917-8141
Concessions Office
Vendors@Fresnofair.com

CONCESSIONAIRE DATES AND DEADLINES

Vendor Office Hours:

Pre-Fair 8:00am - 4:30pm

During Fair 11:00am -7:00pm; after 7:00pm we will be on the Grounds

Pre-Fair Dates:

SEPTEMBER

SEPTEMBER 1

Deadline to receive Insurance Certificate.

Guarantee Due

Misc. Invoice balances due by 4:30 pm.

Any "NEW" food must be submitted with prices.

All final price changes are due.

**NO PERSONAL CHECKS WILL BE ACCEPTED AFTER SEPTEMBER 1.
CASH, MONEY ORDER, CASHIER CHECKS OR CREDIT CARDS.
WE NO LONGER ACCEPT AMERICAN EXPRESS**

CHECK INTO VENDOR OFFICE BEFORE YOU UNLOAD OR SETUP

Horse Racing will be open to the public during set up times this year. Please notify the Concessions Office when you will be arriving so we can prepare to direct the public away from your stand as a safety precaution.

SEPTEMBER 25 Check-in hours 9:00 A.M. - 4:30 P.M.

SEPTEMBER 26 Check-in hours 9:00 A.M. - 4:30 P.M.

SEPTEMBER 27 Check-in hours 9:00 A.M. - 4:30 P.M.

SEPTEMBER 28 Check-in hours 9:00 A.M. - 4:30 P.M.

SEPTEMBER 29 Check in hours 9:00 A.M. - 6:00 P.M.

SEPTEMBER 30 Check in hours 9:00 A.M. - 6:00 P.M.

OCTOBER

OCTOBER 1

Check in hours 9:00 A.M. - 9:00 P.M.

YOU ALSO MUST HAVE PERMITS ON EVERY TRUCK AND TRAILER TO LEAVE ON LOT. NOT HAVING A PERMIT WILL RESULT IN VEHICLE BEING TOWED AT OWNERS EXPENSE. ONCE THE FAIR STARTS YOU CAN GET PERMITS IN THE VENDOR OFFICE.

Any vehicle parked blocking or interfering with the flow of traffic will be **towed**. After you have unloaded, you must proceed to find parking off of the fairgrounds. You will be responsible for any fines if you are towed.

If you would like to place your stand early, you may do so by making prior arrangements with the Vendor Office. Please call the office to set up the time and date.

Important Fair-time Dates:

SENIORS' DAY

Monday 7th Gates open at 10:00 A.M. (***Must be open**)

DARK DAYS (No Horse Racing)

Wednesday 2ND

Thursday 3rd

Tuesday 8th

Wednesday 9th

Thursday 10th

LAST DAY

Monday 14th LAST DAY Outdoor Food & Beverage
10:00 A.M. - 11:00 P.M.

2024 CONCESSIONS OPENING AND CLOSING TIMES

OUTDOOR FOOD BOOTHS:

Wednesday, October 2	4:00 p.m. - 11:00 p.m.
Thursday, October 3	10:00 a.m. - 11:00 p.m.
Friday, October 4	10:00 a.m. - 12:00 a.m.
Saturday, October 5	10:00 a.m. - 12:00 a.m.
Sunday, October 6	10:00 a.m. - 11:00 p.m.
Monday, October 7 (Seniors' Day)	10:00 a.m. - 11:00 p.m.
Tuesday, October 8	4:00 p.m. - 11:00 p.m.
Wednesday, October 9	10:00 a.m. - 11:00 p.m.
Thursday, October 10	10:00 a.m. - 11:00 p.m.
Friday, October 11	10:00 a.m. - 12:00 a.m.
Saturday, October 12	10:00 a.m. - 12:00 a.m.
Sunday, October 13	10:00 a.m. - 11:00 p.m.
Monday, October 14	10:00 a.m. - 11:00 P.m.

NO VENDOR MAY OPEN LATE OR CLOSE EARLY!
As always, if you can open and make money, please do so!

(Violations will result in a \$50 fine per occurrence and a written violation which may hold bearing on returning in the future)

**ALL FOOD CONCESSIONS
MUST OPERATE DURING THE ABOVE TIMES,
BUT MAY OPEN EARLIER AND REMAIN OPEN LATER.**

All vehicles on grounds must display a permit & be OFF grounds by:
9:00 a.m. on Oct. 3 -7, 11 - 14
3:00 p.m. on Oct. 2 & 8

Failure to do so will result in the loss of Grounds Loading permit.

ADVERTISING MATERIALS

No person shall be permitted to distribute advertising material, handbills, coupons, fliers, tokens, or other material at the Big Fresno Fair, except from their contracted vendor booth or display space. Posting of an advertisement, bill, sign, banner or printed matter other than within the contracted space is prohibited. No one shall be allowed to solicit or distribute materials in aisles or while roving on the grounds. Anyone violating this rule is subject to removal from the Fairgrounds. It is your responsibility to be knowledgeable of the formal regulations, which are listed herein. It is also important to have all representatives, employees, and volunteers working in your exhibit to be aware of these rules and regulations. All regulations will be STRICTLY ENFORCED. Disregard of any regulations or misrepresentation on the part of the vendor will forfeit all privileges granted, fees paid, and rights to further participation in this and future fairs.

AREA/BUILDING SUPERINTENDENTS

During fair-time, a Superintendent from the Vendor & Concessions Department is assigned to each area of the grounds and is available for assistance. Area and Building Superintendents are an integral part of the Vendor & Concessions Department and report directly to the Vendor Office. These Superintendents are representatives of the Big Fresno Fair and have the right and authority to inspect and regulate activities as outlined in the rental agreement and the Food Concessionaires Handbook under the direction of the Vendor Supervisor.

ATM MACHINES

There are ATM machines located throughout the Fairgrounds.

- All information booths
- First floor at the main entrance to the Brian I. Tatarian Grandstand
- Front of the Commerce Building

- Water feature between The POP! Culture Experience Building & Industry Commerce Building
- Industry Commerce Building doorway on the west side
- Entrance to The Greenhouse
- Inside the Butler Gate by the Livestock Barns

Locations are subject to change. Check ground maps or information booths for location verification.

BAR-B-Q'S

All open flame BBQ's/grills must be located a minimum of 20 feet from booths and a minimum of 10 feet from any permanent structure. Space for this will be allocated in advance based on your application space requirements. BBQ's must not be accessible to the public for safety reasons. All BBQ's must have a safety barrier in front of them.

All concessionaires using a grill will need to follow the County of Fresno Department of Public Health and California Fire Marshal rules. You will be required to put a protective cover under the BBQ to keep the ground safe from any harm or destruction and have fire bricks and sand on top of the bricks.

BOOTH/STAND IDENTIFICATION

Each location **MUST BE** properly identified with the space name and number placed in a conspicuous location visible from in front of the booth/stand for the public to view. For this purpose, you **must** use official Fair space number provided by the Fair.

BOOTH/STAND LIMITATIONS

Concession spaces are set up precisely. If your stand changes after your application has been submitted to management you must submit in writing any changes prior to arrival on the fairgrounds. Additional space may or may not be available. Any stock trucks, trailers, additional tents, that are kept on grounds will be subject to a stock truck fee of \$125.00. Prior approval is needed.

CANCELLATION REFUND REQUESTS

It is further understood and agreed that should a contractor fail, neglect, or refuse to pay their agreement fees at the time and in the manner they become due, notify the Association of cancellation of agreement by August 25th, neglect or refuse to open and/or conduct business in said agreed space and/or stand as agreed, Association will retain all monies paid herein as liquidated damages. The parties agree that the above is considered a material breach and the Association may terminate said agreement and reassign said space to another party. It is further agreed that should a vendor notify the Association of cancellation of their

agreement by August 25th the Association will retain 50% of any monies deposited. **After August 25th there will be no refunds issued.**

All cancellation refund requests must be submitted in writing explaining the reason for cancellation. Requests for refunds will be submitted for approval at the next regularly scheduled Board of Directors meeting.

CLEANLINESS

- Food & beverage concessions MUST BE kept neat and clean. You are responsible for the area around your stand and any additional seating areas used by patrons.
- DO NOT sweep trash into the street. Pick it up and dispose of it in containers.
- Grease MUST be placed in sealed 5-gallon containers or in grease barrels provided in specified locations. Barrels must be kept behind stand curtains and not in public view.
- All condiment tables MUST BE neat and clean at all times. Condiments CANNOT be placed on folding tables.
- All boxes, crates, beer kegs and soft drink canisters MUST BE KEPT FROM PUBLIC VIEW.
- Hire appropriate staff to keep area clean, stocked, and presentable at ALL TIMES
- Follow rules & abide by the County of Fresno Department of Public Health.
- Appearance of concession stand must be such that all customers should be able to see into the dispensing area.

CLOSING

During the fair a check-out list of times will be available. Make sure you sign up for a time to check out for Monday night. The first check-out begins at 11:15 P.M. on Monday night.

IF FORKLIFT IS NEEDED, PRIOR ARRANGEMENTS MUST BE MADE WITH VENDOR OFFICE PRIOR TO CLOSING NIGHT.

These procedures are being followed in order to attempt to protect you and to protect your property from being confiscated by unauthorized persons and will be appreciated if you abide by these instructions. Failure to do so could result in a non-return invitation.

CONDUCT AND ACTIVITIES REGULATIONS

The Big Fresno Fair recognizes that a Fair is a proper forum for the free exchange of ideas necessary to a free society, yet reserves the right to regulate all activities, concessions and exhibitions on the Fairgrounds with regard to time, manner and place in pursuance of its valid interest in maintaining peace and order and protection of the general public. Contractor shall comply with all applicable State

and Federal laws and be familiar with the procedures and information set forth in the rental agreement.

The Fair reserves the right to prohibit a concession or vendor or any part which in the sole judgment of the fair detracts from the character of the concession or vendor or which may be objectionable or offensive to neighboring contractors or the public. This restriction extends without limitation to persons, things, conduct, signage or printed matter.

COPIES

If you need assistance in making copies, they can be made in the Vendor Office for a fee. Each copy will be 15¢ for black and white 8.5x11 single sided and 70¢ color 8.5x11 single sided.

DAMAGES

Outdoor food vendors are responsible for any damage to surface of the asphalt. To minimize damage, plywood may be placed under cooking equipment, grease barrels, etc. Charges for damages will be billed after the fair. To avoid charges, bring any pre-existing damage to the attention of the Vendor Office prior to occupying the space.

You agree to promptly reimburse and pay the Big Fresno Fair for any damages to Fair property or equipment that you, your employees, or your agents cause during the term of the Rental Agreement/Contract.

DRUG-FREE WORKPLACE

In a commitment to safeguard the health of our employees and to provide a safe environment for everyone, we have a DRUG-FREE WORKPLACE policy that extends to all of our vendors. Our policy now formally states that substance abuse will not be tolerated on the fairgrounds, including parking lots. This prohibition includes the possession, use or sale of illegal drugs or being under the influence of alcohol.

Any person in possession or under the influence of alcohol or illegal drugs will be immediately removed from the fairgrounds. It is important that all of us work together to deal with the substance abuse to make this a safer and even more rewarding place to work.

ELECTRICAL AND PLUMBING

All electrical and plumbing changes must be approved by the Vendor Office.

Electrical surcharge for concessionaires: see order form for pricing.

Electrical installations will conform to the Electrical Safety Code of the State of California (The use of overlength extension cords will not be permitted inside of any building or outside stands. Cords **must be 3-wire grounded** and of appropriate size for load and U.L. approved.) Do not connect extension cord to extension cord, provide the proper amount of extension for the space needed. All trailers, lighting, and displays must be LED. All string lights must have bulbs/caps.

VENDORS MUST NOT USE SO MUCH ELECTRICAL POWER THAT IT WILL OVERLOAD THE CIRCUITS.

EXCLUSIVITIES & METHOD OF SELECTION

Please note the Big Fresno Fair does not grant exclusivity for products, services or exhibits. As fair time approaches and as booth spaces become limited, vendors with similar or same products may, by necessity, be placed in close proximity. If you are found to be selling products not on your contract, you will be asked to remove these items immediately. You will also be issued a written violation. Issuance of 3 violations will result in closure/removal of your booth.

FINES

Any fines that the fair receives as a result of a vendor will be passed on to the commercial or concession vendor.

FIRE REGULATIONS

The State Fire Marshal requests the following Rules and Regulations be brought to the attention of all contractors. Also find enclosed, Code Enforcement pamphlet. These rules are in accordance with State Fire Laws:

BOOTH LOCATION

Booth location must be a minimum of 10 feet from any permanent structure. This includes any backyard tent or canopy, as well.

FLAME PROOFING

All flammable, decorative material, tablecloths, etc. must be flame proofed to meet the requirements of the State Fire Marshal. All flame proofing must be done prior to installation in any building or fairgrounds premises. All tents and canvas covering shall be flame proofed in accordance with fire regulations. A certificate of flame proofing WILL be required to be inspected by the State Fire Marshal. For information on flame proofing you may contact any fire extinguisher company.

COMBUSTIBLE TRASH

All combustible trash must be removed daily. There will be no combustible trash storage allowed behind any of the displays (inside or outside of the buildings).

FLAMMABLE LIQUIDS

All demonstrations or display stands using flammable liquids, must have approval by the State Fire Marshal.

LIQUID PETROLEUM GASES

No person shall install or maintain an L.P. gas container without a permit.

AISLE & EXIT WAYS

All aisles and exit ways are to be kept clear of all storage, etc. at all times.

EXIT DOORS

All exit doors shall be operable from the inside without any special effort or knowledge. All locks and chains shall be removed.

FIRE HOSES & EXTINGUISHERS

All fire hoses and extinguishers shall be accessible and unobstructed at all times.

PARKING

Parking in and around buildings will not be allowed. Fire lanes shall be maintained and unobstructed at all times. Yellow contact card with driver information with name and phone number must be placed in vehicle window or vehicle will be towed. Violator's vehicles will be towed away at owner's expense.

FIRE HAZARD

All automobiles on display shall have the gas tanks sealed and battery disconnected.

CYLINDER STORAGE

All compressed gas cylinders shall be secured against tipping.

*******THESE LAWS WILL BE ENFORCED*******

FIRST AID

Professional medical personnel are on the grounds during all operating hours of the Fair. Please direct any persons needing medical assistance to our **First Aid Office**, which is located on the South Side of the Livin' Local Marketplace Building.

FOOD SAFETY CERTIFICATION

All food concessionaires will be required to provide verification of FOOD SAFETY CERTIFICATION with contract. Copy must be kept inside of booth as well and posted where it is visible to public.

FORKLIFTS

Any person operating or driving a forklift on Fair property **MUST** be a **CFSA** certified forklift operator. There will be a Forklift charge of \$50.00 per pallet/item moved during Fair. A CFSA certified operator is included in the charge.

GOLF CART RULES

THE USE OF GOLF CARTS ON THE FAIRGROUNDS HAS BECOME A SERIOUS CONCERN OF FAIR MANAGEMENT. IF THE FOLLOWING RULES ARE NOT SERIOUSLY ADHERED TO, THE PRIVILEGE OF USE MAY BE REVOKED TO ALL.

- Golf Cart fee is \$100.00 to be paid in full with credentials.
- In order to operate a cart (electric or gas powered) on the fairgrounds, you must have an official BIG FRESNO FAIR permit sticker obtained at the Vendor Office.
- You must have prior approval from the Vendor Office in order to operate a cart. Insurance coverage must be included on your liability insurance policy. Credentials will be enclosed in packet.
- ONLY LICENSED DRIVERS may operate carts on the Fairgrounds.
- No open alcoholic beverage containers are allowed on carts, and no cart driver shall be under the influence of alcohol.
- Cart drivers must use perimeter roads whenever possible.
- Cart usage must be limited to business purposes only. NO JOYRIDING.
- Carts should be kept at a reasonable speed at all times. If, in the opinion of the Fair you are caught speeding or driving recklessly, the Fair's decision in the matter will be final. If any cart or use of cart, in the opinion of the Fair is deemed unsafe, the permit for said cart will be revoked.
- Carts operated on the Fairgrounds must have a key for operation and must not have the key left in the ignition.
- Carts **MUST NEVER** be parked in pedestrian traffic areas, doorways or blocking fire hydrants.
- All golf carts are to yield to pedestrians and vehicles at all times.
- Cart drivers **MUST** avoid heavily congested areas.
- You must schedule your deliveries with carts prior to 3:00 P.M.
- In order to relieve congestion on the Fairgrounds all golf carts must be parked by 5:30 P.M or earlier when warranted.
- Legs, feet, and arms must be kept inside the cart at all times during operation.
- California Motor Vehicle Laws apply to all operation of golf carts.
- Every passenger on the golf cart must have a seat as described by the manufacturer.
- All riders must have credentials to enter the fair

- Bicycles and also require permits and fall under the same rules and regulations as carts. Bicycle permits are free of charge and may be obtained from the Vendor Office.
- Scooters are permitted on the grounds before and after fair hours. No scooters are to be on the grounds during business hours. A waiver must be signed for all scooters on the grounds.

FAILURE TO COMPLY WITH THE RULES WILL RESULT IN THE CANCELLATION OF THE PERMIT AND THE CART WILL BE IMPOUNDED BY THE FAIR FOR THE DURATION. FEES WILL NOT BE REFUNDED FOR CANCELED PERMITS.

GREASE BARRELS

Any grease barrels that are needed must be ordered on your application. Once the barrels are full please advise the office so they can make arrangements to exchange the barrel for an empty one. When you need your barrel emptied you will get an orange cone from us and put it outside of stand.

GUARANTEE/VENDOR FEES

No personal checks will be accepted after September 1st. Fees paid thereafter must be paid by cash, money order, cashier's check or credit card. We no longer accept American Express.

The Fair will charge \$35.00 on all checks refused by the bank.

Displays/stands cannot be placed until all monies due to the Fair have been paid in full or other payment arrangements have been made.

GUEST SERVICES

Guest Services and our Found Child Center the "Gingerbread House" is located West of the Commerce Building and to the North of the Chance Entrance. Anyone seeking information, assistance, wishing to make suggestions, complaints or find a lost child should be directed to the Guest services/Found Child Center.

HEALTH DEPARTMENT REQUIREMENTS

All concessionaires selling food or beverages must comply with the requirements of the California Uniform Retail Food Facilities Law and have a current permit to operate, issued by the Fresno County Department of Health. Health Department permit fees must be paid prior to the first day of the fair, or you will not be allowed to operate. A copy of the most recent environmental health inspection report must be retained at the food facility. If you have any questions regarding Health Department requirements or permits, call Consumer Food Protection Program at (559) 600-3357.

**ALL HEALTH FEES MUST BE PAID BEFORE YOU OPEN FOR BUSINESS (\$60.00)
PAYABLE TO THE BIG FRESNO FAIR.**

ICE COMPANY

The Fair has contracted with 32 Below Ice Company, Contact Chris Drake: 559-375-4232 for ice during the Fair. The price per bag will be determined before fair. 32 Below Ice will be visiting each concession stand to fill your ice needs. If you need assistance arranging ice delivery, please contact the Vendor Office.

If you are renting ice boxes to put your food in, it will be \$100.00 per box for electricity payable to The Big Fresno Fair.

INFORMATION BOOTHS

Information Booths provide directions, answer questions and offer general assistance to all Fairgoers. We have four booths located on our grounds which are open from the time gates open until 10:00 PM daily. The four locations are at the **Chance Entrance**, the **Butler Entrance**, the front of the **Grandstand** and the north side of the Sports Zone. A cup of water is available to patrons in all booths.

INSURANCE

The Big Fresno Fair and the State of California require all contractors to have a liability policy that shall be provided and maintained throughout their occupancy at the Fairgrounds.

YOU MAY PURCHASE INSURANCE THROUGH THE FAIR'S VENDOR OFFICE IF YOU DON'T HAVE YOUR OWN.

CONCESSIONS \$ 195.00

The State of California requires proof of Workers' Compensation Insurance coverage for all concessionaires and commercial vendors who are not an independent contractor and have paid or volunteer employees. A certificate of Workers Compensation Coverage must be provided.

Certificates of Insurance MUST specify coverage for both electric or gas-powered golf carts, powered carts and cycles, or listed with CFSA. If the name on insurance is different from name on Fair's contract, make sure you have both names on certificate.

VERY IMPORTANT: Insurance is due by September 1st. If your insurance is renewed later just let us know and we will make that note.

The following MUST be on your insurance verbatim:

List as Additional Insured:

"That 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 fair site is leased/subleased, Citrus Fruit Fair, 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."

- 30 DAY CANCELLATION
- CERTIFICATE HOLDER

FRESNO FAIR
1121 S. CHANCE AVE
FRESNO, CA 93702

INTERNET

If you require internet service, please contact Comcast at 1-800-391-3000. In some areas where wires must be flown, the Fair may deny service due to aesthetic or safety purposes.

LOAD IN/SET UP PROCESS

Before any setup can begin, an authorized representative from your company must check in at the Vendor Office to pick up your credentials packet. Vehicles that are unloading during the time they are setting up their trailer, stand, or booth, must display a "Vehicle ID Permit" visible on the dashboard, or they will be towed. Any vehicle parked blocking or interfering with the flow of traffic will be towed. After you have unloaded, you must proceed to find parking off the fairgrounds. You will be responsible for any fines if you are towed. Please be mindful of other vendors and their vendor space and keep aisles/streets clear from trash and boxes. EVERYONE MUST break down cardboard boxes. Early planning and vendor construction will avoid much of the last-minute confusion. All boxes, crates and debris must be removed prior to the opening day of the Fair.

LOGOS

Cups, etc. MAY NOT have logos or advertisements from other fairs, shows, or beverage companies other than Pepsi. This will be strictly enforced.

LOST and FOUND ITEMS

During the fair, all lost and found items are taken to the on-grounds police office located in the front of the Grandstand. After the fair all items are taken to the Fresno Police Department. CALL POLICE OFFICER JANETTE OLSON: 559-621-2342.

LOST PARENTS

Wristbands are FREE to every child and patron who walks in as a guest of the Big Fresno Fair. Wristbands are to help provide information to police and guest services in case of a separation from group or party. Patrons are responsible to put their phone number clearly on wristband.

MAINTENANCE REQUESTS

If you require maintenance assistance for hookups, plumbing or electrical, please come to the Vendor Office to fill out a Maintenance Request Form. **If there is an emergency or power outage, contact us by phone at 925-917-8141.**

MEDIA PROTOCOL

The Media on grounds at The Big Fresno Fair are critical to the Fair's overall success. As such, please respect our media and their time. Do not approach the media regarding your product/business directly. Our public relations team works diligently to feature a wide variety of exhibitors and vendors at The Big Fresno Fair. If you have a product that you would like the media to be aware of, please contact our public relations team directly. Should media approach you for an interview, please be sure a member of the public relations team is there. Public Relations Team Contact Information: Danielle Griffin, Communications Director 559-994-3133 or danielle@cohencommunications.com.

PARKING

OVERNIGHT PARKING/DEAD STORAGE/SHOWERS

Overnight parking is not allowed in the paid parking lots (Butler/Infield/Chance Parking Lots) of the Fair. Large trailers and vehicles (dead storage only) can be parked in the Chili's Parking Lot located at the northeast corner of Maple and Butler Street; you must obtain a parking pass from the Vendor Office.

There is NO sleeping in vehicles in any parking lot, including the RV parking; anyone caught sleeping in vehicles other than their RV will be subject to fine and removal from the premises.

There are NO showers available on the grounds. If anyone is caught showering inside the fair they will be subject to losing their vendor space and removal from the premises.

PARKING AND GATE INFORMATION

All parking permits are to be obtained through the Vendor Office. Parking on grounds is prohibited during regular fair time hours. All vehicles entering the grounds must have a pass and enter through Gate #2, which is located south of the Administration Building on Chance Ave. You must have company name, phone number, space number, and place the pass in a visible location on your dashboard.

Parking for Concessionaires will be in the Employee Parking Lot, which is located on the south-east corner of Butler and Maple lot. You will be issued parking permits for this lot. Concessionaires must request the number of passes needed on Order Form, to be approved by management. A shuttle will take you to and from the Fairgrounds. The hours begin at 6:00 a.m. every day; last shuttle during the week is 11:30 p.m. and weekends 12:30 a.m.

Friends of the Fair Parking Lot passes can be purchased for \$250 and can be purchased through your application. This lot is located at the north-west corner of Chance and Lane. (LIMITED AMOUNT AVAILABLE)

PAYMENT

When the percentage of gross, exceeds the prepaid payment guarantee, concessionaires are to pay on **Saturday October 5th, Wednesday October 9th, and Monday October 14th**, or you may pay daily between the hours of **10:00 A.M. and 4:00 P.M.** in the Administration Office with Accounting.

PEPSI

Pepsi is the official beverage sponsor of the Big Fresno Fair. You may only serve Pepsi products in Pepsi cups or approved souvenir cups. They will begin making deliveries Tuesday before fair opening. You may set up a charge account at least six (6) weeks before fair starts, otherwise you will be on C.O.D. **NO CASH** Please contact: Dan Sigala at 559-351-2570 (New Accounts and Issues) or Joseph Aguilar 559-547-0567 (Orders).

PERSONNEL - SERVICE

It is of the utmost importance that our rapport with our guests be a positive experience for all.

- YOUR BOOTH/STAND MUST BE STAFFED AT ALL TIMES DURING OPEN HOURS. AN UNOCCUPIED SPACE HAS VERY LITTLE VALUE TO YOU OR TO YOUR PATRONS.
- Put into consideration personal breaks for smoking, restroom, eating, phone usage, and any other personal time needed. Have trained and knowledgeable staff to occupy your booth while you need to leave.
- Insist on smart appearance and no loafing.
- Emphasize courtesy and avoid all offensive situations.
- Contractor is responsible for all claims, liabilities and actions relating to the conduct and representations of personnel in said space.
- Contractor hiring anyone under the age of 18 years MUST have a work permit issued by school authorities. Permit must be available in booth for inspection by the proper authorities.

- **All employees** must have a way to contact the owner for problems and any concerns.

PRE-FAIR CONCESSIONS

Any concession stand that wants to open before the Fair actually starts must have permission from Vendor Office. Registers must be checked in before you open and fees will be paid on the regular percentage on your contract. Please call Vendor Office to sign up to have registers checked in.

PROPANE

Propane is available to purchase during the fair. Price will be determined and given prior to opening day of fair. You are responsible to take your tanks to the maintenance department to be filled. Closing day propane is only available until 3:00 p.m.

RECYCLING POLICY

The Big Fresno Fair has embarked on an aggressive recycling program in an effort to address environmental concerns. We are committed to doing our part to insure a clean, environmentally safe world for future generations to enjoy and we need your cooperation!

All vendors are required to breakdown (flatten) **all** cardboard boxes and place them beside the designated trash dumpsters behind the buildings or beside your stands for easy pick up each day.

Use of polystyrene (Styrofoam) is prohibited for all concessionaires. (There is a biodegradable recyclable polystyrene available at most wholesale & retail stores.)

Polystyrene (Styrofoam) packing/shipping materials will need to be removed from the grounds by the vendors. It will not be allowed to be disposed of on grounds. Polystyrene foam or Styrofoam packaging products are an environmental hazard when they escape into the ground. Please do your best to request the use of biodegradable or water-soluble packaging material from your manufacturers.

We ask that you steer away from handing out plastic bags and use recycled content paper bags instead for your customers if at all possible.

ANY VENDORS FOUND TO NOT BE ADHERING TO THE MANDATORY RECYCLING POLICY WILL BE PUT ON WRITTEN NOTICE FOR THE FIRST VIOLATION AND YOUR BOOTH SPACE FOR 2023 MAY BE IN JEOPARDY. FINES WILL BE IMPOSED IF NECESSARY. LET'S ALL WORK TOGETHER!

RV/STOCK TRUCK

All RV's will be placed by Camp Host. RV spaces are extremely limited. Food concessions are given priority. An RV Camp Host will be on the grounds throughout the Fair. The Camp Host can be contacted through any RV lot gate attendant. Any issues that arise regarding the campgrounds will be addressed by the Camp Host.

Stock trucks with sleeping quarters in them will be placed on the opposite side of the fence in the Butler parking lot, and allowed to plug into, if available, one 110 outlet for electrical only. Water and sewer will not be available. If you would like to be placed inside the RV lot with full hookups, you will be required to pay the full RV price.

Vendors will be responsible for your animal's business and any kind of TRASH left in your RV space. If you leave anything behind, you will be charged a cleanup fee of \$250.00.

RV VISITORS/GUESTS

In an effort to keep the RV lot secure during the fair any vendor requesting a guest into the RV lot must ask permission prior. RV owners will need to provide names of guests to the Camp Host. Guests must check in to sign in and out with the RV camp host. They will need to provide who they are visiting and will be provided with a temporary RV lot badge. Any issues or problems that occur will be held the responsibility of the RV owner.

SALES TERMINALS

- Tracking numbers will be assigned at check-in prior to opening of the Fair. Appointments do NOT need to be made with the Vendor Office. Auditor will be coming by to each concessionaire to assign tracking numbers and complete check-in, when you see them let them know your registers are ready.
- Sales terminals must be visible at ALL TIMES. Sales terminals and displays must be placed in a position so that customers can read their total. For approved sales terminal types, please refer to Point of Sale and Cash Register sections of this handbook.
- Sale terminals will be allowed to accept credit card and cash transactions.
- No cash Drawers will be allowed.
- No Cash Registers are allowed.
- Clover devices will be assigned a code to opt into our Apex system for sale tracking.
- All other point of sale systems will be required to provide temporary log-in information to the auditing team for sale tracking.
- Any breakdown of sales terminals must be reported immediately to the Concessions Auditor. Do not switch out terminals until the new terminal is checked-in and assigned a tracking number by the Auditor. If you operate with

only one terminal, cease all operations until the replacement terminal is checked-in.

- ALL checked-in sales terminals will need to provide daily reports to the Auditing Office, regardless of use.
- Proper maintenance of sales terminals is the responsibility of the concessionaire. Downtime reduces concessionaire profits and fair revenue. Downtime on terminals must be reported to Auditor Office immediately.
- Previous day's sales reports/register tapes must be dropped into the drop box next door next to the Vendor Office window before 10:00 A.M. the next day or dropped each night after closing.

Any sales reports not turned in will result in the following fines:

- 1st time is a verbal warning
- 2nd time is a \$100.00 fine and write up
- 3rd time is a \$200.00 fine, write up, and a possible no return invitation

Any sales reports turned in after 10:00 A.M. will need to be turned in directly to Auditor Office. You will sign a form marking the time of tapes delivery.

- Sales reports will be available to be picked up with daily summary sheets at the Vendor Office window the following day. All sales reports not picked up by the end of the fair will be disposed of.

YOU WILL NOT BE ALLOWED TO OPEN UNTIL ALL REGISTER REQUIREMENTS ARE MET.

POINT OF SALE (P.O.S.) SYSTEMS

Point of Sale Systems (P.O.S systems) are required sales terminals.

ACCOUNTABILITY:

TYPE OF POINT-OF-SALE DEVICE REQUIRED: Concessionaires will use and position POS device(s) so the value of each purchase is readily visible to the purchaser. POS device(s) must be placed on front counters. POS device(s) must have a grand total meter.

EQUIPMENT:

1. All concessionaires shall have point of sale devices that meet or exceed the following criteria.
 - a. Can print a receipt for the customer
 - b. Display viewable by customer
 - c. Programmable item prices

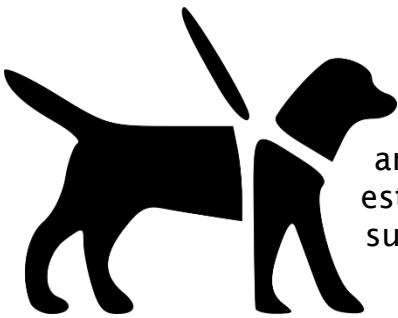
- d. Electronic Cash drawer that opens with every cash transaction. No Cash Box with key allowed.
- e. Detail/Journal tape/report and receipt tape/report
- f. Set and print CORRECT date and time on all tapes/receipts/reports
- g. Consecutive Numerical Transaction Record
- h. Battery Backup with store forward capability

All POS devices must be inspected by the Auditor and approved prior to operational use.

SENIORS' DAY

Seniors' day is October 7, 2024. ALL vendors must be open and ready to operate by 10 a.m. There are no exceptions. All vehicles must be removed from the grounds by 9:00 a.m.

SERVICE ANIMALS



Sorry pets are not allowed

Service animals are trained working animals, not pets. *

State and Federal law prohibits all animals, except for service animals, in grocery stores, restaurants, and other food establishments where food is being served, sampled, and sold, such as fairs.

The Americans with Disabilities Act (ADA) authorizes the use of service animals in a food establishment ONLY for the benefit of the individuals with disabilities. A service animal is a dog that is specifically trained to do work or perform tasks for people with disabilities. If you have a question regarding the use of a service animal in this fair, please speak with a member of management.

*Dogs and pets whose function is to provide comfort or emotional support DO NOT qualify as service animals according to the ADA.

SHIPPING AND RECEIVING

Shipping and Receiving is open Monday through Saturday 9:00a.m. until 3:00 p.m. Generally United Parcel Service and Federal Express deliveries arrive between 9:00 A.M. and 11:00 A.M. The deliveries are dropped off behind the Commerce Building (Westside). The responsibility ultimately rests with you for knowing you are expecting deliveries. You may check with the shipping and receiving office staff to verify if attempts have been made by the delivery companies. To expedite our attempts of notification, please notify your senders to include your exhibit booth number (i.e.; C-201). The name on the address label should be the same as that on your contract. All packages are your responsibility to be picked up; Fair

will NOT be delivering small packages or mail. If a large order will be delivered please make prior arrangements with fair staff if assistance is needed with a golf cart or forklift. If you will need a forklift to move your product around during fair time, it will be a fee of \$50.00 per occurrence.

If any product is coming before the fair, make sure it is properly addressed and leave notice in the Vendor office. All products that you are requesting to be shipped from the Fresno Fair after closing day must be picked up by 12:00 P.M. October 15, 2024.

C.O.D. DELIVERIES

You may leave checks or Money Orders with the supervisor in the shipping office located at the rear of the Commerce Building, prior to parcel arrival. **WE WILL NOT ACCEPT CASH.**

SIGNS

Fresno Fair stand numbers and pricing signs must be readable instantly.

Nothing is to be placed in front of sales terminals. Sign(s) must show whether tax is included or not in the price shown.

All signs, banners, or posters **MUST** be professionally made, neat in appearance and placement must meet the Big Fresno Fair guidelines.

NO HAND WRITTEN SIGNS WILL BE ALLOWED

All signboards, signs, sign letters, electrical fixtures, and plumbing fixtures (except those furnished by the contractor) are the property of the Big Fresno Fair and are not to be removed. Any such items missing during the 12 days of the Fair will be charged to the contractor occupying the space.

SKIRTING FOR MOBILE UNITS

All portable concession trailers must have proper skirting to cover from the bottom of stand to the ground.

SMOKING POLICY

The Big Fresno Fair is a **SMOKE FREE FAIR**. There will be no smoking on the grounds except in designated smoking areas. Positively **NO** smoking will be allowed in any booths. Violation notices will be given if anyone is caught smoking in booths. There is no smoking allowed within 20 feet of any building doors.

The following are designated smoking areas (subject to change):

- WINE GARDEN
- SPORTS ZONE
- STARTERS SPORTS BAR
- CRAFT BREW COURT
- AREA SOUTH OF PAUL PAUL THEATER
- GRANDSTAND (Except for areas established for non-smoking)
- *VENDORS* BEHIND COMMERCIAL BUILDINGS (Designated by Building Supervisor)

SOUND DEVICES & FLASHING LIGHTS

Radios, television sets, loudspeakers, amplification systems, musical instruments, etc., are subject to the approval of the Vendor Office. If used, they must be so controlled as not to interfere with other contractors. The use of amplification systems is a privilege. All music will be monitored by Fair Management. You will get 1 warning before losing the privilege to play music in your booth/stand. No flashing lights, strobe, sirens, or lights that cause a disturbance.

SPONSORSHIPS AND THIRD PARTIES

Contractors may not enter into any sponsorship/promotional partnerships(s) or marketing initiative(s) where a sponsor/third party receives advertising or promotional consideration without obtaining annual written approval from Fair Management. Contractors must submit a plan six (6) months prior to each annual Fair in writing, for review by Fair Management.

STAKES

Absolutely no stakes are allowed to be placed into the ground (asphalt, dirt, grass, cement or brick) without prior approval of management. Anyone who does so will be responsible for any damage and repair.

SUBLETTING

SUBLETTING OF SPACE BY A VENDOR IS **NOT ALLOWED** AND WILL RESULT IN A \$1,000 FINE, CLOSURE OF BOOTH, AND YOU WILL NOT BE ALLOWED TO RETURN IN THE FUTURE.

Booth Space is to be used solely by the company or persons and for the product stipulated in the contract.

TAX RATE

Tax rate for Fresno is 8.35%

THEFT

Security is on the grounds 24 hours a day in all areas. However, it is impossible for them to be everywhere all the time. Plan to lock up or remove any valuable items which may be carried by hand. Also, small items should be placed to the rear of the booth or under counters each night. **On closing night, security will not be provided in buildings after 1:00 A.M.**

IF THEFT OCCURS, PLEASE CONTACT THE FAIR OFFICE IMMEDIATELY, SO A REPORT MAY BE FILED AND SECURITY AND THE POLICE NOTIFIED.

TIP CUPS/JARS

NO jars, cups, decorative items to give the incentive of customers leaving a tip is allowed. A tip jar may be left away from public eye in case a tip is given but must be put away immediately after.

TRASH

Please do not throw or sweep trash into the aisles/streets. Trash containers are provided for this purpose in or near all areas and buildings. Breakdown boxes and stack them outside neatly at you're stand. All cans must be emptied each night for early morning pick up. Vendors should keep their areas neat and clean during open hours and swept nightly at closing time.

WORKING CREDENTIALS

Working credentials will be in books of 12 tickets. Each ticket is good for any day of the fair. Books will sell for \$24.00 each or a photo badge for \$15.00. Any credentials over the maximum of 6 will be sold for \$60.00 a book. Individual tickets may be bought for \$6.00 each. These working credentials are not for "be back customers", friends, relatives, etc. They are for working staff only. The office put on your contract what you bought last year. Misuse or resale of these tickets is strictly prohibited and doing so will be cause for cancellation of your contract. Your cooperation with this will help us keep costs down for the fair and all vendors.

If a photo ID badge is purchased and lost, a new photo ID badge must be issued for an additional \$20.00. The Photo ID badges are required for vendors staying in RV Lots. NO EXCEPTIONS. RV photo ID badge is good for entry into the fair. The photo ID badge will eliminate the need to stand in general admission line. WFA badges are acceptable as admission to the fair only, not RV lots.

CREDENTIALS WILL NOT BE GIVEN OUT WITHOUT ALL FEES BEING PAID IN THE VENDOR OFFICE.

THINGS TO REMEMBER & SHARE WITH STAFF

- Every guest should expect to receive a high standard of food and beverage delivery.
- Guests should walk up to an attractively decorated clean stand.
- Employees are focused on guests, not themselves.
- Guest is greeted with eye contact and a friendly greeting from an appropriately attired employee or volunteer.
- There is a display of products in view.
- Guest is told about other items to purchase.
- The correct price is posted, collected, and/or rung up on register in view of guest.
- Items are purchased from a well-organized stand.
- Items cooked and presented in a consistent manner.
- Guest receives exactly what was ordered attractively presented or wrapped.
- Drinks are served with lids and straws.
- Guests receive hot items hot and cold items cold.
- Standard expectation that food is fresh and tastes good.
- Complete satisfaction guaranteed or item exchanged or money back in same form as original.
- At end of transaction thank customer for business and wish a good experience.
- Seating is clean and attractive (Places to sit: Blue Moon Yosemite Station, Sports Zone, Wine Garden, Starters Sports Bar, Mexican Heritage Patio park, Craft Brew Court and Food Truck Alley).
- Condiments and napkins easily located in a clean area
- Atmosphere includes lights, color, and/or plants (whenever possible)
- Health department rules and regulations followed
- Proper personal hygiene practiced by all employees
- Food is not given as a commodity
- Emphasis is on the complete guest experience being memorable and pleasant

BIG FRESNO FAIR VIOLATION POLICY

Any violation having to do with money not being properly handled or reported by either the concession owner or his employees is grounds for immediate expulsion from the fair and will have a serious bearing on your invitation to return as a concessionaire in the future.

A violation includes, but is not limited to, non-compliance with any of the following:

- Personnel – neatly attired, well groomed, following hand washing and food handling requirements, courteous and responsive

- No smoking and/or drinking of alcohol in or around the stand/booth
- Customer service and consideration of neighbors
- **Ringling of each sale at the displayed price and closing cash drawer after each transaction**
- General appearance of stand must be attractive and clean
- Business conducted within the assigned space, keeping the area around the stand dry, clean and unobstructed.
- Cleanliness of condiment area and seating area (if applicable)
- All signage professionally done and prominently displayed
- Items sold as listed on Rental Agreement (menu)
- No price changes after September 5th
- No menu additions will be allowed after September 5th
- Cooperation with neighboring stands, noise level reasonable
- Appropriate language with patrons, fair staff and other Vendors

If you are found to be in violation of any of the above rules and regulations, the following will occur:

1st violation - Verbal warning. Will also be documented, simply stating that the matter had been discussed with you, date, time, etc.

2nd violation - If the matter has not been tended to in a timely manner (usually 24 hours, depending on the violation) you will receive a written citation.

3rd violation - No invitation to return will be granted or could result in escorting you and your stand off the property.