



**THANK YOU** for your interest in participating as a Merchandise Vendor in the Xtreme Bulls and California Rodeo Salinas events; We welcome many types of vendors including food and merchandise vendors. We are very excited for our upcoming shows. Combined attendance for these shows is 70,000 spectators.

**If you are a Food Vendor**, please complete and submit a Food Vendor application found on our website at [www.carodeo.com](http://www.carodeo.com). Go to Get Involved, Vendors and then scroll down to applications.

**Completing and submitting this application does not guarantee that you will be approved as a vendor for the 2026 California Rodeo Salinas events.**

**Dates:**

Xtreme Bulls – July 15, 2026

California Rodeo Salinas (Rodeo) – July 16-17-18-19, 2026

The **Xtreme Bulls** event is Wednesday, July 15<sup>th</sup> and is an evening performance.

The **Rodeo** is a four-day event beginning Thursday, July 16 through Sunday, July 19. Thursday and Friday are evening shows; Saturday and Sunday are afternoon shows.

**Basic Information:** You will **only** be contacted by Show Management if your application is selected.

**\*\*No products bearing California Rodeo Salinas' trademark, name or logo or reference to such may be sold or distributed without written permission from California Rodeo Salinas Management.**

California Rodeo shall have the exclusive right to cancel the event at any time up to the date of the event if the event is materially impacted as a result of COVID-19 restrictions in any way, or for any reason whatsoever.

*If you are approved* as a vendor your signed contract, Insurance Certificate with Additional Insured Endorsement, Seller's Permit and full payment will be due no later than **May 1, 2026**, no exceptions. If the signed contract, Insurance Certificate w/Endorsement, Seller's Permit and payment are not submitted on time, your vendor spot will be given to the next available vendor.

*If you are approved* as a vendor, you must work all 5 days of the Xtreme Bulls and Rodeo events. If you tear down early, you will not be invited back for future shows. One vendor per booth space.

*If you are approved* as a vendor, you must provide a Certificate of Insurance with Additional Insured Endorsement that meets all requirements of California Rodeo, Inc. **or** purchase event insurance through California Rodeo, Inc.

*If you are approved* as a vendor, you must provide a copy of your valid CA Seller's Permit. To register for a California Seller's Permit, please refer to <https://www.cdtfa.ca.gov/services/permits-licenses.htm>

Please note that the Xtreme Bulls & California Rodeo Salinas events are retail shows, all items must be sold at retail prices; wholesale vending is not permitted at the show.

**Please provide ALL requested information; any application not filled out completely will not be considered.**

Upon receipt of your application, we will review all provided information (the more detail, the better!). You will **only** be contacted by Show Management **if and when** your application is selected. Unfortunately, we cannot call every applicant who is not approved, you will be placed on a waiting list for available space. You must re-apply each year to be considered.

The vendor fees listed below are for **merchandise vendors only**. (Do not send money with your application)

**Merchandise vendor fees:**  
10' x 10' space \$750  
10' x 20' space \$1,500

**Again, completing and submitting this application does not in any way reserve or guarantee you vendor space at the 2026 Xtreme Bulls & California Rodeo Salinas.**

We thank you for your interest in becoming a vendor! If you have questions, please don't hesitate to contact us.

**Mail:** Concessions Director, California Rodeo, Inc., PO Box 1648, Salinas, CA 93902

**Email:** [vendors@carodeo.com](mailto:vendors@carodeo.com) **Phone:** (831) 775-3100

## 2026 APPLICATION FOR MERCHANDISE BOOTH SPACE

### XTREME BULLS – JULY 15 CALIFORNIA RODEO SALINAS (RODEO) JULY 16-17-18-19

#### Xtreme Bulls

Wednesday, July 15 5pm-10pm (Evening Performance)

#### RODEO

Thursday, July 16 4pm-11pm (Evening Performance)

Friday, July 17 4pm-11pm (Evening Performance)

Saturday, July 18 11am-6pm (Afternoon Performance)

Sunday, July 19 11am-6pm (Afternoon Performance)

**Completing and Submitting this application does not in any way reserve or guarantee booth space at the 2026 California Rodeo Salinas events**

**PLEASE COMPLETE & PRINT LEGIBLY OR YOUR APPLICATION WILL NOT BE CONSIDERED:**

Business name: \_\_\_\_\_

Booth name if different from Business name: \_\_\_\_\_

Contact person: \_\_\_\_\_

#1 Phone: (    ) \_\_\_\_\_ E-mail address: \_\_\_\_\_

List email only if you actually use it!

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**The Xtreme Bulls & California Rodeo Salinas are western themed shows; All booths should be decorated in a western theme; they should be fully stocked and pleasing to the eye.**

**The Xtreme Bulls & California Rodeo Salinas are retail shows; items may not be sold at wholesale prices.**

**INCLUDE ALL REQUESTED INFORMATION OR YOUR APPLICATION WILL NOT BE CONSIDERED:**

**INCLUDE complete list of items to be sold with prices. No products bearing California Rodeo Salinas' trademark, name or logo or reference to such may be sold or distributed without written permission from California Rodeo Salinas Management.**

Show Management may eliminate or limit some of the items listed to allow for a wide variety of displays and avoid duplication. Once contract is signed, you may not display or sell any additional items, unless authorized by Show Management. One vendor per booth space.

**INCLUDE** photos of booth and merchandise. (Materials submitted become the property of CA Rodeo and will not be returned)

• **Electrical needs:** \_\_\_\_\_  
(Indoor Vendors - Lighting must be LED or Fluorescent bulbs/lamps only)

• **Booth Location requested** (All booths are 10' increments): **Inside / Outside / Either** (Please circle one)

#### **Listed Fees Are for Merchandise Vendors Only:**

**Booth size:** 10x10 (\$750) \_\_\_\_\_ 10x20 (\$1,500) \_\_\_\_\_ Other: \_\_\_\_\_  
(Cost to be determined)

**Trailer size:** \_\_\_\_\_  
(From pull point on tongue to back end of trailer)

**Mail:** Concessions Director, California Rodeo, Inc., PO Box 1648, Salinas, CA 93902

**Email:** [vendors@carodeo.com](mailto:vendors@carodeo.com) **Phone:** (831) 775-3100