

Santa Maria Fairpark Vendor & Concessions Handbook 2022



**Santa Maria Valley Strawberry Festival
April 29, 30 & May 1, 2022**



**Santa Barbara County Fair
July 13-17, 2022**

WELCOME PARTICIPANTS!

We are so happy to be back open and able to host the 2022 Santa Maria Valley Strawberry Festival and the Santa Barbara County Fair.

We hope that the following information will answer any questions you may have regarding your participation in the Strawberry Festival and/or the Santa Barbara County Fair.

We ask that you and all your employees read this manual carefully and *keep a copy in your booth or concession trailer* for quick reference.

Please note that some policy and procedures may have changed so **please read this handbook carefully!** If you still have questions or need additional information, please contact an Exhibits Representative.

**SANTA MARIA VALLEY STRAWBERRY FESTIVAL
SANTA BARBARA COUNTY FAIR
Santa Maria Fairpark
SANTA MARIA, CALIFORNIA**

Presented by the

**37TH DISTRICT AGRICULTURAL ASSOCIATION
OF THE STATE OF CALIFORNIA**

Governor Gavin Newsom, State of California

2022 BOARD OF DIRECTORS

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805-925-8824 ext:108

pr@santamariafairpark.com

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805-925-8824 ext:107

vendors@santamariafairpark.com

2022 EASY REFERENCE TIMELINE

STRAWBERRY FESTIVAL INFORMATION

April 27	Official check-in & set-up hours 9 a.m. to 6 p.m.
April 28	Official check-in & set-up hours 9 a.m. to 6 p.m. <u>NO LATE SET-UPS ALLOWED</u>
April 29-30 May 1	Santa Maria Valley Strawberry Festival. Gates open 12 noon to 10 p.m.
May 1	9:05 p.m. (Indoor spaces only) – NO INDOOR VENDORS FOR 2022
May 1	10:05 p.m. Concessionaire check-out begins

SANTA BARBARA COUNTY FAIR INFORMATION

July 10	Official check-in & set up hours 9 a.m. to 6 p.m.
July 11 & 12	Official check-in and set-up hours 9 a.m. to 6 p.m. <u>NO LATE SET-UPS ALLOWED</u>
July 13-17	Santa Barbara County Fair. July 13 - 15 Gates open 3 p.m. to 10 p.m. July 16 – 17 Gates open 12 noon – 10 p.m. Carnival open until midnight.
July 17	9:05 p.m. Vendor release slips begin to be issued. (Indoor spaces only)
July 17	10:05 p.m. Concessionaire check- out begins

HOURS OF OPERATION

Gates open - see times & dates listed above for opening hours

Buildings close at 10:00 p.m. Market Place Pavilion will close at 9 p.m. on Sunday

Outside Exhibits and Concessions close at 10:00 p.m.

Carnival can stay open past 10:00 p.m. but will close no later than 12:00 midnight

SPECIAL FESTIVAL DAYS

Friday, April 29	Senior Appreciation Day
Saturday, April 30	Kids Day
Sunday, May 1	Fiesta Day

SPECIAL FAIR DAYS

Wednesday, July 9	\$5 before 5 p.m. (gate entrance)
Thursday, July 10	\$5 before 5 p.m. (gate entrance)
Friday, July 11	Kid's Day – All youth & kids under 11 get in FREE
Saturday, July 12	Military Appreciations & Law Enforcement Day
Sunday, July 13	Fiesta Day

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SANTA MARIA AREA INFORMATION

LODGING

Best Western Big America

1725 N. Broadway
Santa Maria, CA 93454

(805) 922-5200
(800) 426-3213
FAX (805) 922-9865

Quality Inn & Suites

210 S. Nicholson
Santa Maria, CA 93454

(805) 922-5891
(877) 424-6473
FAX (805) 928-7821

Travel Lodge

1514 S. Broadway
Santa Maria, CA 93454

(805) 922-2123
(800) 578-7878
FAX (805) 925-1523

Motel 6 Santa Maria

2040 N. Preisker Lane
Santa Maria, CA 93454

(805) 928-8111
(800) 466-8356
FAX (805) 349-1219

The Historic Santa Maria Inn

801 S. Broadway
Santa Maria, CA 93454

(805) 928-7777
(800) 462-4276
FAX (805) 928-5690

Holiday Inn Hotel & Suites

2100 N. Broadway
Santa Maria, CA 93454

(805) 928-6000
(888) 465-4329
FAX (805) 928-0356

Fairfield Inn & Suites

2061 N. Roemer Ct.
Santa Maria, CA 93454

(805) 925-8500
FAX (805) 925-8055

Candlewood Suites

2079 N. Roemer Ct.
Santa Maria, CA 93454

(805) 928-4155
(877) 226-3539
FAX (805) 928-4154

Radisson Hotel Santa Maria

3455 Skyway Drive
Santa Maria, CA 93455

(805) 928-8000
(800) 395-7046
FAX (805) 928-5251

BANKING

Rabobank

1554 S. Broadway
Santa Maria, CA 93454

(805) 922-6951

Santa Barbara Bank & Trust

335 E. Betteravia Rd.
Santa Maria, CA 93454

(805) 925-8700

Chase Bank

2200 S. Broadway
Santa Maria, CA 93454

(805) 922-7333

Wells Fargo Bank

1450 S. Broadway
Santa Maria, CA 93454

(805) 347-8560

Coast Hills Federal Credit Union

1203 S. Broadway
Santa Maria, CA 93454

(805) 733-7626

(800) 262-4488

Community Bank of Santa Maria

1421 S. Broadway
Santa Maria, CA 93454

(805) 922-2900

STORES

Costco Wholesale

1700 S. Bradley Rd.
Santa Maria, CA 93454

(805) 928-8459

Smart & Final

1721 S. Broadway
Santa Maria, CA 93454

(805) 925-6730

Home Depot

2120 S. Bradley Rd.
Santa Maria, CA 93455

(805) 739-1141

Office Depot

1427 S. Bradley Rd.
Santa Maria, CA 93454

(805) 349-0173

Wal-Mart

2220 S. Bradley Rd.
Santa Maria, CA 93454

(805) 349-7885

FoodMaxx (805) 349-3414
2440 S. Broadway
Santa Maria, CA 93455

Vons (805) 925-1332
1482 S. Broadway
Santa Maria, CA 93454

Albertson's (805) 346-2077
2320 S. Broadway
Santa Maria, CA 93455

Local Copies, Etc (805) 928-5776
Printing, copying, signs, internet access
1500 S Broadway
Santa Maria CA 93454
www.localcopies.com

POSTAL SERVICES

Santa Maria Post Office
201 E. Battles Rd. (805) 922-0321
Santa Maria, CA 93454

HOSPITALS/EMERGENCY CARE

Marian Medical Center (805) 739-3200
24 Hour Emergency Room
1400 E. Church St.
Santa Maria, CA 93454

Marian West - Urgent Care (805) 739-3820
505 E. Plaza Dr
Santa Maria, CA 93454

Central Coast Urgent Care Center (805) 922-0561
340 E. Betteravia Rd. Ste. C
Santa Maria, CA 93454

GENERAL POLICY

It is the policy and practice of the 37th District Agricultural Association to establish and revise from time to time, fees or rates to be charged to individuals or entities utilizing exhibit space during the annual Strawberry Festival and the Santa Barbara County Fair. Employees or officers of the 37th District Agricultural Association (D.A.A.) may not have a financial interest in any exhibit or concession on the grounds of the 37th D.A.A. The misrepresentation of exhibit and concession ownership, operation or appearance on the application and photographs shall be grounds for immediate removal from the Fairpark and the owner of such equipment waives all claims for damages against the 37th D.A.A., its officers, agents and employees.

The 37th DAA Santa Maria Fairpark management reserves the final and absolute right to enforce policies, rules and regulations and to arbitrarily settle and determine all matters, questions or differences in regard thereto, or otherwise arising out of, connected with, or incident to the Santa Maria Valley Strawberry Festival and/or Santa Barbara County Fair. Fairpark management further reserves the right to determine unforeseen matters not covered by these rules, to amend or add to these rules as deemed necessary.

ADVERTISING

Under no circumstance will any person or firm be permitted to solicit or distribute flyers, circulars, tickets, or advertising materials of any description outside of the Exhibitor's leased space (including parking lots). This includes the posting of any directional or advertising signs. The sale, posting or distribution of any merchandise, product or promotional item must be requested on your application and is subject to approval by Fairpark management.

ALCOHOL MANAGEMENT POLICY

The Fairpark's master food and beverage concessionaire has been granted the exclusive right to sell and/or serve alcoholic beverages on the Fairpark's property.

With the exception of alcoholic beverages being offered for sale by the exclusive liquor concessionaire, no alcoholic beverages of any type will be permitted in exhibit or concession space or mobile unit. Possession by and/or intoxication of exhibit or concessions personnel shall be grounds for immediate closure of exhibit or concession and/or dismissal from the Fair.

ANIMAL POLICY

No dogs, cats, birds, or other animals will be allowed in or near an exhibit or booth at any time. Pets will be permitted in the campgrounds on leashes only. Guide dogs are allowed.

APPLICATION SELECTION

1. It is understood and agreed that Concessionaires and Commercial Exhibitors from previous years do not automatically receive an invitation to return.
2. Consideration will be given to each applicant and acceptance of the application is in no way a commitment by Fairpark management. Notification of acceptance or refusal will be made by the Exhibits and Concessions Office.
3. Booths and stands will be placed to best serve the interests of the Strawberry Festival and the Fair and those involved.
4. If invited to return, every effort will be made to assign the same space as in the prior year. However, Fairpark management has the right to move vendors to another location in the best interest of the Strawberry Festival and the Fair at any time.
5. Concessionaires and Commercial Exhibitors will be placed on a waiting list if no space is available.

SELECTION CRITERIA

Each application for space rental during the Strawberry Festival and the Fair shall be considered by management on the basis of:

1. Vendor product duplication is weighed.
2. Uniqueness and appeal of product to fairgoers.
3. A satisfactory history of cooperation with rules and regulations, for returning applicants.
4. Ability to set up a professional and attractive display.

AUDITING & DAILY REPORT REQUIREMENTS

All food concessionaires and vendors with percentage contracts must turn in daily register tapes and a daily sales report to the Exhibits/Concessions office each day of the Strawberry Festival and the Fair by 11:00 am. Tapes should be labeled with date, register #, and concession name. All credit card transaction reports are due daily by midnight.

FAILURE TO TURN IN THE PREVIOUS DAY'S TAPES BY 11:00 AM DAILY WILL RESULT IN A \$25 FEE AFTER THE FIRST WARNING. FINAL CLOSEOUT WILL BE HELD FROM 10PM 1AM THE FINAL DAY OF EVENT. FINAL PAYMENT MUST BE MADE BY CASH OR CREDIT CARD.

CASH REGISTER REQUIREMENTS

Every food and beverage concessionaire must have a cash register. All sales must be rung up and every transaction must be completed. Use of the "NO SALE" key is subject to review by the Fairpark management. No stand may operate from an open cash drawer. Maintenance of cash registers is the concessionaire's responsibility.

Every concessions stand must have a cash register with the following capabilities:

- ❖ Customer Display (must be visible to public)
- ❖ Continuous grand total
- ❖ Cumulative Z counter
- ❖ 30 day battery back-up
- ❖ Consecutive transaction number
- ❖ X reading
- ❖ Current printed date and time on tape

CASH REGISTER READING

All cash registers must be in place and ready for inspection no later than two hours prior to the opening of the Strawberry Festival and the Fair. Auditors may physically inspect cash registers prior to opening of Strawberry Festival or Fair. The auditor may inspect the register, run a "Z" tape, and review auditing procedures with the concessionaire/vendor. If sales occur prior to the opening of Strawberry Festival or the Fair, Fairpark management may inspect the cash register prior to sales taking place.

Notify an auditor or the Exhibits/Concessions office *immediately* in the event you have a register failure or any downtime. No sales will be allowed until the register is working properly or a back up register is inspected and tagged for use. In order to minimize potential delays, concessionaires may request the auditor inspect any back-up registers prior to opening.

Any **over rings** must be circled on the tape and noted at the bottom of the tape or on a separate sheet. The Auditing team will review the tapes, calculate the percentage, and complete the daily report for concessionaire's review, which can be viewed by the concessionaire upon request. The tapes will be returned when concessionaires bring in the following days tapes.

BOOTH PRICES

Strawberry Festival

AREA PRICING Per 10 x 10	Price
Market Place Pavilion Exhibitor (Inline)	\$
Market Place Pavilion Exhibitor (Corner)	\$
Market Place Pavilion Non-profit/Inline only	\$
Plaza Walkway Exhibitor	\$
Sports Arena Wall Exhibitor	\$
Non-Profit Exhibitor	\$
REFER TO APPLICATION FOR FEES	
AREA PRICING	Price
Food Concessions vs. 25%	\$ 500.00

County Fair

AREA PRICING Per 10 x 10	Price
Market Place Pavilion Exhibitor (Inline)	\$
Market Place Pavilion Exhibitor (Corner)	\$
Plaza Walkway Exhibitor	\$
Food Row Exhibitor	\$
Sports Arena Wall Exhibitor	\$
Non-Profit Exhibitor	\$
REFER TO APPLICATION FOR FEES	
AREA PRICING	Price
Food Concessions vs. 25%	\$ 1,000.00

Outside space **rates depends on size and location**. Pricing is intended to reflect traffic patterns and ensure equitable rates.

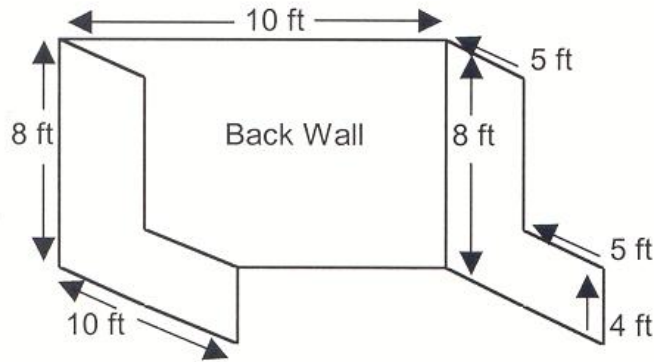
Exhibitors who have contracts written for a certain price then are moved to a different space for the convenience of the Fairpark, will not have their contracts rewritten to reflect the new price. Consequently, there may be some vendors in certain areas who are not paying the going rate for the area. This is unavoidable. Every effort will be made to reduce this problem.

Tables and chairs are not included with space, and should not be expected to be available through the Fairpark during the Strawberry Festival and the Fair.

BOOTH SPECIFICATIONS & SIGNAGE

Standard indoor booths are in a line formation. Whenever possible exhibitors should take accurate measurements of space if a display will be custom-made for a particular location. **Signs must be of professional quality; no hand-written signs will be allowed.** Merchandise prices must be clearly displayed.

Height at the rear of exhibit shall not exceed eight (8) feet. Side partitions and/or display material shall not exceed four feet in height for a distance of five feet from the aisle. The remaining five (5) feet from middle to back wall shall not exceed eight (8) feet. No part of the exhibit shall exceed ten (10) feet from wall to aisle or block flow of the traffic pattern.



BUILDING ACCESS & BUILDING HOURS

Building hours are 11:00 a.m. to 10:00 p.m. each day. All exhibits and concessions inside must remain open until 10 p.m, except on Sunday when the Market Place Pavilion will close at 9 p.m. Doors to the building will be closed to incoming patrons at 10:00 p.m., however, Strawberry Festival and Fair patrons still shopping will not be forced out. We encourage vendors to finalize sales at this time, so that all vendors can close their booths and exit the building by 10:30 p.m. and 9:30 p.m. on Sunday.

The Market Place Pavilion will be open each day for vendor access between 8:00 a.m. and 11:00 a.m. All other buildings will remain closed until 11:00 a.m. opening time.

All outdoor exhibit and concession booths must remain open nightly until 11:00 p.m. or otherwise determined by management. Strawberry Festival and Fair exhibitors & concessionaires requesting opening before Opening Day of Festival or Fair, should do so *at the time of application*.

CAMPING & RECREATIONAL VEHICLE FACILITIES

A limited number of RV spaces are available for exhibitors and concessionaires on a first come, first served basis. **There is no guarantee of electricity, water or sewer hook-up.** Payment of fee with the camping application allows camping up to (5) days stay at Strawberry Festival and up to (7) days stay for the Fair. **No space will be held without payment of camping fee.** Those interested in a RV space but who have not reserved a space with payment will be placed on a waiting list and should not assume space will remain or become available. Tents are not allowed at any time, **nor is sleeping allowed in any vehicles in non-designated camping area or in any exhibit space.**

RV permits will provide for the camping vehicle only. An "in/out" or "tow vehicle" parking sticker will be available for purchase as well. Tow vehicles must be parked in designated spaces or within the RV space. Permits must be displayed in a window that is easily and clearly visible to security personnel. Vehicles without a visible permit **will be towed at the owner's expense.** Reserved space permits will be included in your credential packet.

In order to provide a secure and comfortable atmosphere for all campers, we ask that you please abide by the following rules:

1. **No pets outside the camping area. Those in the camping area must be leashed at all times.**
2. **All camping units must be self-contained for both sewage and wastewater.**
3. **A trailer counts as one vehicle, so a truck with a trailer is considered two vehicles.**
4. **Campers are responsible for keeping their campsite clean at all times. Campers will be charged costs of cleanup of any refuse left behind.**
5. **Provisions must be made for the protection of turf from oil & gas drips. Violations may be cause for withdrawal of camping privileges.**
6. **Quiet time begins at 11 p.m. and ends at 8 a.m.**
7. **Camping is dry camping -power might be available but NOT guaranteed.**

CHECK-IN DATES/TIMES

All Commercial Exhibitors and Concessionaires must check in first at the Exhibits and Concessions office before entering the Fairpark. They will be issued their credential packet and shown to their space. **Please do not assume space assignment is the same as any previous year. Due to changes in building and ground uses, renumbering of spaces, and other factors, space assignments may not be the same.**

Placement of concessionaire trailers must be spotted by exhibit or maintenance personnel.

Santa Maria Valley Strawberry Festival Check-in

Wednesday, April 27	9:00 am to 6:00 pm
Thursday, April 28	9:00 am to 6:00 pm

Santa Barbara County Fair Check-in

Sunday, July 10	9:00 am to 6:00 pm
Monday, July 11	9:00 am to 6:00 pm
Tuesday, July 12	9:00 am to 6:00 pm

There is no opening day check-in, no exceptions!

THERE WILL BE NO LATE SET UPS. NO EXCEPTIONS, NO REFUNDS.

Please make sure you check in early enough to have ample time to set up and secure your booth before set-up time ends. Buildings must be secured when set-up period ends.

Note to Concessionaires in the Livestock Area opening early:

- ❖ All contract and insurance requirements apply.
- ❖ You must check in with the Exhibits and Concessions office Saturday or Sunday, July 9th & 10th.
- ❖ The auditor **MUST** inspect cash registers before any transaction can be made.
- ❖ You must be approved by the Health Department prior to serving customers.

Commercial Exhibitors and Concessionaires should arrive no earlier than Saturday, July 9th and must depart by Monday, July 18th, unless prior arrangements have been made with the Exhibit Representative. Please allow plenty of time for check-in and set up. Local vendors and concessionaires should check in as early as possible.

NO LATE CHECK IN WILL BE ALLOWED.

PLEASE CHECK IN WITH THE EXHIBIT PERSONNEL IN THE ADMINISTRATION BUILDING TO PICK UP YOUR CREDENTIAL PACKAGE AND SPACE ASSIGNMENT.

CLEANING YOUR BOOTH

All concession and exhibit booths should be kept neat and clean at all times. All boxes, soft drink canisters, and other items shall be kept from public view. Please do not sweep rubbish into the aisles, but instead utilize the trash containers that have been provided.

Concessionaires utilizing grease should refer to the GREASE DISPOSAL section for specific instructions.

CONTAINERS

No metal or glass containers or cans are allowed on the grounds.

CREDENTIALS

Strawberry Festival

- ❖ Commercial exhibitors will each receive 9 daily credentials (3 per day), 1 vendor preferred parking and 1 delivery pass.
- ❖ Full menu food concessionaires will each receive 12 credentials (4 per day), 1 vendor preferred parking and 1 delivery pass.
- ❖ Non-Profit concessionaires will receive the same amount as concessionaires.
- ❖ Additional (1) day credential passes are \$12.00.

Santa Barbara County Fair

- ❖ Commercial exhibitors will each receive 15 daily credentials (3 per day) or 3 season passes (covers 3 staff for the 5 days); 1 preferred parking pass and 1 delivery pass.
- ❖ Full menu concessionaires will each receive 20 daily credentials (4 per day) or 4 season passes (covers 4 staff for the 5 days); 1 preferred parking pass and 1 delivery pass.
- ❖ Non-profit concessionaires will receive the same as concessionaires.
- ❖ Additional (1) day credential passes are \$13.00.
- ❖ Additional 5-day parking passes are \$50.00.
- ❖ Additional 5-day season credential passes are \$60.

The additional passes are available in the Exhibits/Concessions Office.

There are no exceptions to this policy.

Anyone who will be leaving the Fairpark and returning the same day may do so by having his or her hand stamped before leaving the Fairpark admission gates.

CREDENTIALS ARE FOR THE USE OF EXHIBITORS AND THEIR EMPLOYEES. EXHIBITORS ARE EXPRESSLY PROHIBITED FROM SELLING, DUPLICATING OR REISSUING ADMISSION CREDENTIALS. VIOLATORS WILL BE REMOVED FROM THE FAIRPARK.

DELIVERY TIME & GROUNDS ACCESS

- ❖ Vehicles are not permitted inside the Fairpark during operating hours.
- ❖ No vehicles will be allowed on the grounds before 6:30 a.m. or after 9:30 a.m. daily, with the exception of livestock vehicles.
- ❖ All vehicles must prominently display their complete delivery and/or parking passes.
- ❖ Deliveries may be made between 7:30 a.m. and 10:30 a.m.
- ❖ Please park in designated areas only.
- ❖ All designated roadways shall be kept clear for emergency traffic at all times.
- ❖ Please refer to the BUILDING ACCESS section for Building hours.
- ❖ Gate 7 (Armory gate) will be open daily at 8:00am for walk through vendor access.

Vehicles violating this schedule will be towed at the owner's expense. Tow warnings will be issued when and wherever possible, giving notice that the vehicle has one hour to be moved before being towed. However, the 37th DAA, Santa Maria Fairpark reserves the right to have any improperly parked vehicle towed, with or without warning, as necessary at the owner's expense. Violations could result in termination of contract and may affect future participation.

DEPOSITS & CONTRACT PAYMENT

All vendors (concessionaires and exhibitors) will be required to complete an application and pay a deposit at the time of application; see application for deposit amounts. The application and deposit is not a guarantee of space. If no space is granted the deposit will be returned. **No contract will be issued until the deposit is received.** Qualifying returning vendors will be offered space and placed first, providing they meet the application deadline. Otherwise qualifying returning vendors/concessionaires who do not meet the application deadline will be treated as general applicants with no preferential treatment. These, and all other new applicants, will be considered equally, depending on the needs of the fair and the offerings of the exhibitor and/or concessionaire.

The initial deposit required at application is a **portion** of the total space fee; the remaining amount is due before the Strawberry Festival and Fair start dates (see individual contracts for due dates). Signed contracts and any balance due must be received by the contract due date or it may be withdrawn and the space resold. Visa, Mastercard, Money Order or Cash will be accepted for booth payment as of the contract due date (see the date time line for the specific date). No personal checks will be accepted after that date.

Any check returned by the bank without payment for any reason will incur a \$25 bad check charge and any future payment must be made by credit card, money order, cashiers check or cash.

DRAWINGS/RAFFLES

Raffles will not be permitted under any circumstances. Free drawings, which have been approved by the Fairpark management and comply with all applicable Federal, State, Local statutes and ordinances, will be permitted. A copy of the winners list must be submitted to the Exhibits/Concessions Office the day of the drawing. All drawings must be held on the Fairpark grounds prior to the closing of the Strawberry Festival or Fair.

ELECTRIC CARTS

CARTS MAY NOT PASS THROUGH ANY GATE OR BE USED TO TRANSPORT PEOPLE INTO THE FAIRPARK WITHOUT CREDENTIALS.

Conditions to register your cart or moped:

1. Owner must have a liability insurance certificate or policy on file with the Fairpark.
2. Drivers of the vehicle must have a valid driver's license.
3. Drivers must not exceed 5 mph. Anyone driving carelessly or speeding will be stopped and prohibited from driving. Infraction may result in vehicle impound.
4. Drivers must attend and pass state training course. Contact office for date & time.
\$25 fee applicable (per driver)

No bicycles, skateboards or roller skates are allowed on the Fairpark grounds at any time.

ELECTRICITY

110-volt power will be available inside or outside upon request at no additional charge. There will be a utility fee of \$60.00 for Strawberry Festival and \$100.00 for Fair per booth that requires 220-v power, or excessive use of electricity (meaning three or more 110-v plugged in items).

All electrical requirements must be clearly requested on the application for booth space. While management makes every effort to accommodate requests, they reserve the right to deny requests.

Fairpark management recommends all concessionaires have at least 150' of electrical cord.

Exhibitors & concessionaires must provide own extension cords. They will not be available and the Fairpark maintenance staff will not provide any.

Note to Inside Vendors:

Two 110-volt outlets will be available for each 10' x 10' space.

Exhibitors/Concessionaires will be charged for any additional wiring or wattage requirements, for the cost of the material, plus the Fairpark electrician's time. Concessionaires must provide accurate information regarding electrical requirements. No wiring may be done by anyone except a Fairpark representative.

EXHIBIT LOCATION (MAPS)

There are maps near the end of this handbook.

For the Strawberry Festival, all vendors are located outside.

For the Fair, the Marketplace Pavilion is in the Convention Center; AG HORT is in the Park Plaza. The Arts Pavilion is TBD. – Locations are subject to change.

The outside area map reflects general areas only and is not to scale.

FIRE EXTINGUISHERS

Every tent and food vendor must have a fire extinguisher per Fire Marshal regulations. Vendors can provide their own or may rent one from the Fairpark. Fire extinguishers can be rented for \$30. Rented fire extinguishers need to be returned during vendor checkout, the day following the Festival and Fair. Upon return a \$15 deposit will be refunded to the card on file.

FIRST AID

First Aid is behind the Park Plaza Building, next to Security, and is open during regular Strawberry Festival and Fair hours. If you require medical assistance before or after regular hours, contact Security or call 911 for a paramedic. 24-hour security is located next to the arena behind the carnival.

FORKLIFT

Requests for Forklift assistance must be placed with the Concessions Manager. Do not attempt to contact maintenance personnel for assistance. Demand on Maintenance is high and the availability of assistance is limited. A \$60.00 per hour forklift fee may be charged.

GREASE AND GARBAGE DISPOSAL

It is the responsibility of each concessionaire to provide for, and remove all grease drums. Any concessionaire disposing grease in planters, trash bins, sewer or in an otherwise unacceptable manner will be fined \$250.00 for each violation and will not be invited to return to the Santa Maria Fairpark.

INSURANCE

A Certificate of Insurance is required for both general liability and workers compensation (if the concessionaire is going to have employees), unless a waiver is signed indicating exemption from workers compensation. Coverage is mandatory and proof of coverage should be submitted directly by the Exhibitor's or Concessionaire's insurance agency. **Only originals without corrections and with an original signature will be accepted.**

Please refer to the sample insurance certificate on page 26. All concessionaires and exhibitors who have their own insurance but who are not on the Master Insurance List, should send a copy of this sample insurance certificate to their insurance company and specifically request them to issue the certificate to comply with these State of California, Department of Fairs and Exposition requirements.

For those who do not have the minimum liability coverage of \$1,000,000 CSL, insurance can be purchased through the Fairpark if it is available from CFSA. Some activities may require more insurance. If coverage is not available through CFSA, you will be responsible for all insurance requirements before you will be allowed to participate. **Exhibitors must have proof of insurance at the time of check in or will be required to purchase insurance through CFSA.**

The cost of special event liability insurance (available through CFSA) is:

<u>Strawberry Festival</u>		<u>Fair</u>	
Commercial Exhibitor	\$30	Commercial Exhibitor	\$110
Food Concession	\$35	Food Concession	\$135

Plus \$25.00 Administration Fee

MAIL, MESSAGES, and SHIPMENTS

All shipments to a vendor must be prepaid and should be addressed to:

- Vendor's Business Name,
- c/o Vendors/Concessions Office,
- Santa Maria Fairpark
- 937 S. Thornburg, Santa Maria, CA 93458.

Management is not responsible for delivering these goods, nor loss or damage to any shipment. The Fairpark will attempt to notify the exhibitor or concessionaire of an arrival; however, it is the recipient's responsibility to check with the Vendors/Concessions Office.

Incoming mail for vendors should be addressed to:

- Vendor's Business Name
- c/o Vendors/Concessions Office
- Santa Maria Fairpark
- 937 S. Thornburg, Santa Maria, CA 93458.

All mail will be held in the Vendors/Concessions Office for pickup.

Messages may be left at (805)925-8824. We request these be kept to a minimum

MENU/PRICE LIST

Menu boards at each stand must be easily readable and visible from the front of the stand. Once submitted and approved, menus cannot be changed without written approval from the Exhibits/Concessions Office.

All signage must be of a professional nature. **No handwritten signs will be allowed.**

NOVELTIES/RESTRICTED ITEMS

Distribution of balloons and certain novelties is prohibited without prior approval of Fairpark management. Submit your list of giveaways to the Exhibits/Concessions office for approval with your application.

Stickers - Bumper stickers and other materials with adhesive backing, capable of being stuck on walls or automobiles, are expressly prohibited.

Also, for the safety of our Fairpark patrons, exhibitors, performers and animals, laser light pointers, laser light key chains, or other laser light devices are **not** allowed.

No swords, knives, weapons of any type are allowed. This includes any of these items intended for decorative use.

Any product that Fairpark management deems objectionable must be removed immediately from the exhibit booth.

Specifically, the Fairpark does not allow any pornographic words or images, gang attire or slang, or articles that promote the use of illegal drugs.

Fairpark management, at its sole discretion, will determine if a product is offensive or in bad taste.

PRODUCT DEMONSTRATIONS

Product demonstrations will be limited and subject to regulation by Fairpark management. Microphone and audio systems will be kept to minimum levels in compliance with sound application agreements. When planning a demonstration, please allow space so that those watching will not block the aisles. Exhibitors demonstrating with food must provide their own, clearly marked, trashcans. These should be emptied at night for early morning pick-up.

PRODUCT DISPLAY

There is an established and defined difference between the Strawberry Festival/Fair and a swap meet or “flea market.” Set-up or displays that resemble those found at swap meets will not be allowed and will be ordered to conform to Fairpark standards. No aluminum poles, plain folding tables, hand-written signs, etc. The 37th DAA, Santa Maria Fairpark reserves the right to determine the appropriateness of a concession, display or exhibit.

PRODUCTS SOLD

All products sold or to be given away must be listed on the contract. Substitutions are not allowed without the Fairpark management approval. Violation of this policy will result in removal of items not included and possible removal of the exhibit.

Any product that Fairpark management deems objectionable must be removed immediately from the exhibit booth. Fairpark management, at its sole discretion, will determine if a product is offensive or in bad taste. Please see **NOVELTIES/RESTRICTED PRODUCTS** section for more information.

RECEIPTS/SALES SLIPS

Receipts or sales slips must be furnished with each item sold. This is for everyone's protection. **Sales slips should indicate the phone number and company name that appears on the contract.**

REFUND INFORMATION

Once a contract has been issued, or if it is within (60) days of the event, all requests for refunds must be made in writing. Cancellation requests, subject to Board approval, will be honored according to the following schedule:

- ❖ No contract issued & 60 days or more before opening day: full refund
- ❖ Contract issued & 60 days or more before opening day: Refund less **\$50 administrative fee**
- ❖ Contract issued & 30-59 days before opening: 50 percent refund
- ❖ Contract issued & 29 days or closer to event: no refund

No refund will be given if an exhibitor fails to set-up or is asked by management to remove an exhibit from grounds.

REMOVAL OF EXHIBITS/CLOSING PROCEDURES

Outdoor exhibits may not be removed or dismantled before 11:00 p.m. on the closing night of the event. Violators will be subject to warnings and written violations placed in their file, which may result in denial of future participation. **VEHICLES WILL NOT BE PERMITTED ON THE FAIRPARK GROUNDS UNTIL MIDNIGHT.**

For those who wish to remove their materials on the day following the event, buildings will be open from 8:00 a.m. to 5 p.m. Everything should be removed from the Fairpark by 5 p.m. unless prior permission has been obtained from management. If exhibitor fails to remove items by 5:00 p.m. on the day following the Strawberry Festival or Fair, the Fairpark may remove such items to a storage area at the exhibitor's risk and expense.

NOTE TO INSIDE VENDORS:

Inside vendors will be given release passes after 9:05 p.m. closing night, **after their space is fully packed up**. This release pass will allow them access in and out of the Administration gate to retrieve their merchandise. No other gates will honor passes or allow merchandise through until the carnival closes.

SALES TAX & CC FEE

Sales tax for Santa Barbara County is 8.75%. A 3% credit card fee may apply to cc transactions.

SECURITY/PROTECTION FROM THEFT

The Santa Maria Fairpark assumes no responsibility for lost, damaged, or stolen items.

Booths should not be left unattended at any time during operating hours. Vendors should cover all valuable items when leaving the booth after closing.

Security Headquarters are located directly behind the Park Plaza Building, east of the Arena. Night security guards will be on duty after 12:00 midnight for the protection of exhibits. Please report losses or damages to the Exhibits/Concessions Office immediately upon detection.

Only a minimum amount of security will be provided prior to opening day of the Festival and/or Fair. No security service will be provided following the last night of the fair.

SMOKING

Smoking is prohibited in all exhibit and concession booths, buildings, tents and barns.

SOUND EQUIPMENT

Demonstration of radios, television, loud speakers, organs, pianos, etc., or use of a P. A. system must maintain a reasonable volume as determined by Fairpark management and must be controlled so as to not interfere with patrons or exhibitors. Fair Management will have final authority.

SOUND & VOICE AMPLIFICATION SYSTEM

Written application must be made for permission to use sound producing devices. Fairpark management reserves the right to terminate this sound privilege at any time.

STAFFING YOUR BOOTH

Your booth must be properly staffed *at all times* during each event's operating hours. Late openings or early closures are strictly prohibited. **There will be no exceptions.** Please note that no more than four people will be permitted to staff a 10 ft by 10 ft exhibit space at the same time. All business transactions must be done within the perimeter of the licensed space.

Business is often lost when those staffing a booth look bored and disinterested. Insist that your employees have a professional appearance, a pleasant attitude and a friendly, inviting demeanor. Emphasize courtesy in all dealings with the public and neighboring exhibitors.

If exhibitors or concessionaires need to hire employees from within the community, they may contact the Employment Development Department, located in the Workforce Resource Center, 1410 South Broadway, Santa Maria, or call (805) 348-3230. You may call toll free: inside California 1-800-300-5616, outside California 1-800-250-3913.

STOCK TRUCK PARKING

Stock truck parking is limited and will be provided on an 'as available basis'. Parking may be requested through the Exhibits/Concessions office. See form for prices. **All stock storage must be requested at the time of payment of contract otherwise space cannot be guaranteed.**

SUBLEASING

Contractors may not sublease, assign or apportion the whole or any part of the said space and/or stand allotted to them by the Santa Maria Fairpark.

TELEPHONE SERVICE

If you require telephone service at your booth, please take both of the following steps:

- 1) **Outdoor exhibitors** contact the Verizon office at (800) 483-5000, between 8:30 a.m. - 5:00 p.m. weekdays, to order phone line(s). Allow several weeks when ordering service.

Exhibitor bears all costs associated with installing and maintaining temporary phone lines.

USE OF FAIR LOGO & ARTWORK

Use of the Santa Maria Fairpark logo and/or artwork is prohibited without written permission from Fairpark management.

GOVERNMENT REGULATION SECTION

FIRE

All fire regulations as prescribed by the State Fire Marshal must be strictly observed. For further information, please contact the Office of the State Fire Marshall at (916) 445-8200. Each exhibitor and concessionaire bears responsibility for being familiar with and adhering to all applicable fire regulations. The following rules must be met and hazards corrected before opening to the public. The Fire Marshal will make a detailed inspection prior to the Strawberry Festival & Fair.

- A. **Special Permits:** The State Fire Marshal shall be advised of any of the following at least fifteen (15) days prior to opening of the Strawberry Festival or Fair:

Use of canvas tents or other similar fabric enclosures or overhead cover by ten (10) or more persons for any purpose.

Demonstrations or operation of any heat producing device or sources of ignition, including but not limited to: heaters, stoves, barbecues, lanterns, internal combustion engines, candles, torches or any other open flame device, shall be inspected by the state Fire Marshall or his/her designee.

Display or use of any motor vehicle within a building, tent or similar fabric enclosure or overhead cover.

NOTE: All motor vehicles on display shall have battery cables disconnected and taped, fuel tanks not more than 1/4 full and provided with locked caps, or sealed in a manner approved by the State Fire Marshal. Wheel locks may be required.

- B. Exiting: Exits, aisles, ramps, corridors and passageways shall not be blocked nor have their required width obstructed in any manner by ticket offices, turnstiles, exhibits, chairs, equipment or anything whatsoever; nor shall they be blocked by persons.
- C. Decorating Material: All decorative material including, but not limited to drapes, hangings, curtains and table covers with overhangs, shall be made either from nonflammable material, or rendered and maintained in a flame retardant condition by means of a solution and process approved by the State Fire Marshal.

Copies of State Fire Marshal approved certificates of flame resistant covering all treated materials shall be made available at exhibit site.

Exits, exit lights, fire alarm sending stations, wet standpipe hose cabinets, and fire extinguisher locations shall not be concealed by any decorative material.

A special permit for the State Fire Marshal will be required for decorative material non-flammable or treated, when suspended horizontally as an overhead cover.

D. Housekeeping: Every building, tent, enclosure, exhibit space and concession stand therein, shall be maintained in a neat orderly manner, free from any condition which would add to or contribute to the rapid spread of fire.

All electrical installation shall conform to the electrical safety codes of the State of California. The use of over-length extension cords will not be permitted unless they have a minimum rating of 15 amps and contain a ground wire. Cords not meeting those requirements shall be confiscated for the duration of the Strawberry Festival or Fair.

HEALTH PERMITS

All Concessionaires and Commercial Exhibitors serving food, sampling food or demonstrating cookware must meet health requirements as administered by the Santa Barbara County Health Department. For further information, call (805) 346-8460. Sampling of foodstuffs may be permitted on a limited basis only after obtaining approval from the Santa Barbara County Health Department and Fairpark management.

SALES TAX PERMIT/BOARD OF EQUALIZATION

A California resale number is required for any commercial or concession exhibitor selling tangible items. This resale number must be provided at the time the contract is returned to the exhibits office and a copy of the resale permit must be on file with the Exhibits/Concessions office prior to setting up the display. If an exhibitor/concessionaire is notified of any problems with the resale number, it is the exhibitor's responsibility to settle this matter directly with the Board of Equalization. For further information on obtaining this number, contact:

**State of California Board of Equalization
P. O. Box 942879
Sacramento, CA 94279-8059 Telephone (800) 400-7115**

WORK PERMIT LAWS

Exhibitors or Concessionaires who employ youths under the age of 18 are required by law to see that such employees each hold a valid work permit and to adhere by all applicable child labor laws. Work Permits are issued by the High School District, or the high school that the youth attends. You may call the Santa Maria High School District at (805) 922-4573 and they can direct your call to the appropriate person.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME: PHONE (A/C, H/O, C/E): E-MAIL ADDRESS:	FAX (A/C, H/O):
INSURED	INSURER(S) PROVIDING COVERAGE ABC Insurance Company	NAIC #
	INSURER A:	
	INSURER B:	
	INSURER C:	
	INSURER D:	

Must match name on contract

Make sure dates cover event

Limits need to be EACH OCCURRENCE

SAMPLE

COVERAGE	CERTIFICATE NUMBER:	REVISION NUMBER:
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.		
TYPE OF INSURANCE	POLICY NUMBER	COVERAGE
A GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GENERAL AGGREGATE LIMIT APPLIED PER: POLICY PERIOD AUTOMOBILE LIABILITY ANY AUTO ALL OWNED AUTOS LEASED AUTOS NON-OWNED AUTOS OVERSHELL LAB EXCESS LIABILITY WORKERS COMPENSATION AND EMPLOYERS LIABILITY ANY PROPERTY DAMAGE EXCLUSIVE OFFICER/DIRECTOR EXCLUDED? (Waivable if Y/N) Type, describe under Description of Operations/Vehicles below		COVERAGE AGGREGATE LIMIT PER POLICY PERIOD MEDICAL BENEFIT PERSONAL & AD&M GENERAL AGGREGATE PRODUCTS-COMPOUND COMBINED SINGLE LIMIT (Per accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE VOLUNTARY AGGREGATE TOTAL LIMIT EL EACH ACCIDENT EL DAMAGE - FA EMPLOYEE EL DAMAGE - POLICY LIMIT
DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES (Attach schedule, if more space is required)		
The State of California, The District Agricultural Association, County Fair, The County in which the County Fair is located, Lessors/Sublessor if 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.		

CERTIFICATE HOLDER	CANCELLATION
Fair needs to be named as certificate holder	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE Signature Required

ACORD 25 (2010/05)

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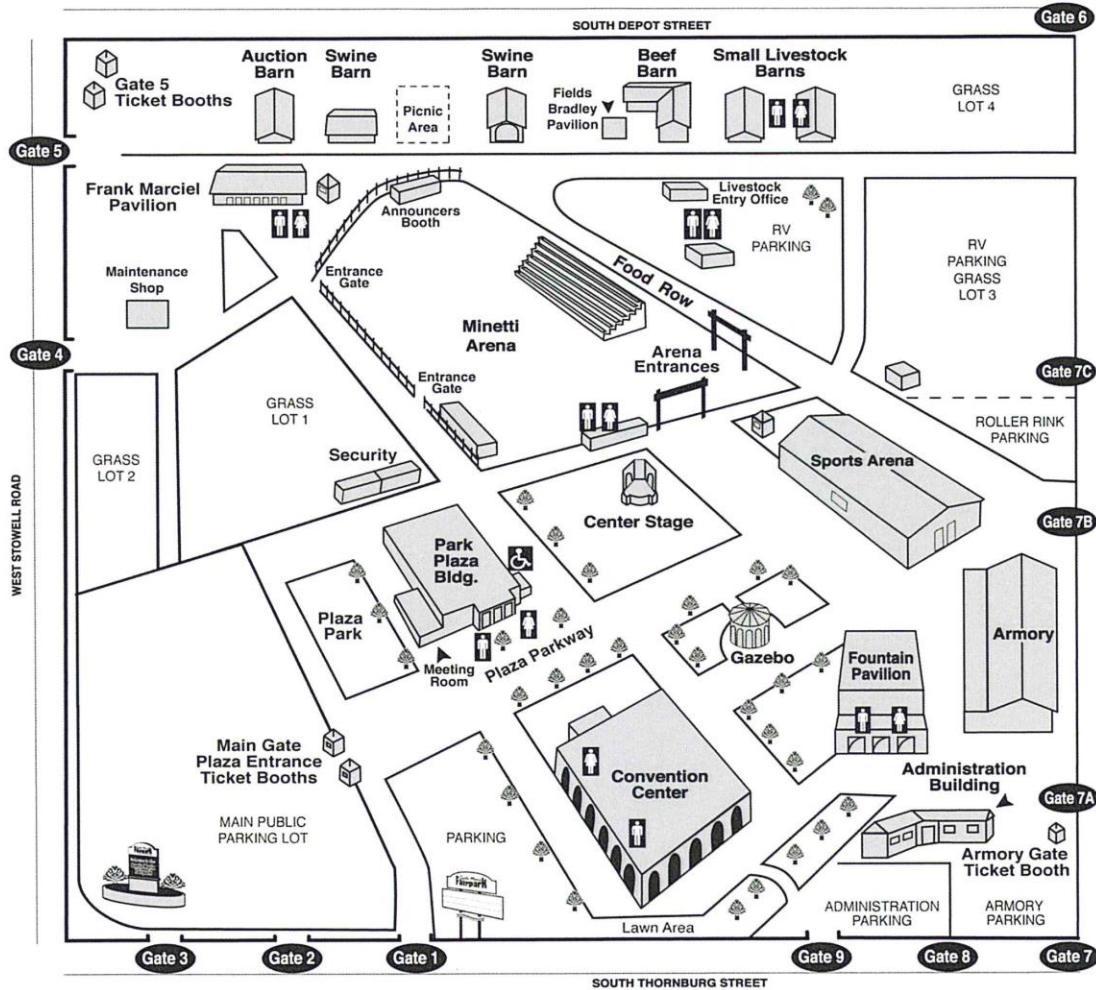
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37th District Agricultural Association
937 S. Thornburg Street
Santa Maria, CA 93458

Santa Maria Fairpark

Home of the Santa Barbara County Fair



CONVENTION CENTER

All Doors 6' Wide
Roll-up Door 12' Wide x 10' High
Size: 14,175 Sq. Ft.
Free Span Building

CAPACITY:

2,025 Standing
1,566 Seated Theater Style
950 Seated Banquet Style

CEILING HEIGHTS

16' 3" To Bottom of Lights
18' 3" To Beams
23' 4" From Center to Roof

PARK PLAZA BUILDING

All Doors 6' Wide
Roll-up Door 14' Wide x 12' High
Size: 12,600 Sq. Ft.

CAPACITY:

1,800 Standing
1,400 Seated Theater Style
840 Seated Banquet Style

MINETTI ARENA

340' Length x 124' Width
Size: 42,160 Sq. Ft.

SEATING

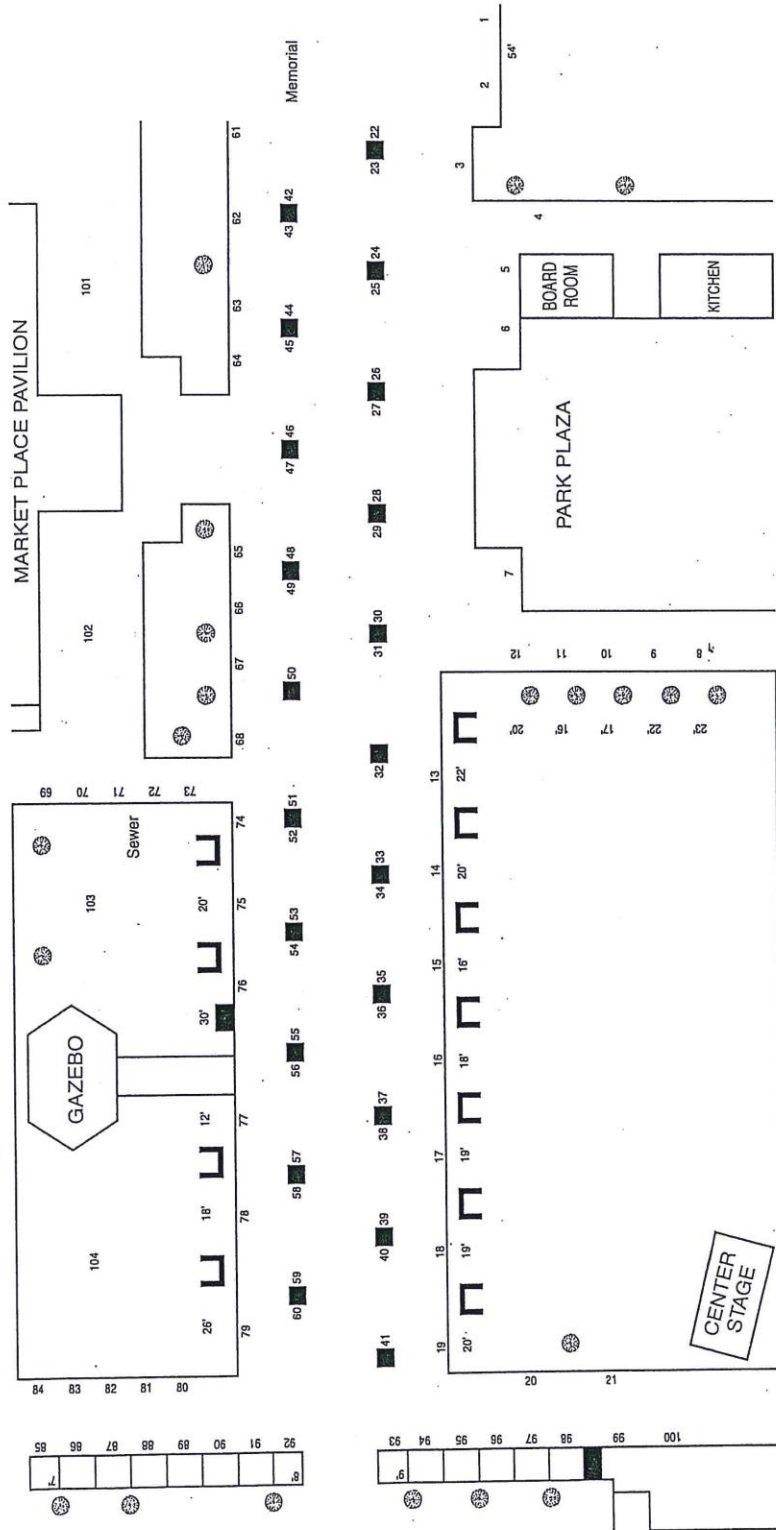
Grandstand	1,728
Bleachers.....	675
Box Seats.....	500
Total.....	2,903
Arena Floor.....	3,372 (chairs)
Grand Total.....	6,275

1st Floor Plan Details:

- Entrances:** Main Entrance (top left), Loading Door (top right).
- Exits:** EXIT (top center), EXIT (bottom center), EXIT (bottom right).
- Rooms:** 1-69, arranged in a grid pattern.
- Amenities:** Fire Extinguishers, Rest Rooms, Stor. (Storage).
- Other:** NO PARKING AREA (bottom left).

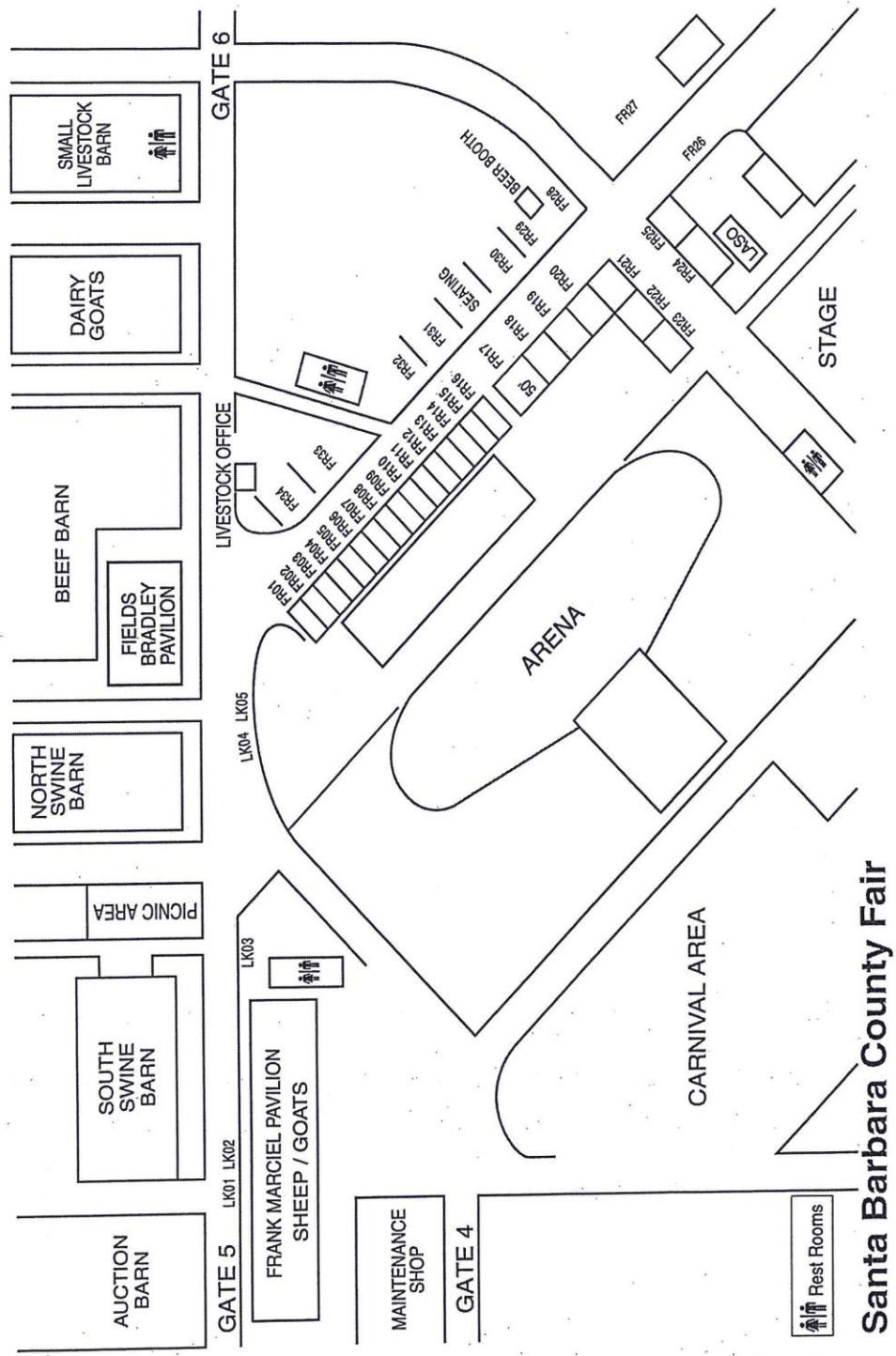
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PLAZA WALKWAY



All spaces 10x10 unless otherwise marked

LIVESTOCK AREA



Santa Barbara County Fair