



*In a world where Virginia's open land and traditions that shaped our culture are rapidly vanishing, State Fair of Virginia's goal is to keep cherished ideals and experiences alive in the Commonwealth.*

# 2020 Concessions & Exhibits Manual

**SEPT 25**  
**TO OCT 04**

Includes Forms, Rules, Camping Info, Maps and More  
Please keep as a handy reference

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[statefairva.org](http://statefairva.org)

**Vendor Sales:** Pam Daneker  
**Administration:** Lora Parker

**Main Tel.** 804.994.2889  
**Web Site:** [www.statefairva.org](http://www.statefairva.org)

Mailing Address

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Doswell, VA 23047

[pdaneker@statefairva.org](mailto:pdaneker@statefairva.org)  
[vendor@statefairva.org](mailto:vendor@statefairva.org)

Shipping Address at Meadow Event Park

*(for arrival not before Sept. 23 or after Oct. 3):*

YOUR NAME/COMPANY NAME  
State Fair of Virginia  
Meadow Event Park  
13111 Dawn Blvd.  
Doswell, VA 23047

*Mail arriving here before Sept. 23 will be returned.  
You do not need to indicate your location on the  
mailing address. You will need to claim your  
package at the MAIL/UPS Depot (see map).*

**OUTSIDE CONCESSIONAIRES WILL BE ALLOWED ON THE  
GROUNDS TO START SET UP BEGINNING **SUNDAY**  
SEPTEMBER 20, 2020**

We will stop placing vendors at **6pm Sunday – Tuesday** and those arriving  
after that time will have to stage inside Gate 2 until the following morning.

**\*\*\*\*\*NO ELECTRIC HOOKUPS WILL BE AVAILABLE UNTIL THE MONDAY  
PRIOR TO THE FAIR**

**EARLY ARRIVALS CAN NOT BE ACCEPTED**

# GENERAL RULES AND REGULATIONS

1. All Exhibitors and Concessionaires must have a Space Rental Privilege Contract signed by Fair Management which will be issued to you once your application has been approved.
2. There will be no prorated spaces.
3. Payment shall be as follows: 50% of the amount is payable upon signing of contract and returned to the State Fair of Virginia Concessions Office within 15 days from date of contract. **Balance due must be paid in full by August 15 or forfeit the space.** Prepaid fees will not be refunded. Any additional fees due as a result of gross sales must be paid within 15 days after the close of the State Fair.  
**A \$100 per 10' late fee** will be charged for any space balance that is paid after 8/15 provided space is still available.
4. No space can be occupied until full payment is complete.
5. Personal and company checks will be accepted prior to August 15. Checks are to be made payable to the State Fair of Virginia. Thereafter, only cash, money order, credit card, certified or cashier's check will be accepted.
6. Fair Management reserves the right to cancel any contract upon receipt of notice from any fair holding membership in the IAFE that the exhibitor/concessionaire has been suspended, expelled from or otherwise penalized for violation of contract terms or rules of said member.
7. Location changes not allowed without permission.  
**No location is ever guaranteed.**
8. Business must be confined to the specific area rented. There will be no soliciting or handing out of written materials by any organization or individual outside of the space that has been rented from the State Fair of Virginia.
9. Fair Management must approve the use of public address systems, noise makers, bells or other audio devices.
10. Fair Management reserves the right to approve all pricing. All items sold must be properly and plainly marked with the price of said item. You may not increase or decrease the established and posted price of any item sold under your contract without the prior consent of the Concessions Office.
11. On the opening day of the fair, you shall post in a conspicuous manner at the front or entrance to your place of business a professionally printed sign showing prices of items and services performed under the terms of your contract. **No hand printed signs allowed.**
12. Fair Management reserves the right to approve all exhibit materials and remove those that may be considered objectionable.
13. **No pets allowed.**
14. No drinks of any kind will be sold in glass bottles.
15. All persons or companies who conduct prize drawings must submit to the Concessions Office within two weeks after the close of the fair a written statement listing the name, address, and prize delivered to each winner.
16. All exhibits and concessions need to be clean and sanitary at all times. Please remove trash and refuse and place it in a centralized container. Do not throw any refuse or empty any water or other fluids on the ground. State Fair personnel, on a regular basis, will empty garbage containers.
17. Personnel must be clean and neatly attired.
18. The premises you use must be left in the same condition as you found them. Rental space must be vacated and fixtures removed within two days following the fair. **Stock trucks and other vehicles must be removed within five days.**
19. If Fair Management finds it necessary to cancel the fair completely or change the dates, prepaid fees will be refunded within thirty days of notification. If the fair is held but more than half needs to be cancelled, you will receive a prorated refund however if half of the fair or more is held, no refunds will be issued.
20. In case of emergency, all exhibitors are subject to any adjustment of rules put in force by Fair Management.
21. Parking of all vehicles including but not limited to golf carts, cars, scooters and stock trucks within the public areas of the grounds from **9:30 AM** until close is prohibited.  
**Violators will be towed.**
22. All deliveries must be made prior to **9:30 AM.**
23. **No deliveries on the grounds at any time prior to or during the fair will be allowed from outside food purveyors that are not authorized by the State Fair of Virginia.**
24. Vendors must provide the State Fair with a valid \$1,000,000 liability insurance certificate **naming the: Virginia Farm Bureau Holding Corporation as both additional insured and as certificate holder** or request and pay for coverage under the fair's insurance program by **8/15**. Providing an inaccurate insurance certificate could result in a processing penalty; in the case of a false certificate, expulsion.
25. Damage or Loss: The Exhibitor assumes all risks of damage or loss, either to person or property, for all and every cause whatsoever, including fire, the elements, violation of the law, negligence either on the part of the State Fair of Virginia, its officers, servants, agents or employees, or other person or persons. And it is further expressly understood and agreed between Exhibitor and Fair Management that the said State Fair of Virginia incurs no liability or obligation to the Exhibitor other than to permit the Exhibitor to use the ground or building for exhibits.
26. **Please keep this manual and any addendums as they become part of your contract, and bring it and your contract with you when you come to the fair.**

# OUTSIDE EXHIBITS AND CONCESSIONS

(in addition to general rules and regulations)

1. Food concessions are \$800 per 5 front foot or 20% gross whichever is greater. Sales must be reported every other day to the Concessions Office. All outside space is sold in 5' increments, with a 10' minimum.

2. The sales reported every other day must be the same as those reported to the Virginia Department of Taxation for purposes of computing and submitting Virginia Retail Sales Tax, plus any sales not subject to sales tax. Each seller will be expected to substantiate reported sales if requested by Fair Management.

3. You must provide your own booth structure. Temporary structures must meet current building, electrical, sanitation, county, state, federal and health codes. Specifications must be met when erecting a structure. Please submit drawings or plans in advance.

**4. Any motor home or camper parked anywhere on grounds will be charged campsite fees daily. This includes those parked at your space. Please contact the concessions office for pricing.**

**5. Stock Truck Permits:** The Concessions Locator will issue "Consent Forms" for the purchase of a Stock Truck Permit (\$25.00 each). Consent Forms will be issued only when space is available. All stock trucks require a permit.

6. Exhibits must be in place by 10 am daily and manned at all times during hours of operation. Failure to man your exhibit is cause for loss of space and all expenses or rental fees will be forfeited. **All concessions must remain open until grounds close.**

7. Exhibitors are not to dismantle or remove exhibits before 10pm on closing night of the Fair without permission of Fair Management. Violators will not be allowed to return the following year. This rule will be enforced.

8. Food Vendors are required to fill out and return the Temporary Restaurant Permit Application to the Caroline County Health Department with the applicable fee one month prior to Fair Set-Up.

9. For the purpose of maintaining quality food items on the grounds, the commissary has available most items that you will need. Purveyors will be provided at a later date.

10. Concessionaires cooking in deep fat fryers or ordinary fryers must have a multipurpose dry chemical fire extinguisher rated at least 2A-15BC or CO2 extinguisher with at least 15BC rating. All concession trailers must contain the proper fire suppression systems or will not be allowed to set up.

11. High pressure CO2 cylinders, located in food concession areas, should be secured to a permanent wall or partition.

12. Your area must be cleaned before leaving the grounds at night. Place trash in large container for the after hours pickup.

13. If any props, grease spots or excessive trash is left behind for fair operations to dispose of or clean up, you will be invoiced for the expense after the Fair.

## **Electric:**

14. You are responsible for all internal wiring required to operate and for a minimum of **100 feet of adequate sized cable** to reach State Fair electrical service panels.

15. Exhibitors need to return the Electrical Service Form and pay for electricity prior to August 15. Electrical rates increase by \$25.00 after August 15. An electric card will be issued to you stating the amount of electricity on your contract. You must obtain the card from the Concessions Office and present to the electrician before being connected. The electrician will report to Concessions Office any power usage other than that requested and additional fees will be collected.

16. **DO NOT disconnect your own electricity.** There will be no unauthorized entry of the panel box. A certified electrician **must** shut-off your power.

17. Before setting up on your space it is mandatory that you have your electric card in your possession, have paid all rental fees to include camping, and have checked in with the Concessions Locator for proper location.

18. There is a commissary on grounds that you are required to utilize for all food/beverage needs while on the property. You will not be required to drop any product when arriving but any additional product while on property must be purchased from our commissary purveyors. You will be provided with the contacts for all purveyors prior to the fair opening.

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# INSIDE EXHIBIT RULES

(in addition to general rules and regulations)

## **Hours of Operation:**

The Farm Bureau Center and Meadow Pavilion will be open Sunday - Thursday 10:00AM to 9:00PM and Friday – Saturday 10:00AM - 10:00PM.

**Set up Times** – Buildings will be open for set up on **Tuesday, Wednesday and Thursday (9/22 - 9/24)** from **9:00AM to 7:00PM**. **East side door by Culinary Arts not available for load in until noon on Thursday.**

**ALL EXHIBITORS MUST BE SETUP AND READY TO OPERATE BY 10AM FRIDAY, OPENING DAY**

1. The exhibit buildings will be decorated with pipe and drape, 8 feet in the rear and 3 feet on the two sides. Fronts are open. Exhibits cannot exceed this height, including 3 feet height in the front.

2. Decorations, including front drapes, floor coverings and fixtures such as tables (draped) and chairs may be rented from our decorator, Exhibits, Inc. (804) 788 - 4400. They will also be happy to assist you in planning your display.

3. **You are required to check in with the Building Superintendent prior to setting up. Have your contract with you.**

4. There will be No Smoking in any buildings or tents on the grounds. This includes the use of e-cigarettes. Smoking will be permitted in designated areas behind buildings.

5. Exhibit cannot obstruct the flow of people through aisles or other passageways.

6. Regulations require 10' aisles in the buildings. Booth spaces are 10' wide and 10' deep depending on location. These can be extended by renting booth spaces adjacent to the locations.

7. **Those renting 2 end caps will not have the 8' back without prior request and approval.**

8. Buildings will be open to exhibitors sixty (60) minutes prior to opening to the public. There will be no reentry after the buildings close for the night.

9. Exhibits must be in place and manned by 10:00 AM on Friday, opening day.

10. Exhibits must be manned at all times during hours of operation. Failure to man your exhibit is cause for loss of space and all expenses or rental fees will be forfeited.

11. Exhibitors are not to dismantle or remove exhibits before 9:00 PM on closing night of the Fair without permission of Fair Management. Violators will not be allowed to return the following year. This rule will be strictly enforced.

12. Security personnel will check the buildings, but exhibitors are directly and ultimately responsible for their exhibit accessories.

13. Exhibitors' children under the age of 16 years old are not permitted inside exhibit space during hours of operation.

14. No vehicles are allowed inside buildings for any purpose including loading or unloading.

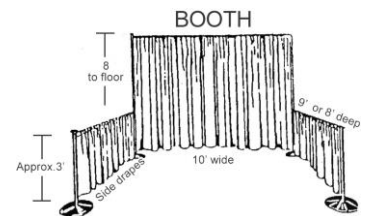
15. The use of microphones require special permission.

## **Electric:**

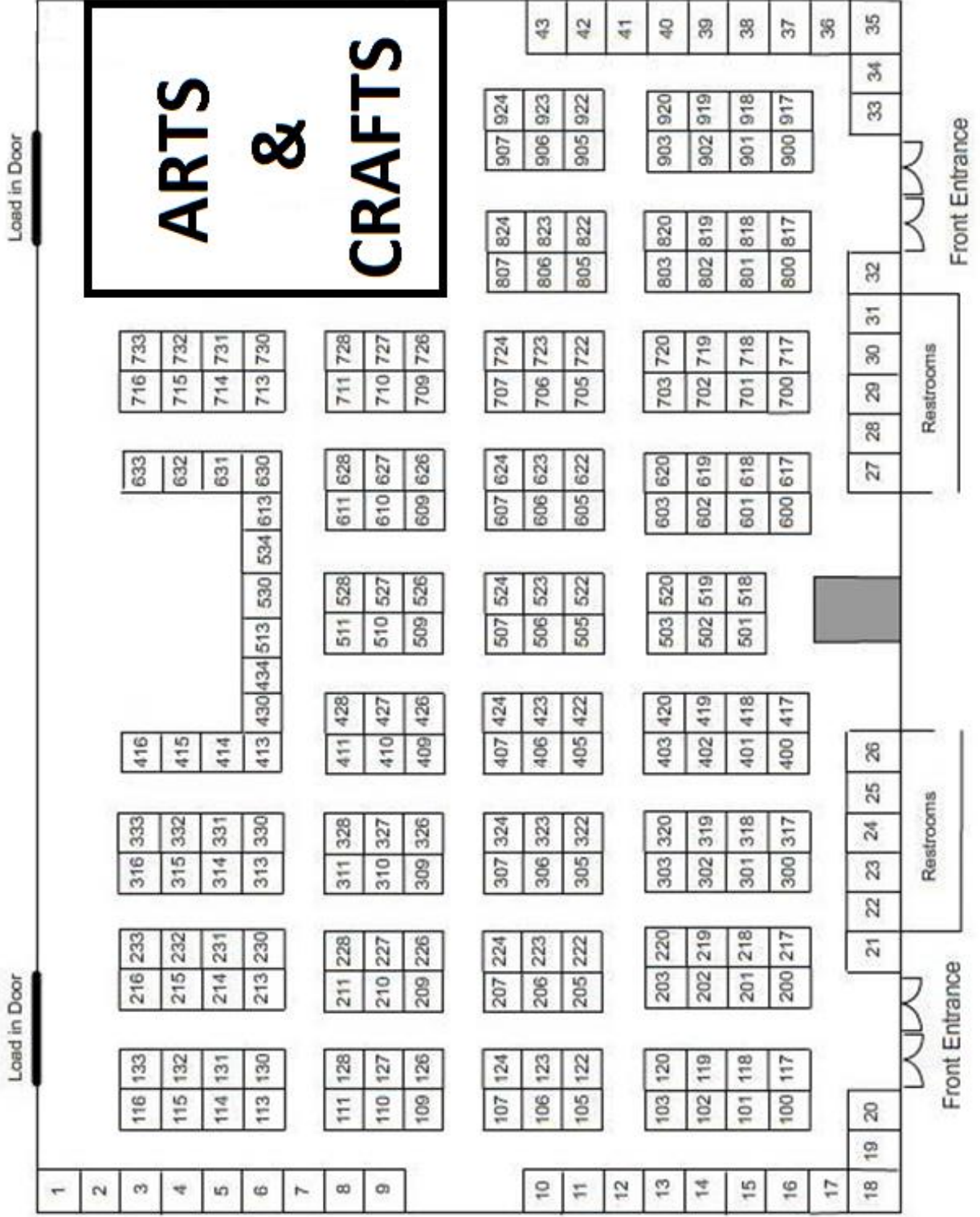
16. An Electrical Service Form is included in this manual. Please return it with payment to the Concessions Office by August 15. Electrical rates increase by \$25.00 per outlet after August 15.

17. Our electrician will be testing for additional usage, and Management will collect payment for usage not requested.

**\*Please note all spaces are 10 feet wide and 10 feet deep in Farm Bureau Cen**



# Farm Bureau Center





# 2020 STATE FAIR OF VIRGINIA

## OUTSIDE ELECTRICAL SERVICE REQUEST FORM

Lighting is required for all outside concessions.

**Please return this form to the Concessions Office by August 15 if you require electrical service.  
If this form is returned after August 15, a late fee of \$25.00 will apply.**

Firm Owner: \_\_\_\_\_

Firm Name: \_\_\_\_\_

LOCATION	Qty.	120 VOLT SINGLE PHASE SERVICE	=	CHARGE
_____	_____	20 AMP Service @ \$120 per location	=	_____
_____	_____	30 AMP Service @ \$ 120 per location	=	_____
<b>LOCATION</b>		<b>208 VOLT SINGLE PHASE SERVICE</b>		
_____	_____	30 AMP Service @ \$120 per location	=	_____
_____	_____	50 AMP Service @ \$190 per location	=	_____
_____	_____	60 AMP Service @ \$230 per location	=	_____
_____	_____	70 AMP Service @ \$250 per location	=	_____
_____	_____	100 AMP Service @ \$360 per location	=	_____
_____	_____	150 AMP Service @ \$840 per location	=	_____
<b>LOCATION</b>		<b>208 VOLT THREE PHASE SERVICE</b>		
_____	_____	30 AMP Service @ \$180 per location	=	_____
_____	_____	50 AMP Service @ \$285 per location	=	_____
_____	_____	60 AMP Service @ \$315 per location	=	_____
_____	_____	70 AMP Service @ \$370 per location	=	_____
_____	_____	100 AMP Service @ \$500 per location	=	_____
_____	_____	150 AMP Service @ \$1050 per location	=	_____
<b>TOTAL ELECTRICAL HOOK-UP CHARGES DUE</b>			<b>\$</b>	_____

Upon arriving at the State Fair, you will be given a card which you must present to the State Fair electrician showing amount paid for electrical hook-up.  
**Concessionaire must provide 100 feet of proper size and approved cable to connect to distribution panels.**

For 120 volt service..... 3 wire cable required  
 For 208 volt service ..... 4 wire cable required  
 For 120/208 3 phase service:..... 5 wire cable required

**All Concessions Must Be Grounded**



# 2020 STATE FAIR OF VIRGINIA INSIDE ELECTRICAL SERVICE REQUEST FORM

***Please return this form to the Concessions Office by August 15 if you require electrical service.  
If this form is returned after August 15, a late fee of \$25.00 will apply.***

EXHIBITOR OR FIRM NAME: \_\_\_\_\_

BUILDING: \_\_\_\_\_ BOOTH NO. \_\_\_\_\_

115V SINGLE PHASE	BY AUG 15	AFTER AUG 15	OUTLETS
20 Amps	105.00	130.00	_____

<b>May not be available in your area</b>			
<b>208V SINGLE PHASE</b>	<b>BY AUG 15</b>	<b>AFTER AUG 15</b>	<b>OUTLETS</b>
20 Amps	120.00	145.00	_____
30 Amps	170.00	195.00	_____
50 Amps	210.00	235.00	_____

### Other Electric Service Requirements

Anything above 20 amps will require special placement in the building and may not be available at your location.  
**Please check with concessions office if you need 30 amps or more before ordering.**

Upon arriving at the State Fair, you will be given a card from your Building Superintendent which is to be presented to the State Fair electrician for electrical hook-up.

### Equipment List

\*All equipment requiring electricity must be listed:

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# TICKET AND PERMIT INFORMATION

Please refer all questions regarding tickets and permits to the Concessions Office at (804) 994-2889

## **ADMISSION TICKETS**

The first ten feet of contracted space/location will receive two (2) complimentary ten-day Season Tickets and six (6) complimentary One-Day Worker Tickets. For each additional 10 feet of space you will receive one additional complimentary Season Ticket.

Ten-day Season Tickets will admit one person each day and can be transferable so that another person can enter on the same season ticket another day. Worker Tickets will admit one person on one day and once used are no longer valid. These tickets are for the sole purpose of supplying your volunteers or employees with entrance to the Fair to conduct business. **Anyone under the age 16 will not be able to use these tickets.**

Tickets can be picked up prior to the Fair at our office at Meadow Event Park or at check-in once you arrive at the Park. Tickets will not be mailed unless requested.

### **Additional Tickets – Must be purchased by Tuesday of the fair – Nothing available after that day**

10-Day Season Tickets: \$40 includes exhibitor parking

One-Day Worker Tickets: \$8 No additional parking included (May be purchased for F Lot and L Lot, see below)

**There will be no refunds or rainchecks for tickets not used under any circumstance**

## **EXHIBITOR PARKING**

Each Season Ticket includes a parking pass for your vehicle and can be transferred to another vehicle if necessary. Each of the first six Worker Tickets includes a one-day parking ticket that once used is no longer valid. You may purchase additional one day parking in F Lot or L Lot for \$5 when purchasing extra one day.

Because of limited space, free exhibitor parking is limited to Season Ticket-holders and the first six One-Day Worker parking tickets included with your initial packet. See above for additional options for the purchase of extra parking.

Vehicles may make drop-offs to buildings prior to 10am each day. **By 9:30am, all vehicles must be in proper lots with appropriate credentials and any vehicle remaining in public fair areas will be towed without warning.**

## **STOCK AND SERVICE TRUCKS**

Stock trucks will be assigned a parking space by the Concessions Locator or building superintendent. A \$25 permit fee must be paid and decal displayed. Service vehicles delivering goods must do so prior to fair opening at 10 am and occupants need credentials.

**Fair-approved purveyors are the only ones allowed on the grounds before or during the fair.** As a health department-approved and fair-sponsoring service provider for all ten days, Fair-approved purveyors have exclusive rights to provide on-site food sales to concessions. This policy will be enforced.

## **GOLF CARTS**

Public safety is our primary consideration, which is why the use of golf carts, scooters, etc. are discouraged. However, if you must use one, a permit fee of \$100 is required and must be attached to the cart where it can be seen.

After 10 am until fair close, cart access is limited to the perimeter of the grounds, not in public areas, except for fire and first aid carts. A golf cart map will accompany your permit and help explain the routing you may use during fair hours. Any golf cart, scooters, segways, one wheels or bikes found in public areas during fair opening hours, whether moving or parked, with or without passengers, will have its permit pulled. If you need to transport materials, foodstuffs, etc. to your exhibit or vendor location during fair hours, please use a hand cart. **NO** golf carts will be allowed through tunnel during operating hours. Zero tolerance for not adhering to this rule, this is your **ONLY** warning.

**Please Note: You will need a valid driver's license and certificate of insurance to purchase a permit and operate golf carts, scooters, etc. Owner of carts will provide the State Fair of Virginia with a certificate of insurance certifying at least \$1,000,000 General Liability Coverage and naming Virginia Farm Bureau Holding Corporation as additional insured and certificate holder. The certificate shall also have a "hold harmless clause."**

**SPECIAL RATES for  
2020 STATE FAIR OF VIRGINIA VENDORS at  
KINGS DOMINION KOA  
“CAMP WILDERNESS”**

**Special State Fair Vendor Rates:**

- \$29.99 per night (plus tax). Must reserve a minimum of 14 nights to get this rate and use code “SF”. The discount will work for dates September 6<sup>th</sup> – October 12<sup>th</sup> and the price includes premium back in sites, water, electric, sewer, Wi-Fi, Cable TV, restrooms and showers.

**Reservation Procedures:**

- A credit card must be given when reservation is made. A deposit of 1 night is required at the time of reservation.
- Person must mention when reservation is made that they are asking for the State Fair Vendor Discount using the code “SF”.
- **Cancellation policy: A \$10 cancellation fee is charged for any site that is cancelled more than 48 hours in advance. Your refund will be equal to your deposit, less the \$10 cancellation fee. If you cancel less than 48 hours prior to your arrival, your full deposit will be forfeited.**
- Contact information:  
Phone: 804-876-3006, (must select option 2 to talk to the front desk)

**NOTE:** Call Kings Dominion KOA directly for your campground reservation. This campground is less than 1 mile from Meadow Event Park and the State Fair of Virginia.

