

# 2021 VENDOR MANUAL

SEPTEMBER 24<sup>TH</sup> - OCTOBER 3<sup>RD</sup>



*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.*

## **CONTACT INFORMATION:**

**Main Tel.** 804.994.2800

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

## **MAILING ADDRESS:**

Concessions and Vendor Sales – SFVA

P.O. Box 130

Doswell, VA 23047

## **SHIPPING ADDRESS to Meadow Event Park:**

YOUR NAME/COMPANY NAME

State Fair of Virginia

Meadow Event Park

13191 Dawn Blvd.

Doswell, VA 23047

*\*NO PACKAGES SHOULD BE SCHEDULED TO ARRIVE BEFORE Wednesday, September 22<sup>nd</sup> or after Sunday, October 3<sup>rd</sup>. Shipments arriving at Meadow Event Park before Wednesday, September 22<sup>nd</sup> will be returned to sender. You do not need to indicate your SFVA location on the mailing address. Packages will need to be claimed at the MAIL/UPS Depot.*

## **TEAM MEMBERS & CONTACTS:**

General questions and questions related to space use: [vendor@statefairva.org](mailto:vendor@statefairva.org)

Specific questions related to Event Hub and payments, records use [vendor@statefairva.org](mailto:vendor@statefairva.org) or [sdavis@meadoweventpark.com](mailto:sdavis@meadoweventpark.com)

Specific policy questions and/or complaints: [vendor@statefairva.org](mailto:vendor@statefairva.org) or [mjolliffe@meadoweventpark.com](mailto:mjolliffe@meadoweventpark.com)

## **CLEAN-UP BEFORE, DURING AND AFTER**

**All cardboard is to be broken down and flattened by the exhibitor.  
Please do not leave rugs, pallets, cinder blocks, supplies etc.**

**A \$100 disposal fee will be billed post fair for any exhibitor who does not properly dispose of materials.**

## IMPORTANT REGISTRATION AND PAYMENT DEADLINES:

1) All confirmed vendors must pay in full the space fees and contract related amenities that are outlined in Event Hub by August 4, 2021. Following are the acceptable payment options:

**\*\*CHECK OR ALT. PAYMENT** – Payable to: *Virginia Farm Bureau Holding Corp.-MEP*  
Mail to: *Virginia Farm Bureau Holding Corp.-MEP*  
*Vendor Registration – State Fair of VA*  
*PO Box 130, Doswell, VA 23047*

**\*\*CREDIT CARD (through Event Hub portal)** – *Visa, Discover, or MasterCard* (Note: Estimated 3% processing fee applied to orders/registrations paid via acceptable credit card – credit card payments will not be processed until after SFVA approves your registration/order submitted through the Event Hub portal)

2) All credit card payments, applications and registrations/orders must be made using the Event Hub portal. Unless you are contacted about a change in your space, and you are a returning vendor who paid a 2020 deposit, you can assume that your location will be the same or very similar.

## WHEN CAN VENDORS SETUP?

### 1) OUTSIDE VENDORS

Saturday, September 18<sup>th</sup> – Hours: 10 am to 6 pm \*\*

Sunday, September 19<sup>th</sup> through Tuesday, September, 21<sup>st</sup> – Hours: 10 am to 6 pm\*\*

Wednesday, September 22<sup>nd</sup> and Thursday, September 23<sup>rd</sup> – Hours: 9 am to 8 pm

\*\* (Arrivals after 6 pm will need to stage inside gate 2.)

To facilitate our internal operation needs and ensure we can effectively prepare for the fair, we cannot store and/or park vendor equipment prior to the first arrival date noted above.

### 2) FARM BUREAU CENTER & MEADOW PAVILION

Monday, September 20<sup>th</sup> – Hours: 10 am to 4 pm

Tuesday, September 21<sup>st</sup> – Hours: 10 am to 4 pm

Wednesday, September 22<sup>nd</sup> – Hours: 9 am to 7 pm

Thursday, September 23<sup>rd</sup> – Hours: 9 am to 7 pm

## WHAT ARE THE HOURS OF OPERATION?

The Farm Bureau Center and Meadow Pavilion will be open: 10 AM TO 9 PM DAILY

Outdoor Vendors: Unless weather forces an early closure, the event is open 10 AM to 9 PM on all days except Saturdays and Sundays on which we close at 10 PM. Management reserves the right to extend hours should the crowd volume call for such.

**All vendors must be setup and operational by 9 AM on opening day. Gates open at 10 AM.**

## SUPPLY PARTNERS

Topside Tent Rentals - <https://www.topsidetentrentals.com/>

Porta Johns - <https://edmundswasteremoval.com/>

## GENERAL RULES AND REGULATIONS – All Vendors

1. All vendors must register through the SFVA's Event Hub portal.
2. There will be no prorated spaces.
3. **Payment terms and fees are outlined on the Event Hub portal and within this manual. Vendors must be paid in full by August 4, 2021.**
4. No space can be occupied until full payment is complete.
5. Location changes not allowed without permission. No location is ever guaranteed.
6. 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.
7. Fair Management must approve the use of public address systems, noise makers, bells or other audio devices.
8. While SFVA does not set prices, Fair Management may require a vendor to modify pricing practices that are excessively high, the subject of complaints, or not presented transparently to the fair going consumer.
9. All vendors must display pricing in a manner that allows the fair going public to clearly view and understand. **No hand printed signs allowed.**
10. Fair management may remove any exhibit materials that might potentially be harmful, disruptive, or objectionable. Vendors engaging in fraudulent, deceptive, or disruptive behavior may be expelled at Fair Management's discretion.
11. **No pets allowed.**
12. No drinks of any kind will be sold in glass bottles.
13. Vendors who conduct prize drawings must clearly communicate the prize and specifics for how the drawing is held. Prize drawings that solicit consumer contact information must clearly spell out an option to allow the consumer to not be contacted for any other purpose than winning the drawing.
14. All exhibits and concessions need to be clean and sanitary.
15. Personnel must be clean and neatly attired.
16. 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.**
17. 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.
18. 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.**
19. All deliveries must be made prior to **9:30 AM.**
20. **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.**
21. Vendors must provide the State Fair with a valid \$1,000,000 liability insurance certificate **naming: 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 the deadlines set forth in Event Hub. Providing an inaccurate insurance certificate could result in a processing penalty; in the case of a false certificate, expulsion.
22. 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.
23. **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.**
24. Exhibits must be manned 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.**
25. Exhibitors are not to dismantle or remove exhibits before **9 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 enforced.
26. In case of emergency, all exhibitors are subject to any adjustment of rules put in force by Fair Management.
27. **ALL VENDORS MUST HAVE A CAROLINE COUNTY VENDOR (BUSINESS) LICENSE (\*\*IMPORTANT – Virginia Farm Bureau Holding Corporation will collect only the \$30 minimum license tax for up to \$20,000 in gross receipts. Any additional taxes will be collected by the Caroline County Commissioner of the Revenue. You will need to complete the form and upload to the Event Hub Portal. If you are displaying only but will not be offering any products for sale, the license tax does not apply; however, you do need to complete the form and upload to Event Hub.)**

## OUTSIDE EXHIBITS AND FOOD CONCESSIONS

(in addition to general rules and regulations)

1. All rates are outlined in the Event Hub platform. All outside space is sold in 10' increments, with a 10' minimum. Food Concession space rate is \$1,600 per 10 ft. frontage or 20% gross – whichever is greater. Sales gross must be submitted daily; however, payment will be collected at the end of event.

2. Sales reported 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 through Event Hub

4. **Any motor home or camper parked anywhere on grounds will be charged campsite fees. Please contact the concessions office for pricing. CAMPING AVAILABILITY IS NOT GUARANTEED**

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. 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.

7. 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.

8. 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.

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

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

11. 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:

12. 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.

13. 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.

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

15. 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.

16. 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.

**FARM BUREAU MEMBERSHIP DISCOUNTS – Food vendors are required to offer a Farm Bureau membership discount and honor SFVA employee/guest meal vouchers.**

## INSIDE EXHIBIT RULES

(in addition to general rules and regulations)

**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**. Following is a link to their order information on the SFVA website: <https://www.statefairva.org/p/about/vendors>. Order deadline, for discount pricing is Friday, September 10, 2021 (floor prices apply after that date). Exhibits, Inc. storefront will close on Friday, September 17, 2021 (no online orders after that date).

**3.** You are required to check in with the Building Superintendent prior to setting up. Have a copy of your Event Hub registration/order/contract with you.

**4.** There will be No Smoking in any buildings or tents on the grounds. 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 **9:30 AM** opening day.

**10.** Exhibits must be manned 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 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.

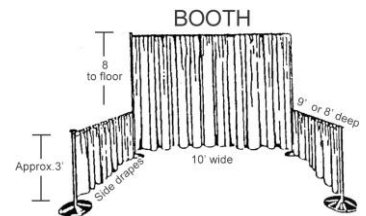
**14.** No vehicles are allowed inside buildings for any purpose including loading or unloading.

**15.** The use of microphones require special permission.

### Electric:

**16.** An 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. Our electrician will be testing for additional usage. Management will collect payment for usage not requested.

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



# TICKET AND PERMIT INFORMATION

## **ADMISSION TICKETS**

**Each vendor will receive (3) ten-day season passes --OR-- (30) single admission tickets. (Options are included in Event Hub).**

Ten-day Season Passes will admit one person each day and can be transferable so that another person can enter on the same season pass another day. Single admission tickets cannot be reused. Tickets are for the sole purpose of supplying your volunteers or employees with entrance to the Fair to conduct business.

Details on ticket distribution will be provided later in the season. The goal is to move majority of our ticket delivery system to an electronic method.

**Additional vendor tickets may be purchased through the SFVA ticketing system after September 1, 2021.**

**There will be NO REFUNDS or RAINCHECKS for tickets not used under any circumstance.**

## **EXHIBITOR PARKING**

Each vendor will receive (2) parking credentials and these credentials can be transferred to another vehicle if necessary.

Vehicles may make drop-offs to buildings prior to 9:30 AM each day. **By 9:30 AM, 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 fee must be paid and decal displayed. Service vehicles delivering goods must do so prior to 9:30 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 \$75 is required and must be attached to the cart where it can be seen.

After 9:30 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 or scooters 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 VFB HOLDING CORPORATION as additional insured and certificate holder. The certificate shall also have a "hold harmless clause."**