

2022 VENDOR MANUAL

SEPTEMBER 23rd - OCTOBER 2nd



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: Kent Winter, Manager of Sponsorships and Commercial Sales
Main Tel. 804.994.2830
Mobile: 804.310.8198
E-Mail: kwinter@meadoweventpark.com or vendor@statefairva.org
Web Site: www.statefairva.org

MAILING ADDRESS:
Concessions and Vendor Sales – SFVA
P.O. Box 130
Doswell, VA 23047

SHIPPING ADDRESS to Meadow Event Park:
BOOTH NAME / 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 21st or after Sunday, October 2nd. Shipments arriving at Meadow Event Park before Wednesday, September 21st 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 located at Gate 6B on the South Side of The Meadow Event Park.*

IMPORTANT REGISTRATION AND PAYMENT DEADLINES:

All confirmed vendors must pay in full all space fees and related amenities that are outlined within your contract no later than **August 31, 2022**. Following are the acceptable payment options:

- 1) **CREDIT CARD (Preferred Method)** – *Visa, Discover, or MasterCard. ****We DO NOT accept American Express*****
SFVA will create an invoice for amount due through the Clover portal and then send that invoice via Clover to the vendor's e-mail address on file. SFVA will not be able to obtain card number information over the phone or by e-mail.
- 2) **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

WHEN CAN VENDORS SETUP?

1) **OUTSIDE FOOD VENDORS**

Saturday, September 17th – Hours: 10 am to 6 pm**

Sunday, September 18th through Tuesday, September 20th – Hours: 10 am to 6 pm**

Wednesday, September 21st and Thursday, September 22nd – 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) **OUTSIDE NON-FOOD/COMMERCIAL & BULK AG SPACE VENDORS**

Monday, September 19th through Tuesday, September 20th – Hours: 10 am to 6 pm

Wednesday, September 21st and Thursday, September 22nd – Hours: 9 am to 8 pm

3) **FARM BUREAU CENTER & MEADOW PAVILION**

Monday, September 19th – Hours: 10 am to 4 pm

Tuesday, September 20th – Hours: 10 am to 4 pm

Wednesday, September 21st – Hours: 9 am to 7 pm

Thursday, September 22nd – 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. However, SFVA 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 every day of the Fair.

SUPPLY PARTNERS

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

Commonwealth Event Company (Tent Rentals) – <https://commonwealthevent.com>

Porta Johns – <https://www.atstriping.com/>

SunBelt Rentals (machinery, generators, etc.;;) – <https://www.sunbeltrentals.com>

Exhibits Inc. (tables, chairs, floor coverings, pipe/drape) – <https://www.xhibitsinc.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 bill post-fair to any exhibitor who does not properly dispose of materials.

GENERAL RULES AND REGULATIONS – All Vendors

1. All vendors must be paid in full and have provided a Certificate of Insurance that the SFVA has approved and has on file. Failure to do so will prevent you from setting up and participating.
2. There will be no prorated spaces.
3. **Payment terms and fees are outlined on the SFVA issued vendor contract and within this manual. Vendors must be paid in full by August 31, 2022.**
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 to your space 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. 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.**
22. **INSURANCE:** Licensee shall maintain insurance against loss and liability in connection with bodily injury, death, property damage or destruction, arising out LICENSEE's use of the SPACE under one or more policies, including insurance against assumed or contractual liability under this Agreement. This insurance certificate must be for a minimum of \$1,000,000.00 combined single limit per occurrence for general liability.
 - A. Licensee shall indemnify and save VFBHC (including our directors, officers, employees, agents, and our independent contractors) harmless of and from any claim, loss, liability cost and expense asserted against VFBHC or incurred by VFBHC, whether valid or invalid, based upon any legal theory, whether contract or tort, in connection with, or because of, your (Licensee) use of the SPACE, before, during or after the EVENT. This provision shall survive the expiration or sooner termination of this Agreement.
 - B. Occupant must provide Licensor (VFBHC) with a certificate of insurance (COI) naming **Virginia Farm Bureau Holding Corporation** as additional insured AND certificate holder during the EVENT.
 - C. Licensee must provide the Licensor (VFBHC) with a Certificate of Liability Insurance (COI) by September 1, 2022, to have on file prior to set-up for the EVENT. The application must be approved by the insurance provider of the VFBHC. This insurance is excess over any other valid and collectible insurance.
 - D. Failure to provide a COI with all the required coverages met prior to the Fair opening, may result in failure to operate at your SPACE during the EVENT.
23. 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 enforced.

24. In case of emergency, all exhibitors are subject to any adjustment of rules put in force by Fair Management.

25. **(NEW IN 2022)** - All Concessionaires, Vendors, and display partners must supply the State Fair of Virginia with their Federal Business ID (EIN) or a Social Security number (should you not have an EIN number). These were required on your 2022 SFVA Vendor Applications. By supplying us with this information we in turn supply this information to Caroline County so they can contact you and collect the necessary Caroline County and Commonwealth of Virginia taxes for all sales that take place during the Fair (if applicable). **This replaces the temporary \$30 Caroline County temporary license fee you had to purchase in the past.** Those are no longer required.

26. **ALCOHOLIC BEVERAGES/TOBACCO PRODUCTS:** No alcoholic beverages or illegal substances as defined by Virginia Law are permitted to be brought, consumed, or distributed on the Fairgrounds by any Concessionaire, their agents, or employees. No Concessionaire shall be permitted on the Fairgrounds if they are intoxicated or under the influence of an illegal substance. Failure to comply will be subject for removal from the grounds.

27. **WEAPONS POLICY:** The State Fair prohibits weapons of any kind from entering the property, including pocketknives. We ask that guests leave those items in their vehicles before purchasing their tickets. This policy also applies to any events held at The Meadow Event Park.

FIREARMS: There is a NO OPEN CARRY provision on the property except for On-Duty Law Enforcement Officers. **CONCEALED CARRY:** Off duty officers from Caroline County, Virginia State Police or Federal Agents are permitted to conceal/carry. If on property, they must have the appropriate identifying arm band (Available at PSOC in Harvest Landing) or an RMC Supervisor at gate locations).

28. **(New in 2022)** – For the safety of our Vendors, Guests, Volunteers, and Staff, the State Fair has implemented new safety measures which include, but not limited to (metal detectors, wands, bag(s) check, etc.).

29. **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.**

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OUTSIDE EXHIBITS AND FOOD CONCESSIONS

(In addition to general rules and regulations)

1. All rates are outlined in the 2022 Commercial Food Space Exhibit Agreement. All outside space is sold in 10' increments, with a 10' minimum. Food Concession space rate is \$800.00 per 5 ft. of frontage or 20% gross – whichever is greater. Sales gross must be submitted daily; however, payment will be collected at the end of event.

2. (NEW IN 2022) – All food & beverage Concessionaires must supply and use a SFVA approved cash register or accounting system (i.e., point of sale system) to record all sales transactions, including cash, credit/debit, and SFVA approved meal tickets. All POS systems and registers must be inspected by the SFVA Concessions Staff. The number of devices/registers will be identified and noted on your Daily Reporting Form. Daily, Licensee shall report gross sales and shall pay 20% of daily gross sales (once Caroline County and Commonwealth of Virginia taxes have been collected) after a credit in the amount of the guarantee for your vending space has been exceeded. The Daily Reporting Forms will be provided upon arrival to the SFVA, and all Daily Reporting Forms **MUST** be submitted to the Concessions booth area, located at the front counter in the Farm Bureau Center lobby "B" area between 8 am and noon daily. Sales reported must have the printed back-up that is submitted with your Daily Reporting Forms. Sales reported must also 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 vendor@statefairva.org.

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 BASED ON A FIRST COME, FIRST SERVED BASIS AND 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. All applications will be provided to Food Vendors and are due back to the County by **September 1, 2022**.

7. For maintaining quality food items on the grounds, the commissary has available most items that you will need. A list of 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.

10. 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.

11. 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.

12. STICKERS (NEW IN 2022): No stickers shall be distributed (sold or given away) in and from the stand, trailer, or display and are strictly prohibited.

13. PEPSI is the **EXCLUSIVE Soda and Water (Aquafina)** provider for the State Fair of Virginia and The Meadow Event Park. All orders for soda and water **MUST** be purchased on-site at the Commissary area during the State Fair. No other brands are allowed on-site.

Electric:

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

15. An electric card will be issued to vendor and SFVA's on-site electricians stating the amount of electricity vendor requested on their contract. 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.

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.

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

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 9, 2022 (floor prices apply after that date). Exhibits, Inc. storefront will close on Friday, September 16, 2022 (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 registration/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.

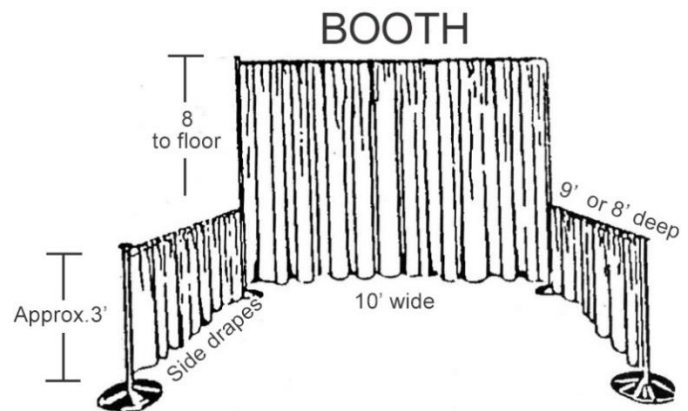
15. The use of microphones require special permission.

16. **STICKERS (NEW IN 2022)**: No stickers shall be distributed (sold or given away) in and from the stand, trailer, or display and are strictly prohibited.

17. **Electric**: An electric card will be issued to our on-site electricians stating the amount of electricity vendor requested on your contract. 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.

18. **Booth Height Restrictions (New in 2022)** Nothing can exceed the height of your booth space (8 feet). This includes display set-ups, flags, shelving, merchandise, etc. This is for the safety of our vendors and guests. Indoor security cameras are in place in several locations inside the building and excessive height of items will obstruct their view.

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



TICKET AND PERMIT INFORMATION

ADMISSION TICKETS

Each vendor will receive (3) ten-day season passes **--OR--** (30) single admission tickets. (Please inform the SFVA of your intentions on your final contract or by sending an e-mail to vendor@statefairva.org or by calling Kent Winter at 804.994.2830).

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-day 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. The goal is to move majority of our ticket delivery system to an electronic method through Etix.com. **A direct link to purchase additional tickets will be provided starting September 1, 2022; Additional vendor tickets may be purchased through the SFVA ticketing system after September 1, 2022.**

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

EXHIBITOR PARKING

Each vendor will receive two (2) ten-day 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 \$100 is required and must be attached to the cart hood 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 the 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."