



Dear Applicant:

Thank you for your interest in the 2018 California Rodeo events; the Professional Bull Riding (PBR) event (July 18) & the California Rodeo Salinas (July 19-20-21-22). We are very excited about our upcoming shows!

The PBR event is on Wednesday, July 18<sup>th</sup> and is an evening performance. The Rodeo is a four-day event starting July 19<sup>th</sup>, the day following the PBR, with evening shows on both Thursday and Friday and afternoon shows on Saturday and Sunday. Combined attendance for these shows is an average of 50,000 spectators.

We welcome many types of vendors, including food and merchandise vendors. For merchandise vendors, **please note that the California Rodeo Salinas is a retail show, which means that all items must be sold at retail prices; wholesale vending will not be permitted at the show.**

If you are interested in the possibility of becoming a vendor in the 2018 California Rodeo Salinas events, please completely fill out the enclosed application and return it to the address listed. **Take careful note that any application not completely filled out will be automatically denied, so make sure you provide all requested information!** When we receive your application, we will review all of the provided information and, if you are approved by the Committee as a vendor, you will be notified of the openings available to you. **Filling out and submitting the application is not a guarantee that you will be approved as a vendor for the 2018 California Rodeo Salinas events.**

The vendor space prices for *merchandise vendors only* are listed below. **Due to specific vendor requirements and/or items sold, please be aware that there may be additional fees or charges.** If your application is approved, you will be notified of any additional fees or charges that may apply to your particular needs and/or merchandise.

Merchandise vendor spaces:

10' x 10' space.....	\$630
10' x 20' space.....	\$1,260

Remember, fees listed above are for merchandise vendors only. Food vendor space fees will be determined on an individual basis depending on the food items to be sold and the vendor requirements for the vendor space size, location and facilities.

**Again, filling out and submitting this application does not in any way reserve or guarantee you vendor space at the 2018 California Rodeo Salinas & PBR.**

Thank you for your interest. If you have any additional questions, please don't hesitate to contact us.

Tom Adcock  
Concessions Director  
[tomacarodeo@yahoo.com](mailto:tomacarodeo@yahoo.com)

**Mail to:**

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

**Phone:** (831) 775-3100 **Fax:** (831) 757-5134 **Email:** info@carodeo.com

# 2018 APPLICATION FOR BOOTH SPACE

## PBR - JULY 18<sup>th</sup> & CALIFORNIA RODEO SALINAS JULY 19-20-21-22

PBR-Wednesday, July 18<sup>th</sup> 5pm-10pm  
Rodeo -Thursday, July 19<sup>th</sup> 3pm-11pm / Friday, July 20<sup>th</sup> 4pm-11pm  
Saturday, July 21<sup>st</sup> 10am-6pm / Sunday, July 22<sup>nd</sup> 10am-6pm  
(TIMES APPROXIMATE)

### Completing and Submitting this application does not in any way reserve or guarantee booth space at the 2018 California Rodeo Salinas

The California Rodeo Salinas is a western oriented show. All booths should be decorated in a western theme.

### **PLEASE COMPLETE & PRINT LEGIBLY OR YOUR APPLICATION WILL BE DENIED:**

Company name: \_\_\_\_\_

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

Contact name: \_\_\_\_\_

#1 Phone: (     ) \_\_\_\_\_ #2 Phone: (     ) \_\_\_\_\_

Fax: (     ) \_\_\_\_\_ E-mail address: \_\_\_\_\_

List email only if you actually use it!

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

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

### **INCLUDE THE FOLLOWING INFORMATION OR YOUR APPLICATION WILL BE DENIED:**

**\*\*Please note that the California Rodeo Salinas is a retail show; items must be sold at retail prices, not wholesale.  
\*\*ALL exhibitors must hold a current Seller's Permit; upon approval of application a copy will be required with contract.**

- **Please attach a complete list of items to be sold including prices.** Show Management may eliminate or limit some of the items listed to allow for a wide variety of displays and avoid duplication. Once contract is assigned, you may not display or sell any additional items, unless authorized by Show Management.
- **Please attach photos** of booth and/or merchandise
- **Electrical needs:** \_\_\_\_\_  
(Indoor Vendors - Lighting must be LED or Fluorescent bulbs/lamps only)
- **Booth Location *requested*:** Inside **or** Outside (Please circle one) All booths are 10' increments.

#### Listed Fees Are for Merchandise Exhibitors Only:

• **Booth size:** 10x10 (\$630) \_\_\_\_\_ 10x20 (\$1,260) \_\_\_\_\_  
Other: \_\_\_\_\_ (Cost to be determined)

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

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