

**CHOWCHILLA-MADERA COUNTY FAIR**  
**P.O. BOX 597**  
**CHOWCHILLA, CA 93610**  
**PHONE: 559.665.3728 FAX: 559.665.3720**

**MAY 17 - 20, 2018**

**COMMERCIAL EXHIBITORS APPLICATION**

**This application must be filled out completely by exhibitor and returned to the Chowchilla-Madera County Fair before consideration for space can be given. This application is neither a commitment by the applicant or an offer by the Chowchilla-Madera County Fair to rent space.**

**Cancellation 75 Days prior to fair opening = 30% refunded**

Cancellation 60 Days prior to fair opening = 20% refunded

Cancellation 30 Days prior to fair opening = 10% refunded

**Cancellation LESS THAN 30 Days prior to fair opening = NO REFUND**

List all items to be sold (include prices) and/or displayed at your booth or stand. Attach a separate page if necessary.

---

---

---

---

_____ INSIDE	_____ OUTSIDE
_____ 10'x10' In-line = \$200.00	_____ 10'x10' = \$250.00
_____ 10'x10' Corner = \$250.00	_____ 10'x20' = \$490.00
Describe _____	Describe _____
Utility requirements: _____ Volts	# of Amps _____

**Please include photographs of your booth.**

Name of Business: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone # \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_ City State Zip Code

PLEASE NOTE: THIS APPLICATION IS NOT A CONTRACT, NOR A GUARANTEE OF THE SAME. ALL EXHIBITORS ARE REQUIRED TO CARRY A \$1,000,000 LIABILITY INSURANCE POLICY. YOU MAY PURCHASE INSURANCE THROUGH THE FAIR.

TO: ALL EXHIBITORS & CONCESSIONAIRES

FROM: Gene Beels, Interim C.E.O., CHOWCHILLA-MADERA COUNTY FAIR

Welcome the 2018 Chowchilla-Madera County Fair. We are enclosing some information and guidelines that we hope will answer any questions, as well as assure equitable showing for all exhibitors/concessionaires. You are responsible for seeing to it that all personnel in your booth are familiar with these rules.

**SET UP & CLOSING:**

1. A time schedule of the hours is attached.
2. The grounds and buildings will be available for set up starting May 15, 2018 from 12:00 PM to 5:00 PM and May 16, 2018 from 12PM to 5:00 PM. Please call for special arrangements.
3. All outdoor exhibitors/concession stands must be set back from walkways.
4. Before staking out fencing check with Concession Manager for exact dimensions to be fenced. Due to underground utilities, any display requiring stakes to be driven into the ground must have supervision of maintenance personnel during the driving of stakes.
5. All sides of booths visible to public must be in a finished condition as to paint, covering, etc.
6. Indoor booths: The booths consist of drape covered pipe frames. The back drape is 8ft. high and the side drapes are 3ft. high. Nothing may be attached to the drapery frame, except for support rods and other small items that do not hinder the view of adjoining booths, the height of the front of the booth must not exceed 3ft. All furnishings must be flameproof.
7. Fair management **WILL NOT** be responsible for pre-shipped goods.
8. Without exception, exhibits and concessions **MUST** remain in place until closing time of the fair (Sunday May 20, 2018 at 10:00 PM).

**USE OF BOOTH:**

1. No sub-leasing is allowed. An assigned space is to be used by original lessee **only**.
2. Items to be sold will be confined to items on contract. We are trying to control duplication of items.
3. Define your give-away policy. If you give-away something and ask for donations, you are selling and therefore must have a Concession Selling Contract.
4. Any free drawing must be approved in advanced by management. If there is a drawing to be done during the Fair, time of drawing must be posted conspicuously and the name of the winner(s) must be posted, as well as submitted to the Fair office before the Fair closes. All drawings must be done **PRIOR** to closing day of the Fair. All names collected must be turned in no later than one week after fair.
5. Booths serving beer or wine must announce "**LAST CALL**" 15 minutes **PRIOR** to closing.
6. Food booths must close down at designated time and no "**AFTER HOUR**" sales.
7. Any percentage due to the Fair office must be reported the following day after the close of each business day. As per reporting procedures.
8. Video projections are subject to prior approval of Fair Manager.
9. No balloons or bumper stickers may be given away by any exhibitor. Fair Manager must know before run of the Fair what is to be handed out.
10. Amplified sound systems, guests, booth personal must not be so loud as to distract from other booths.
11. Use sewer drains provided, **DO NOT** overflow hoses onto grounds surface.

**CONDUCT OF BOOTH PERSONNEL:**

1. All displays, booth personnel and soliciting activities will be confined to their assigned space. No moving down aisles or leaning out into aisles to seek patronage.
2. Booths must be manned at all times during Fair open hours.
3. Any service vehicle permitted on the grounds will be expected to abide by the 2018 grounds rules. The rules will be strictly enforced and violation of these rules will be cause for removal of privilege.
4. Handouts are to be handed out by booth personnel; they are not to be stacked for people to pick-up at random.
5. Keep smaller items off front counter locations to discourage pilfering.
6. Assume the responsibility of keeping the area around your space clean.
7. Working credentials will be issued by the Fair office. Each commercial concession will be issued Eight (8) one day passes. Additional worker passes can be purchased in advance. **Re-sale of these worker passes is strictly prohibited.** Failure to comply with this regulation will result in dismissal from the grounds.

We do hope the above information will be helpful to you and your staff for an enjoyable time at the 2018 Chowchilla-Madera County Fair.

1. Commercial Buildings will open to vendor's one (1) hour prior to opening daily.
2. Years of experience have shown the value of a uniform schedule for closing down the grounds. We therefore expect all parties concerned to carry out the following program without further notification.

Beer/Wine Booths	Thurs	Fri.	Sat.	Sun.
Open	3:00 PM	12:00PM	10:00 AM	3:00 PM
Close	10:00 PM	11:00 PM	11:00 PM	9:00 PM
Outside Exhibits and Concessions				
Open	3:00 PM	12:00PM	10:00 AM	3:00 PM
Close	11:00 PM	12:00 AM	12:00 AM	10:00 PM

Commercial Building

Open	3:00 PM	12:00PM	10:00 AM	3:00 PM
Close	10:00 PM	11:00 PM	11:00 PM	9:00 PM

Carnival

Open	3:00 PM	12:00PM	10:00 AM	3:00 PM
Close	11:00 PM	12:00 AM	12:00 AM	10:00 PM

Concessionaires remaining in booths after closing time for clean-up, etc., are expected to do so with subdued lighting, with flaps at least partially closed and to transact **NO** business.

- Each year we have worked toward the elimination of all vehicle traffic in the central grounds during peak hours.

**THE 2018 GROUNDS RULES POLICY IS:**

**ALL VEHICLES MUST BE OFF THE GROUNDS ONE HOUR PRIOR TO SCHEDULED OPENING NO EXCEPTIONS.**

(Special arrangements may be made with Gene Beels, Interim C.E.O. for perimeter parking and hand deliveries after 10 AM)

**Unattended vehicles without proper credentials WILL BE ticketed or towed away at the Owner's expense.**

- The Fair Security and the rest of the staff will be working hard this week to make the Fair go right for you and in return we ask that Sunday night you stay in place until 11:00 PM so that we can control traffic and safety.
- Insurance Certificates must be in our office prior to May 1, 2018, **or you will not be allowed to operate.**
- Food Vendors Only** – We will have Livestock Exhibitors on the grounds beginning Monday May 14, 2018. You will be allowed to sell Monday, Tuesday & Wednesday however you must report these figures to the office daily.

All Food Concessions will be required to have cash registers that meet or exceed the following criteria:

- Electronic Operation
  - Front and Rear Display
  - Impact Printer
  - Numerical/Time Transaction Record
  - Grand Total Meter
  - Consecutive "Z" Reading
- All cash registers will be inspected by Management prior to operational use.
- Register must have a removable tape.
- Register display shall be visible to customers when placing an order.
- All Food Concessions must report daily "Z" total by bringing tape to Fair Main Office:
  - The tape will be initialed by Concessionaire Representative and Management.
  - Tape will be returned following review by management.
- All Sales** must be rung on the cash register.
- Over rings must be circled and initialed on the tape.
- Downtime on registers must be reported to Concession Manager immediately.
- Cash register maintenance is concessionaire's responsibility.

**Payment Procedure and Penalties**

- Report figures daily prior to opening of the Fair in Fair Main Office. You will be reporting previous days figures
- (i.e.: Friday AM you are reporting Thursday sales).
- Failure to report before opening of Fair may result in a \$50.00 fine per day.
- Final day of Fair – the option will be given to report your figures after closing or by returning the following morning (Monday). Notify the office of your choice when you report on Sunday, May 20, 2018.

**THANK YOU FOR YOUR COOPERATION.**