2020 Big Fresno Fair
Commercial Vendor Handbook

Linda Hulet
559-650-3213 or 714-479-7831
Commercial / Concessions Manager
COMMERCIAL VENDORS
IMPORTANT DATES AND DEADLINES

MARCH
MARCH 16  Application, Order Form, and Health Dept. Form (if required)
            Item List (must be typed)

JUNE
JUNE 8    Contract due 50% deposit due of complete invoice

JULY
JULY 20   Deadline to receive Insurance Certificate

AUGUST
AUGUST 3  All “NEW” additions or change requests due on product list

AUGUST 17 Final Invoice Payment Due by 4:30 pm ($100 Late Fee after this date)

NO PERSONAL CHECKS WILL BE ACCEPTED AFTER AUGUST 16th;
CASH, MONEY ORDER OR CASHIER CHECKS, CREDIT CARDS.
WE NO LONGER ACCEPT AMERICAN EXPRESS

Vendor Office Hours:
Pre-Fair Set Up Time: 8:00 am – 5:00 pm Beginning October 3rd
During Fair: 8:00 am – 6:00 pm
After 6:00 pm we will be on Grounds
Linda Hulet (714) 749-7831

CHECK INTO VENDOR TRAILER BEFORE YOU UNLOAD OR SETUP

We will be checking in EVERYONE at the trailer on the south side of
the administration building inside Gate 2. You must have a SLIP to
give the supervisor of your building to start setting up, you will not
be able to set up unless you have that SLIP.

YOU MUST HAVE A TAG ON EVERY TRUCK AND TRAILER TO LEAVE
IN LOTS. NOT HAVING A TAG WILL RESULT IN VEHICLE BEING
TOWED AT OWNERS EXPENSE.
(There is a fee for some lots and free at Maple and Butler.)
BUILDING SET UP PRE FAIR DATES-

**OCTOBER**
Saturday 3rd  
Setup hours 9:00 A.M. - 3:00 P.M.

Sunday 4th  
Setup hours 9:00 A.M. - 3:00 P.M.

Monday 5th  
Setup hours 9:00 A.M. - 9:00 P.M.

Tuesday 6th  
Setup hours 9:00 A.M. - 9:00 P.M.  
(No setup after this day & time)

OTHER IMPORTANT DATES

**OCTOBER**
Monday 12th  
Seniors Day & Special Interest Day-  
(New opening time 10:00am-10:00pm)

**OCTOBER**
Wednesday 7th  
Dark Days- (NO HORSING RACING)

Tuesday 13th

Wednesday 14th

**OCTOBER**
Thursday 8th  
Fair Education Days-  
(Kids come in with schools 8:30am-1:00pm)

Friday 9th

Thursday 15th  
Outside vendors **must** be open.

Friday 16th

**OCTOBER**
Sunday 18th **LAST DAY**  
Outdoor Commercial-  
11:00 A.M. – 11:00 P.M. or Until Fair is cleared by PD

**OCTOBER**
Sunday 18th **LAST DAY**  
Indoor Commercial-  
11:00 A.M. - 10:00 P.M.

**OCTOBER**
Monday 19th  
Buildings Open 10:00 A.M. – 3:00 P.M.  
(Space must be vacated by 3:00 P.M.)
### 2020 Commercial Hours

**NO VENDOR MAY OPEN LATE OR CLOSE EARLY**

**FAIR TIME HOURS: OPENING & CLOSING TIME FOR 2020**

**EXHIBIT BUILDINGS HOURS:**
(Buildings are open 1 hour prior to public opening except for the first day.)

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**OUTDOOR COMMERCIAL BOOTHS**

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**ALL COMMERCIAL VENDORS MUST OPERATE DURING THE ABOVE TIMES. OUTDOOR COMMERCIAL VENDORS HOWEVER MAY OPEN EARLIER AND REMAIN OPEN LATER.**

**All autos/trucks on grounds must display a permit and be off grounds by 8:00 a.m. on Senior Day and Fair Education Days and by 9:00 a.m. on all other days.**
CANCELLATION REFUND REQUESTS

It is further understood and agreed that should a contractor fail, neglect, or refuse to pay their agreement fees at the time and in the manner they become due, or fail, neglect, or refuse to submit notification to the Association of cancellation of agreement by August 17th, neglect or refuse to open and/or conduct business in said agreed space and/or stand as agreed, Association will retain all monies paid herein as liquidated damages. The parties agree that the above is considered a material breach and the Association may terminate said agreement and reassign said space to another party. It is further agreed that should an exhibitor notify Association of cancellation of their agreement by August 17th the Association will retain 50% of any monies deposited. After August 17th there will be no refunds issued. All cancellation refund requests must be submitted in writing explaining reason for cancellation. Request for refunds will be submitted for approval at the next regularly scheduled Board of Directors meeting.

LOAD IN/SET UP PROCESS

Vehicles that are unloading during the time they are setting up their trailer, stand, or booth, must display a "Vehicle ID Permit" visible on the dashboard, or they will be towed away. Any vehicle parked blocking or interfering with the flow of traffic will be towed. After you have unloaded, you must proceed to find parking off of the fairgrounds. You will be responsible for any fines if you are towed. Please be mindful of other vendors and their booth space, keep aisles clear from trash and boxes, EVERYONE MUST breakdown cardboard boxes. Booths may be erected any time from Saturday September 28th through Tuesday October 1st. Early planning and booth construction will avoid much of the last minute confusion. It is advisable to wait until the day before opening to bring merchandise and small portable articles on the grounds. No guard service will be provided before 9:00 A.M. on Saturday, October 3rd and then we cannot guarantee security. All boxes, crates and debris must be removed prior to opening day of the Fair.

BOOTH/STAND IDENTIFICATION

Each location MUST BE properly identified with the space name and number placed in a conspicuous location visible from in front of the booth/stand for the public to view. For this purpose, you must use official Fair space sign provided by the Fair.
**BOOTH/STAND LIMITATIONS**

Per California Fire Marshal there must be a 5 foot space in total on either side of fire extinguishers and fire hoses. Commercial booth displays including signs, should **not** be higher than 8'. Sidewalls should not exceed 8' beyond 4' from the back walls, however, **anything above 8' high must be approved in writing by the Vendor office**. Sidewalls beyond the 4' for the remaining 6' should not measure more than 3' high. Whenever possible, accurate measurements of space should be taken if the display is to be custom made for a particular location.

![Diagram of booth dimensions]

Personal Canopies must be certified and labeled as fire safe. (Per CFSA)

**Absolutely no personal electrical appliances (fridge, microwave, etc.) are permitted in any booth.** All lighting strands must have a bulb, cover or a cap in each socket. **ALL lighting must be LED lights as of 2019.**

Any stock trucks, trailers, additional tents, that are kept on grounds will be subject to a stock truck fee of $125.00. Prior approval is needed.

**PERSONNEL FOR BOOTH CONSTRUCTION**

 Contractors will arrange for their own personnel, or hire outside labor, to install prefabricated displays. If carpentry work is needed it will be necessary for the contractor to obtain personnel outside of the fair. Materials needed in the preparation of the exhibits such as lumber, wiring, light fixtures, tables, chairs, etc., are not available on the fairgrounds. You should bring all the necessities with you or plan on purchasing or renting them at local stores.
WORKING CREDENTIALS

Credentials will be in books of 12 tickets. Each ticket is good for any day of the fair. Book will sell for $12.00 each or a photo badge for $15.00. Maximum 4 books/badges for a 10' x 10' space and 2 books/badges for each additional 10' x 10' may be purchased at these prices. Any books over the maximum will be sold for $48.00 a book. Individual tickets may be bought for $4.00 each. These credentials are not for “be back customers”, friends, relatives, etc. They are for working staff only. Misuse or resale of these tickets is strictly prohibited and doing so will be cause for cancellation of your contract. Your cooperation with this will help us keep costs down for the fair and all vendors.

If a photo ID badge is purchased and lost, a new photo ID badge must be issued for an additional $15.00. The Photo I.D. badges are required for commercial vendors staying in the RV parking lot on Kings Canyon, the RV lot off of Butler, and behind the Greenhouse/Maintenance. NO EXCEPTIONS. RV photo ID badge is good for entry into the fair at all public entrances. Entry into Vendor gate behind Commerce building is badge entry only. All Vendors may be subject to search/wanding by security personnel. All Vendors using tickets for entry must use public entrances. WFA badges are acceptable as entry admission to fair only, not RV lot.

CREDENTIALS WILL NOT BE GIVEN OUT WITHOUT ALL FEES BEING PAID IN THE VENDOR OFFICE.

TELEPHONE

If you require TELEPHONE or INTERNET SERVICE, please contact AT&T at 1-800-750-2355. In some areas where telephone wires must be flown, the Fair may deny phone service due to aesthetic or safety purposes.

PARKING AND GATE INFORMATION

All parking permits are to be obtained through the Order Form; any other permits needed after the fair is open must go to the vendor office. Parking on grounds is prohibited during regular fair time hours. ALL vehicles must be removed by 9 a.m. daily with the exception of Senior Day and Fair Education Days they must be off grounds by 8:00 a.m., or will be subject to being towed at the owner’s expense along with a fine from the Fair. All vehicles entering the grounds must have a pass and enter through Gate #2, which is located south of the Administration Building on Chance Ave. Gate #2 will be issuing temporary delivery passes to all vendors. You must have company name, phone number, space number, and place the pass in a visible location on your dashboard.

Parking for Commercial Vendors will be in the employee parking lot, which is located on the North East corner of Butler and Maple/Chili’s Lot. A shuttle will take you to and from the Fairgrounds. Hours begin at 6:00 a.m. every day; last shuttle during the week is 11:30 p.m. and weekends 12:30 a.m.
**Free Employee Parking** is available on Maple and Butler. You will be issued parking permits. Please try to have employees drive together and not have one for each employee. You will receive two permits with each 10x10. If you do NOT need this number of parking passes, please indicate on the order form.

**Friends of the Fair parking**: is available in the lot located at the North West Corner of Chance and Lane for $150.00 and can be purchased in advance on your order form. *(LIMITED AMOUNT AVAILABLE)*

**OVERNIGHT PARKING/DEAD STORAGE/SHOWERS**

*There are no facilities for overnight parking.* Overnight parking is not allowed in the paid parking lots (Butler/Infield/Chance Parking Lots) of the Fair. Large trailers and vehicles *(dead storage only)* can be parked in the Employee Parking Lot located at the northeast corner of Maple and Butler Street; you must obtain a parking pass from the Vendor office.

*There is NO sleeping in any parking lot*, including the RV parking; anyone caught sleeping in vehicles other than their RV will be subject to fine and removal from the premises.

*There are NO showers available on grounds.* If anyone is caught showering inside the fair they will be subject to losing their vendor space and removal from the premises.

**ELECTRICAL AND PLUMBING**

All electrical and plumbing changes must be approved by the Vendor Office.  
**Electrical surcharge for commercial**: see order form for pricing.

Electrical installations will conform to the Electrical Safety Code of the State of California *(The use of over length extension cords will not be permitted inside of any building or outside stands.  Cords must be 3 wire grounded and of appropriate size for load and U.L. approved.) Do not connect extension cord to extension cord; provide the proper amount of extension for the space needed.*

Overhead lighting adequate for ordinary purposes is provided.  There is one 120V, 60 cycle A.C.  120 duplex outlet in each booth (maximum electrical load per 10' booth: 1000 watts).  Any special requirements must be approved by the Vendor office.  Additional wiring is to be arranged and installed at vendor’s expense by Fairgrounds maintenance staff.

**VENDORS MUST NOT USE SO MUCH ELECTRICAL POWER THAT IT WILL OVERLOAD THE CIRCUITS.**  
*NOTE: Electric appliances such as coffee pots, space heaters, air conditioners, hot plates, refrigerators, and microwaves which are intended for the personal convenience of vendors and their staff are NOT PERMITTED. All items connected to fairgrounds power source must be 3 wires grounded.*

All trailers, lighting, and displays must be converted to LED.  All string lights must have bulbs/caps.
RUBBISH
Please do not throw or sweep rubbish into the aisles. Trash containers are provided for this purpose in or near all areas and buildings. Breakdown boxes and stack them outside neatly at or near back door of commercial buildings. Those demonstrations that require food and vegetables must provide their own clearly marked, leak-free garbage cans. These must be large enough to handle a full day's operation. **All cans must be emptied each night for early morning pick up.** Contractors should keep their areas neat and clean during open hours and swept nightly at closing time. Building floors will be cleaned each night by Fair personnel, but not inside booths.

SIGNS
All signs, banners, or posters **MUST be professionally made**, neat in appearance and placement must meet the Big Fresno Fair guidelines. **(NO HAND WRITTEN SIGNS WILL BE ALLOWED)**. A sign maker is available on grounds but you must check in with Vendor office to inquire about services.

PERSONNEL - SERVICE
It is the utmost importance that our rapport with our guests be a positive experience for all. **ABSOLUTELY NO SUBLEASING OF BOOTHS IS PERMITTED, DOING SO WILL RESULT IN A $1,000.00 FINE AND YOU WILL NOT BE ASKED TO RETURN IN THE FUTURE.**

- **YOUR BOOTH/STAND MUST BE STAFFED AT ALL TIMES DURING OPEN HOURS. AN UNOCCUPIED BOOTH HAS VERY LITTLE VALUE TO YOU OR TO YOUR PATRONS.**
- The Fair has the right to limit the number of staff in your booth.
- Put into consideration personal breaks for smoking, restroom, eating, phone usage, and any other personal time needed. Have trained and knowledgeable staff to occupy your booth while you need to leave.
- **Any** unoccupied booth will be written up.
- For your convenience in hiring additional personnel to staff your booths you may contact the State Employment Office.
- **Insist on smart appearance and no loafing.**
- **Emphasize courtesy and avoid all offensive situations.**
- **Contractor is responsible** for all claims, liabilities and actions relating to the conduct and representations of personnel in said space.
- **Contractor hiring anyone under the age of 18 years MUST have a work permit issued** by school authorities. Permit must be available in booth for inspection by the proper authorities.
- **All employees must have a way to contact the owner for problems and any concerns.**
- **Watch time spent on electronic devices.**
- Emphasize **NO Smoking, NO Alcohol** or **Sleeping** in booth.
- If you have any problems during the Fair please contact either the building supervisor or the Vendor office immediately to have your issues addressed.

**LICENSING**
If you sell a product **it will be your responsibility to obtain the necessary permits that are required by the city, county, or state.** Management reserves the right to
determine whether an item is considered offensive or in poor taste, and to prohibit the sale/display of such an item.

STATEMENTS

Statements for special electrical service, installation charges and other services will be presented to contractors and are due and payable before the close of the Fair.

FINES

Any fines that the fair receives as a result of a vendor will be passed on to the commercial vendor.

LEAVING LONG TERM

Vendors/Owners that will not be available on grounds must assign a person who will in charge of your booth and provide contact information to the Office and Supervisor managing your area.

FAIR EDUCATION DAYS

Fair Education Days occur Thursdays & Fridays. Schools will arrive at 8:30 a.m. each day. All vehicles must be off grounds by 8:00 a.m.

SENIOR DAY

Senior Day is October 12, 2020. ALL outside vendors must be open and ready to operate by 9:00 a.m. There are no exceptions. All vehicles must be off grounds by 8:00 a.m.

ARCTIC ICE COMPANY

The Fair has contracted with Arctic Ice Company for ice during the Fair. The price per bag will be determined before fair. If you need assistance arranging ice delivery, please contact: Arctic Ice company office (559) 264-7615 or Harry (559) 351-8413.

MAINTENANCE REQUESTS

If you require maintenance assistance for hookups, plumbing or electrical, please come to the Vendor office to fill out a Maintenance Request Form. If there is an emergency or power outage, contact us by phone at the Office: (559) 650-3213 or Linda’s Cell: (714) 749-7831.

AREA BUILDING SUPERINTENDENTS

During fair time, an area representative from the Vendor Department is assigned to each area of the grounds and is available for assistance. Area representatives are an integral part of the Vendor Department and report directly to the Vendor office. The Area Reps are representatives of The Big Fresno Fair and have the right and authority to inspect and regulate activities as outlined in the rental agreement and the Commercial Vendor Handbook under the direction of the Vendor Supervisor. They are to be treated with respect and spoken to in a professional manner.
**RV/STOCK TRUCK**

RV spaces are extremely limited. **Food concessions are given first priority.** Anyone requesting an RV space will be put on a waiting list. **An RV Camp Host will be on grounds throughout the Fair.** The location of the Camp Host will be in the Butler RV lot. Any issues that arise regarding the campgrounds will be addressed by the Camp Host.

Stock trucks with sleeping quarters in them will be placed on the opposite side of the fence in the Butler parking lot, and allowed to plug into, if available, one 110 outlet for electrical only, fee $125.00. **Water and sewer will not be available.** If you would like to be placed inside the RV lot with full hookup, you will be required to pay the full RV price $525.00.

**Vendors** will be responsible for your animals business, and any kind of TRASH left in your RV space. Please check out with RV attendant to confirm your space is clean. If you leave anything behind you will be charged a cleanup fee of $250.00.

**NO STOCK TRUCKS WILL BE ALLOWED INSIDE THE RV LOT SPACES UNLESS YOU ARE PAYING FULL PRICE.**

If vendor is requesting a guest, they must ask permission prior. They will need to provide names of guest to camp host. RV guests may be permitted to enter in the RV lots. They must check in to sign in and out with the RV camp host. They will need to provide who they are visiting and will be provided a temporary badge. Any issues or problems that occur will be held the responsibility of the RV owner with the guests.

**PROPANE**

Propane is available to purchase during the fair. Price will be determined and given prior to opening day of fair. You are responsible for taking your tanks to the maintenance department to be filled. **On closing day propane is only available until 3:00 p.m.** If you have old tanks, you may not be able to fill them, please check the propane page for requirements.
The Big Fresno Fair has embarked on an aggressive recycling program in an effort to address environmental concerns. We are committed to doing our part to insure a clean, environmentally safe world for future generations to enjoy and we need your cooperation!

All Vendors are required to breakdown (flatten) all cardboard boxes and place them beside the designated trash dumpsters behind the buildings or beside your stands for easy pick up each day.

Other items which must be recycled include: glass bottles, plastic beverage containers and aluminum cans. Please use the recycling receptacles provided for public use throughout the grounds and buildings.

**Use of polystyrene (Styrofoam) is prohibited for all vendors and concessionaires.** (There is a biodegradable recyclable polystyrene available at most wholesale & retail stores.)

Polystyrene (Styrofoam) packing/shipping materials will need to be removed from the grounds by the vendors. It will not be allowed to be disposed of on grounds. Polystyrene foam or Styrofoam packaging products are an environmental hazard when they escape into the ground. Please do your best to request the use of biodegradable or water-soluble packaging material from your manufacturers.

We ask that you steer away from handing out plastic bags and use recycled content paper bags for your customers.

**ANY VENDORS FOUND TO NOT BE ADHERING TO THE MANDATORY RECYCLING POLICY WILL BE PUT ON WRITTEN NOTICE FOR THE FIRST VIOLATION AND YOUR BOOTH SPACE FOR 2020 MAY BE IN JEOPARDY. FINES WILL BE IMPOSED IF NECESSARY. LET’S ALL WORK TOGETHER!**
INSURANCE
The Big Fresno Fair and the State of California requires all contractors to have a liability policy that shall be provided and maintained throughout their occupancy at the Fairgrounds.

YOU MAY PURCHASE INSURANCE THROUGH THE FAIR’S VENDOR OFFICE.

COMMERCIAL VENDOR $ 155.00

The State of California requires proof of Workers’ Compensation Insurance coverage for all commercial vendors who are not an independent contractor and have paid or volunteer employees. A certificate of Workers Compensation Coverage must be provided.

CERTIFICATES OF INSURANCE
Certificates of insurance MUST specify coverage for both electric or gas powered golf carts, powered electric carts, and cycles for those of you who have those vehicles, or listed with CFSA. If name on insurance is different from name on Fair’s contract, make sure you have both names on certificate.

VERY IMPORTANT.
Insurance is due by July 20th.

The Following MUST be on your Insurance:

List as Additional Insured:
“THAT THE STATE OF CALIFORNIA, THE DISTRICT AGRICULTURAL ASSOCIATION, COUNTY FAIR, THE COUNTY IN WHICH THE COUNTY FAIR IS LOCATED, LESSOR/SUBLESSOR IF FAIR SITE IS LEASED/SUBLEASED, CITRUS FRUIT FAIR, CALIFORNIA EXPOSITION AND STATE FAIR, OR ENTITIES (PUBLIC OR NON-PROFIT) OPERATING CALIFORNIA DESIGNATED AGRICULTURAL FAIRS, THEIR DIRECTORS, OFFICERS, AGENTS, SERVANTS, AND EMPLOYEES ARE MADE ADDITIONAL INSURED, BUT ONLY INSO FAR AS THE OPERATIONS UNDER THIS CONTRACT ARE CONCERNED.”

• 30 DAY CANCELLATION
• CERTIFICATE HOLDER

FRESNO FAIR
1121 S. CHANCE AVE.
FRESNO, CA 93702

PLEASE E-MAIL COPY TO LINDA
EMAIL: lhulet@fresnofair.com
Sorry pets are not allowed

Service animals are trained working animals, not pets. *

State and Federal law prohibits all animals, except for service animals, in grocery stores, restaurants, and other food establishments where food is being served, sampled, and sold, such as fairs.

The Americans with Disabilities Act (ADA) authorizes the use of service animals in a food establishment ONLY for the benefit of the individuals with disabilities. A service animal is a dog that is individually trained to do work or perform tasks for people with disabilities. If you have a question regarding the use of a service animal in this fair, please speak with a member of management.

*Dogs and pets whose function is to provide comfort or emotional support DO NOT qualify as service animals according to the ADA.
FIRE REGULATIONS

The State Fire Marshal requests the following Rules and Regulations be brought to the attention of all contractors. Also find enclosed, Code Enforcement pamphlet. These rules are in accordance with State Fire Laws:

FLAME PROOFING
All Decorative Material, Table Cloths, etc. must be flame proofed to meet the requirements of the State Fire Marshal. All flame proofing must be done prior to installation in any building or fairgrounds premises. All tents and canvas covering must have the label saying Flame Proofed or be flame proofed in accordance with fire regulations. A certificate of flame proofing will be required to be inspected by the State Fire Marshal. For information on flame proofing you may contact any fire extinguisher company.

COMBUSTIBLE TRASH
All combustible trash must be removed daily. There will be no combustible trash storage allowed behind any of the displays (inside or outside of the buildings).

FLAMMABLE LIQUIDS
All demonstrations or display stands using flammable liquids must have approval by the State Fire Marshal.

LIQUID PETROLEUM GASES
No person shall install or maintain an L.P. gas container without a permit. Any Propane Tank that is 12 years and older will not be filled unless they have been recertified and has the correct up to date accessories to be filled with.

AISLE & EXIT WAYS
All aisles and exits are to be kept clear of all storage, etc. at all times.

EXIT DOORS
All exit doors shall be operable from the inside without any special effort or knowledge. All locks and chains shall be removed.

FIRE HOSES & EXTINGUISHERS
All fire hoses and extinguishers shall be accessible and unobstructed at all times. You must work around the Fire Hoses and Extinguishers in your booths and make sure they can be seen in all directions.
**FIRE HAZARD**
All automobiles on display shall have the gas tanks sealed and battery disconnected.

**CYLINDER STORAGE**
All compressed gas cylinders shall be secured against tipping.

******THESE LAWS WILL BE STRICTLY ENFORCED************
GOLF CART RULES

THE USE OF GOLF CARTS ON THE FAIRGROUNDS HAS BECOME A SERIOUS CONCERN OF FAIR MANAGEMENT. IF THE FOLLOWING RULES ARE NOT SERIOUSLY ADHERED TO, THE PRIVILEGE OF USE MAY BE REVOKED TO ALL.

- Golf Cart fee is $100.00 to be paid in full by August 15th.
- You must have Golf Cart coverage on your insurance or you can purchase it through the vendor office for $100.00.
- In order to operate a cart (electric or gas powered) on the fairgrounds, you must have an official BIG FRESNO FAIR permit sticker obtained at the Vendor office.
- You must have prior approval from the Vendor office in order to operate a cart. Insurance coverage must be included on your liability insurance policy. Credentials will be enclosed in packet.
- ONLY LICENSED DRIVERS may operate carts on the Fairgrounds.
- No open alcoholic beverage containers are allowed on carts, and no cart driver shall be under the influence of alcohol.
- Cart drivers must use perimeter roads whenever possible.
- Cart usage must be limited to business purposes only. NO JOYRIDING.
- Carts should be kept at a reasonable speed at all times. If, in the opinion of the Fair you are caught speeding or driving recklessly, the Fair’s decision in the matter will be final. If any cart or use of cart, in the opinion of the Fair is deemed unsafe, the permit for said cart will be revoked.
- Carts operated on the Fairgrounds must have a key for operation and must not have the key left in the ignition.
- Carts MUST NEVER be parked in pedestrian traffic areas.
- All golf carts are to yield to pedestrians and vehicles at all times.
- Cart drivers MUST avoid heavily congested areas.
- DO NOT LEAVE YOUR CART IN DOORWAYS.
- You must schedule your deliveries with carts prior to 3:00 P.M.
- In order to relieve congestion on the Fairgrounds all golf carts must be parked by 5:30 P.M or earlier when warranted.
- Legs, feet, and arms must be kept inside the cart at all times during operation.
- California Motor Vehicle Laws apply to all operation of golf carts.
- Every passenger on the golf cart must have a seat as described by the manufacturer.
- All riders must have credentials to enter the fair.
- Bicycles also require permits, and fall under the same rules and regulations as carts. Bicycle permits are free of charge and may be obtained from the Vendor office.

FAILURE TO COMPLY WITH THE RULES WILL RESULT IN CANCELLATION OF THE PERMIT AND THE CART WILL BE IMPOUNDED BY THE FAIR FOR THE DURATION. SHOULD CART PERMIT BE CANCELED, THE FEE WILL NOT BE REFUNDED.
REGULATION FOR CONDUCT AND ACTIVITIES

The Big Fresno Fair recognizes that a Fair is a proper forum for the free exchange of ideas necessary to a free society, yet reserves the right to regulate all activities, concessions and exhibitions on the Fairgrounds with regard to time, manner and place in pursuance of its valid interest in maintaining peace and order and protection of the general public. Contractor shall comply with all applicable State and Federal laws and be familiar with the procedures and information set forth in the rental agreement.

The Fair reserves the right to prohibit a concession or exhibit or any part which in the sole judgment of the fair detracts from the character of the concession or exhibit or which may be objectionable or offensive to neighboring contractors or the public. This restriction extends without limitation to persons, things, conduct, signage or printed matter. Per Government Code section 8195: The state of California may not sell or display the Battle Flag of the Confederacy or any similar image.

ADVERTISING MATERIALS

No person shall be permitted to distribute advertising material, handbills, coupons, fliers, tokens, or other material at the Big Fresno Fair, except from their contracted exhibit booth or display space. Tracking or posting of an advertisement, bill, sign, banner or printed matter other than within the contracted space is prohibited. No one shall be allowed to solicit or distribute materials in aisles or while roving on the grounds. Anyone violating this rule is subject to removal from the Fairgrounds. It is your responsibility to be knowledgeable of the formal regulations, which are listed herein. It is also important to have all representatives, employees, and volunteers working in your exhibit to be aware of these rules and regulations. All regulations will be STRICTLY ENFORCED. Disregard of any regulations or misrepresentation on the part of the vendor will forfeit all privileges granted, fees paid, and rights to further participation in this and future fairs.

THEFT

Security is on grounds 24 hours a day in all areas. However, it is impossible for them to be everywhere all the time. Plan to lock up or remove any valuable items which may be carried by hand. Also, small items should be placed to the rear of the booth or under counters each night. On closing night, security will not be provided in buildings after 1:00 A.M.

IF THEFT OCCURS, PLEASE CONTACT THE FAIR OFFICE IMMEDIATELY, SO A REPORT MAY BE FILED AND SECURITY AND THE POLICE ARE NOTIFIED.
**BALLOONS, STICKERS, DECORATIONS, AND FLASHING LIGHTS**

*Balloons and stickers cannot be given away under any circumstances.* All balloons decorated inside and outside buildings MUST be pre-approved by Fair Management and **helium tanks are not permitted in commercial buildings.** Balloons or blimp-like advertising **MUST** be pre-approved by Fair Management. The Big Fresno Fair will not be responsible for the loss or damage of any decoration material. No flashing lights, strobe, sirens, or any lights that cause a disturbance. All flying objects must have netting or be contained within your booth.

**UNITED PARCEL AND FEDERAL EXPRESS DELIVERIES**

Generally United Parcel Service and Federal Express deliveries arrive between 9:00 A.M. and 11:00 A.M. The deliveries are dropped off behind the Commerce Building (Westside). **The responsibility ultimately rests with you for knowing you are expecting deliveries.** You may check with the office staff to verify if attempts have been made by the delivery companies. **To expedite our attempts of notification, please notify your senders to include your exhibit booth number (i.e.; C-201).** The name on the address label should be the same as that on your contract. All packages are your responsibility to be picked up; Fair will **NOT** be delivering small packages or mail. If a large order will be delivered please make prior arrangements with fair staff if assistance is needed with a golf cart. All mail must be picked up by 3:00 p.m. or will need to be picked up the following day.

If any product is coming before the fair, **make sure it is properly addressed and leave notice in the Vendor office.** Any deliveries that are being sent and incomplete could be sent back to sender. **YOU MUST HAVE YOUR COMPANY NAME ON THE PACKAGE.**

**NEW:** If you will need a forklift to move your product around during fair time, it will be a fee of $50.00 per occurrence.

All products that you are requesting to be shipped from the Fresno Fair after closing day must be picked up by 12:00 P.M. October 19, 2020.

**PLEASE NOTE PROCEDURE CONCERNING C.O.D. DELIVERIES**

You may leave checks or Money Orders with the supervisor in the office located at the rear of the Commerce Building, prior to parcel arrival. **WE WILL NOT ACCEPT CASH.**

**FORKLIFTS**

Any person operating or driving a forklift on fair property **MUST** be a CFSA operator. **If forklift is needed, prior arrangements must be made with vendor office prior to closing night.**

These procedures are being followed in order to attempt to protect you and to protect your property from being confiscated by unauthorized person and will be
appreciated if you abide by these instructions. Failure to do so could result in a non-return invitation.

CLOSING NIGHT INFORMATION

DO NOT CLOSE EARLY

Vendors in the Buildings MUST remain open until 10:00 P.M., Sunday, October 18th 2020. Early closing will seriously affect your invitation to return in the future.

On closing night NO vehicles will be allowed on the grounds until after 11:00 P.M. or until management deems it safe. There is no priority given to any vendor to park or come into the grounds. All vehicles must enter in through Gate 2. Staging will begin one hour after closing. Commercial Vendors will be escorted on grounds before Food Vendors, plan accordingly. Cars are to begin lining up going east bound on Lyell from Cedar. We suggest not jamming up the traffic. Upon closing to the public, teardown can begin using hand carts. No security is provided after 1:00 A.M. on closing night. Any product left will be at vendor/owner risk. The Big Fresno Fair assumes no responsibility for theft/loss of products. Release forms will be delivered closing Sunday about 9 p.m. Area Representatives will be stationed around the grounds to make your entrance and exit go as smoothly as possible.

Buildings will close to vendors at 2:00 A.M. sharp on closing night. Buildings will be open from 9:00 A.M. to 3:00 P.M. on Monday October 19th.

Everything should be removed from the Fairgrounds by 3:00 P.M., Monday, October 19, 2020 unless prior permission is obtained through the Vendor Office. Storage fees may be charged on any item left after 3:00 P.M., October 19, 2020. If fairgrounds personnel must remove any exhibit from an area a fee of $30.00 per man hour plus $35.00 per hour for equipment use will be charged. Any shipments/stock left to be picked up will be at the risk of the vendor/owner, The Big Fresno Fair takes no responsibility for damage/loss.

DO NOT GO THROUGH THE AG BUILDING, HOME ARTS BUILDING OR THE PHOTOGRAPHY BUILDING WHEN TAKING YOUR PRODUCT OFF THE GROUNDS.

FAIR PROPERTY

All signboards, signs, sign letters, electrical fixtures, and plumbing fixtures (except those furnished by the contractor) are the property of the Big Fresno Fair and are not to be removed. Any such items missing during the 12 days of the Fair will be charged to the contractor occupying the space.
EXCLUSIVITIES & METHOD OF SELECTION
Please note The Big Fresno Fair does not grant exclusivity for products, services or exhibits. As fair time approaches and as booth spaces become limited, vendors with similar or same products may, by necessity, be placed in close proximity. If you are found to be selling products not on your contract, you will be asked to remove these items immediately. You will also be issued a written violation. Issuance of 3 violations will result in closure/removal of your booth.

SPONSORSHIPS AND THIRD PARTIES
Contractor may not enter into any sponsorship/promotional partnerships(s) or marketing initiative(s) where a sponsor/third party receives advertising or promotional consideration without obtaining, annual written approval from Fair Management. Contractor must submit a plan six (6) months prior to each annual Fair in writing, for review by Fair Management.

TIP CUPS/JARS
No Jars, Cups, Decorative Items to give the incentive of customers leaving a tip is allowed.

STAKES
Absolutely no stakes are allowed to be placed into the ground asphalt, dirt, grass, cement or brick without prior approval of management. Anyone who does so will be responsible for any damages and repair.

DAMAGES
You agree to promptly reimburse and pay the Big Fresno Fair for any damages to Fair property or equipment that you, your employees, or your agents cause during the term of the Rental Agreement/Contract by October 19th of contract year.

KNIVES & SHARP OBJECTS
There will BE NO FREE KNIVES GIVEN AWAY FOR ANY PURPOSE. If you are selling Knives or Dangerous Items, said items must be displayed in a case. If you sell knives or other similar items you MUST have a plan for fair goers to pick-up their objects prior to departure from the fair, eliminating them from having sharp objects while on the fair grounds. The plan MUST be approved by Fair Management in order to sell such item.

MUSIC
All Music played in your Booth or Stand will be monitored by the Big Fresno Fair Management. Please keep it to a minimum noise level. Any Vendor found not adhering to the rules will be put on written notice for the first violation and your booth/stand space may be in jeopardy. Write ups will be issued for anyone not adhering to rules and subject to fine.
DRUG-FREE WORKPLACE
In a commitment to safeguard the health of our employees and to provide a safe environment for everyone, we have a DRUG-FREE WORKPLACE policy that extends to all of our commercial vendors. Our policy now formally states that substance abuse will not be tolerated on the fairgrounds, including parking lots. This prohibition includes the possession, use or sale of illegal drugs or being under the influence of alcohol. Any person in possession or under the influence of alcohol or illegal drugs will be immediately removed from the fairgrounds. It is important that all of us work together to deal with the substance abuse to make this a safer and even more rewarding place to work.

NO SMOKING EVENT POLICY
The Big Fresno Fair is a SMOKE FREE FAIR. There will be no smoking on the grounds except in designated smoking areas. Positively NO smoking will be allowed in All Booths. Violation notices will be given if anyone is caught smoking in Booths. There is no smoking allowed within 20 feet of any building doors.

DESIGNATED SMOKING AREAS
The following are designated smoking areas (subject to change)
- WINE GARDEN
- SPORTS ZONE
- CANTINA
- AREA SOUTH OF PAUL PAUL THEATER
- GRANDSTAND (Except for areas established for non-smoking)
- *VENDORS* BEHIND COMMERCIAL BUILDINGS (Designated by Building Supervisor)

FAIR TIME INFORMATION ATM MACHINES
There are ATM machines located throughout the Fairgrounds.
- All information booths
- First floor at the main entrance to the Brian I. Tatarian Grandstand
- Front of the Commerce Building
- Located at the water feature between The Home Arts Building & Industry Commerce Building
- Industry Commerce Building doorway on the west side
- Entrance to The Greenhouse
- Inside the Butler Gate by the Cinnamon Rolls.
Locations are subject to change. Check grounds maps or information booths for location verification.

FIRST AID
Professional medical personnel are on the grounds during all operating hours of the Fair. Please direct any persons needing medical assistance to our First Aid Office, which is located on the South Side of the Gems & Minerals Building.
**GUEST SERVICES**

Guest Services and our Found Child Center, the “Gingerbread House” is located West of the Commerce Building and to the North of the Chance Entrance. Anyone seeking information, assistance, wishing to make suggestions, complaints or find a lost child should be directed to the Guest services/Found Child Center.

**INFORMATION BOOTHS**

Information Booths provide directions, daily schedules, answer questions and offer general assistance to all Fairgoers. We have three booths located on our grounds which are open from the time gates open until 10:00 PM of the Fair. The four locations are at the Chance Entrance, The Butler Entrance, and in front of the Brian I. Tatarian Grandstand. A cup of water is available to patrons in all booths.

**COPIES**

If you need assistance in making copies, they can be made in the Vendor office for a fee. Each copy will be 15¢ for black and white 8.5x11 single sided and 70¢ color 8.5x11 single sided.

**EARLY TRAILER DROP OFF OR LATE PICK UP**

Anyone needing to drop off your trailer before September 30th, 2020 should call the office to make arrangements. If needing to leave stand or equipment after October 26, 2020 call the Vendor office to make arrangements.

**MEDIA PROTOCOL**

The Media on grounds at The Big Fresno Fair are critical to the Fair’s overall success. As such, please respect our media and their time. Do not approach the media regarding your product/business directly. Our public relations team works diligently to feature a wide variety of exhibitors and vendors at The Big Fresno Fair. If you have a product that you would like the media to be aware of please contact our public relations team directly. Should media approach you for an interview, please be sure a member of the public relations team is there. Public Relations Team Contact Information: Danielle Griffin, Communications Director 559-994-3133 or danielle@cohencommunications.com.

**LOST PARENTS**

ID Wristbands are **FREE to every child and patron** who walks in as a guest of the Big Fresno Fair. ID Wristbands are to help provide your information to police and guest services in case of a separation from group or party. Patrons are responsible to put their phone number clearly on the ID wristband.

**CANOPIES**

If you require a canopy from the fair we will have them available for a fee of **$200 for a 10’x10’**, **$250 for a 10’x15’** and **$325 for a 10’x20’**. (All canopies are fully enclosed by four walls). In order to secure a canopy for fair time use, prearrangement must be
made with the Vendor office. **Must be ordered in advance and paid in full by August 17th, 2020.**

**DRAWINGS**

Vendors who desire to hold drawings or have prize promotions **must have the written approval of the Fair Vendor office.** Letter must have detail explanation of drawing. Drawings and lead gathering information forms may only ask for name, address, e-mail, and phone number.

**Signage must indicate type of program patrons are registering for** (i.e. timeshare, membership, real estate development, etc.) and state: “winners need not be present to win” and “NO purchase necessary”.

**Free drawings must be held at the booth/space during fair hours in front of public audience.** Winner’s name, address and phone number must be submitted to the Fair Vendor office by Sunday, October 18th by 10:00 PM closing night of the Fair or by 10:00 PM the day of each drawing if multiple drawings are conducted. Holding your drawing after this deadline makes it invalid and may affect your ability to hold drawings at future Big Fresno Fair’s. You and you only, must conduct all drawings. Any information obtained from the drawing entry form is to be used strictly by you and it’s not to be sold or given to another company or individual except for the Big Fresno Fair. You also agree that there will be no games, gambling, or any other activity on the premises in which money is used as a prize or premium nor can you buy back discount coupons for cash.

**Raffles are not allowed under any circumstances.** Only **free drawings** that comply with all applicable federal, state, and local statues and ordinances will be permitted. Failure to abide by any of the above guidelines will jeopardize any use of drawings in future fairs. **NO SPINNERS/WHEELS OF FORTUNE, ETC. ARE PERMITTED**

**SOLICITATIONS - HANDING OUT MATERIALS**

The sale or distribution of **any merchandise, products promotional items** and printed or written materials **except from a contracted and fixed location on the Fairgrounds is not permitted** and **SHALL NOT be handed to any fair patron unless so requested.**

**NOVELTIES AND GIVEAWAYS**

Commercial Vendors will not be allowed to sell or giveaway the following novelty items in their booths: **Balloons, photo buttons, plush animals, badges, canes, whistles, peanuts, beach balls, small plastic toys, inflatable toys, stickers, gum, patches, knives, switch blades, brass knuckles, high power water guns, rubber band toys, products made from endangered animals, pornographic or drug related items, or anything else that could be construed as a weapon.** Management has reserves the right to determine whether an item is considered offensive or in poor taste, and to prohibit the sale/display of such an item. Watches and sunglasses must be listed separately.

Violations will be considered grounds for cancellation of contract and all money paid will be forfeited to the Big Fresno Fair. Any product declared by the Fair, in its sole
discretion to be a novelty item will not be permitted to be displayed, promoted, sold or given away from any exhibit space.

**SOUND DEVICES & FLASHING LIGHTS**

Radios, television sets, loud speakers, amplification systems, musical instruments, etc., are subject to the approval of the Vendor office. And must be controlled not interfere with other contractors. The use of amplification systems is a privilege. **All music will be monitored by Fair Management. You will get 1 (ONE) warning, next warning and you will be banned from playing music in your booth/stand. (DON’T ABUSE).**

Guidelines to use amplification to conduct business: All speakers must be in the rear of the booth or stand pointing down towards the ground and volume must remain at the level designated by the Fair. If interferences exists or persists, the Fair reserves the right to revoke your privilege of using any sound devices at any time. No flashing lights, strobe, sirens, or any lights that cause a disturbance.

**DEMONSTRATIONS**

Demonstrations are limited and subject to the approval and regulations of the Vendor office. Demonstration area must be organized within the exhibitor’s space so as not to interfere with any traffic aisle, and sampling or demonstration tables must be placed a minimum of 2' BACK from aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Fair Management will have no alternative but to request that the presentation or sampling be eliminated. These are limited and subject to approval and regulation of the Fair Management.

**RECEIPTS**

Sales slips, with contracted business name, address and telephone number must be furnished with each item sold to a patron. This is for the licensee’s protection as well as that of management. Failure to do so will result in violation that can affect future participation.

**DAILY CLOSING PROCEDURES**

You must remain open during scheduled building hours. You may not leave booth until Area Supervisor gives the ok to leave building. If you leave early or before given the ok the **Big Fresno Fair is not responsible for any lost, stolen, or damaged merchandise and/or equipment.**

**IF ANY EXHIBITOR SHALL FAIL OR REFUSE TO ABIDE BY THESE RULES, THE BIG FRESNO FAIR RESERVES THE RIGHT TO TERMINATE THE CONTRACT AND TO TAKE POSSESSION THEREOF. ANY MONEY THERETOFORE, PAID BY THE EXHIBITOR TO THE BIG FRESNO FAIR WILL BE RETAINED.**

**STAFFING:**

- Insist on smart appearance, no loafing.
- Be sure they are fully oriented.
- Avoid all offensive situations including use of unprofessional language.
- Watch time spent on electronic devices
• Have enough staff to cover all of the official fair hours.
• Emphasize no smoking, alcohol or sleeping in booth.

LITERATURE:
A. Give customer a ready reminder, if possible, and only if they request it.
B. Elaborate literature should be kept under the counter and given only to obviously interested customers.

LICENSED MERCHANDISE
A vendor selling unlicensed merchandise from their booths is not only against the California law, but it is a practice we do not allow here at the Big Fresno Fair. Any Licensee that is selling copyrighted or licensed merchandise must provide documentation that supports their right for selling these items, to the Vendor office before they will be approved. If you are found to be in violation of this law you will be subject to criminal prosecution and will be asked to vacate the premises immediately. Your cooperation would be appreciated in the removal from your booth of any counterfeit brand name products that require legal licensing. No selling of confederate products.

Definitions:
• Patent: the exclusive right granted by a government to an inventor to manufacture, use, or sell an invention for a certain number of years.
• Copyright: the exclusive legal right, given to an originator or an assignee to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same.
• Trademark: any word, name, symbol, or design, or combination thereof, used in commerce to identify and distinguish the goods of one manufacturer or seller from those to another and to indicate the source of goods.
• Knock-off: a product made to closely resemble or imitate a trademark piece, but branded with the logo or brand of the company creating the product, not of the original company that holds the trademark. Legal to manufacture and sell.
• Counterfeit: a product made to look identical to a trademark item with the brand name or logo of that item and sold as authentic, but made by another company. Illegal to manufacture and sell.

Important Laws:
• U.S. Patent Act: secures for limited times to investors the exclusive right to their discoveries.
• U.S. Copyright Act: provides the owner of a copyright the exclusive right to reproduce, distribute, perform, display, license, and to prepare derivative works based on the copyrighted work.
• Lanham Act: provides federal protection for distinctive marks that are unused in commerce (trademarks).
• Tariff Act of 1930: makes it unlawful to import into the United States any merchandise of foreign manufacture that bears a trademark owned by a U.S. citizen, corporation or other association and the trademark is registered in the Patent and Trademark Office.
Legal Action:
- Criminal Lawsuit: can only be filed by the trademark owners against the manufacturers/sellers of both knock-off and counterfeit goods.
- Civil Lawsuit: can be filed by the trademark owners against the manufacturers/sellers of both knock-off and counterfeit goods.

Sources:
http://www.law.cornell.edu/wex/trademark
http://intellectualpropertiesfirm.com/counterfeit-vs-knockoff/

Counterfeit DVD's Red Flags
- Advertisement of region free, region 0, or playable in all regions (authentic DVDs don’t advertise this; DVDs sold in the US are actually region 1) – regions on DVDs help companies regulate release dates and prevent the release of culturally offensive material in certain regions
- Well-known DVD-R manufacturer’s name on center hub (i.e. JVC, Hitachi Maxell, Sony, TDK, Pioneer, Mitsubishi)
- Absence of security seals and plastic wrap
- UPC code not black, or smudged ink
- Thin spine, clear case (authentic DVDs are typically sold in the thick, standard cases)
- Advertisement of DVD-9 or DVD-5 (official studio released never advertise the distinction)
- Colored disk (silver is industry norm)

Sources:
http://www.wikihow.com/Spot-Fake-DVDs

Counterfeit/Knock-Off Designer Handbags Red Flags
- Low overall quality
- Plastic made to look like leather – real leather should feel dry, not oily, slippery or sticky.
- Poor workmanship
  o Stitching should be perfectly even
  o A snagging zipper
  o Papery lining
  o Patters should match across seams
- Hollow hardware – hardware on a real bag should feel heavy
- Misspellings – knock-offs misspell names and words to avoid being counterfeit

Sources:
http://www.forbes.com/sites/deborahhijacobs/2013/01/01/hot-to-spot-a-fake-designer-handbag
http://www.wikihow.com/Tell-if-a-Designer-Bag-Is-Fake
BIG FRESNO FAIR
VIOLATION POLICY

Any violations concerning cash or sales by either the commercial owner or his employees may result in immediate expulsion from the fair and will have a serious bearing on your invitation to return as a concessionaire in the future.

A violation includes, but is not limited to, non-compliance with any of the following:

- Personnel – neatly attired, well groomed, following hand washing and food handling requirements, courteous and responsive
- No smoking and/or drinking of alcohol in or around the stand/booth
- Customer service and consideration of neighbors
- Ringing of each sale at the displayed price and closing cash drawer after each transaction
- General appearance of stand must be attractive and clean
- Business conducted within the assigned space, keeping the area around the stand dry, clean and unobstructed.
- Cleanliness of condiment area and seating area (if applicable)
- All signage professionally done and prominently displayed
- Items sold as listed on Rental Agreement (menu)
- No price changes after August 1st
- Cooperation with neighboring stands, noise level reasonable
- Smoking in undesignated areas.
- Use of foul/unprofessional language towards Vendors, Patrons, and/or Fair Staff

If you are found to be in violation of any of the above rules and regulations, the following will occur:

1st violation - Verbal warning. Will also be written simply stating that the matter had been discussed with you, date, time, etc.

2nd violation – If the matter has not been tended to in a timely manner (usually 24 hours, depending on the violation) you will receive a written citation.

3rd violation – No invitation to return will be granted or could result in escorting you and your stand off the property

Any violation having to do with money not being properly handled or reported is grounds for immediate removal from the grounds.

Items lost during fair can be taken to Fair Administration, Guest Services, Info Booths or the Police Office on the fairgrounds connected to the grandstands.
LOST ITEMS AFTER THE FAIR
CALL POLICE
OFFICER JANETTE OLSON:
559-621-2342

OFFICER OLSON TRYS TO FIND THE PEOPLE WHO HAVE LOST THEIR ITEMS. IF SHE CAN'T FIND THE PERSON SHE WILL HELP GUIDE THEM TO THE PROPERTY ROOM (LOST AND FOUND).

LOST AND FOUND #
CALL OFFICER OLSON FIRST
559-621-2675