



## 2010 California Mid-Winter Fair & Fiesta Concessionaire/Commercial Exhibitor Space Application

**APPLICATION DEADLINE:**  
January 1, 2010

Come join the fun and excitement of the 2010 California Mid-Winter Fair & Fiesta, where we showcase the talents and accomplishments of the Imperial Valley!

This is an exciting opportunity to promote the many services and products that are available in the Valley and surrounding areas. In 2009, all of the commercial space was utilized and nearly 100,000 people attended the largest event in the Imperial Valley. We continue to be committed to increasing overall attendance and partnerships with local businesses, plus enhancing the quality of service we will be providing to our concessionaires and guests. We hope you will be a part of our efforts.

- Outdoor commercial space is priced depending upon location. The minimum rate is \$650.00 (10'X10').
- Indoor commercial booth space:
  - 10'X10' (in-line booth) .....\$500.00
  - 10'X10' (corner booth) .....\$600.00
  - Casa de Mañana Wall Booth .....\$675.00
  - Grandstand & Preble Annex .....\$700.00
  - Preble Wall Booth .....\$800.00
- Food concessions will be contracted at 23% of gross sales (after sales tax has been deducted). All rents and guarantees are payable in full at time of signing of the contract.

Twenty (20) daily admission passes are included with each rental agreement; up to twenty (20) additional passes may be purchased at \$5.50 each. **Additional passes must be purchased prior to February 20, 2010.**

Commercial General Liability coverage of no less than \$1,000,000 will be required. **NOTE: Limits vary; see Insurance Requirements.** You may obtain this from your own agent or through California Fair Services Authority.

**RETURNING CONCESSIONAIRES AND EXHIBITORS MUST RETURN APPLICATION BEFORE **DECEMBER 1, 2009.****

Should you have any concerns or questions, please do not hesitate to give me a call at (760) 355-1181.

Thank you for your interest in the 2010 CALIFORNIA MID-WINTER FAIR & FIESTA!

Sincerely,  
Tiffinie Macias  
Exhibits Supervisor



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## 2010 Concessionaires Application

**This application is neither an offer nor a guarantee of space.**

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

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

City, State, ZIP: \_\_\_\_\_

Contact Person(s): \_\_\_\_\_

Telephone (Day): \_\_\_\_\_ (Evening): \_\_\_\_\_ (Cell): \_\_\_\_\_

Seller's Permit #: \_\_\_\_\_ (Required if selling)

### Requirements

Location: Indoor  Outdoor  Size required\* \_\_\_\_\_

\*Concessionaires please list accurate dimensions for food wagon/stand.  
(Include all outside counters, awnings, hitches, etc., or you may not be given the appropriate and necessary space.)

Electrical\*\* : 110v \_\_\_\_\_ 220v \_\_\_\_\_ AMPS \_\_\_\_\_

\*\* Food concessionaires will be provided with 220v / 60 amps.

\*\* Exhibitors will be provided with 110v / 10 amps.

\*\* If additional amperage is needed, there will be a \$75.00 charge.

Water \_\_\_\_\_ Sewer \_\_\_\_\_ Front Serve \_\_\_\_\_ Side Serve \_\_\_\_\_

Please list products or food items you are interested in selling, promoting or displaying.  
Be specific as all items are required to be listed on the contract.  
(Exhibitors: Include brand names. Concessionaires: List complete menu and prices.)  
See page 3 for more information.

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NOTE: If a contract is issued, it will be assigned on the basis of this list only. Please use additional sheets if necessary. If you are a new exhibitor/concessionaire, please attach an information brochure or picture describing your product(s) and a photograph of your booth layout. This requirement also applies to returning exhibitors/concessionaires wishing to change their product and/or booth layout. Your application may not be processed without this information.

- Please check here if you are not selling during the fair and only taking leads for future business.
- Please check here if you will be using a microphone or sound equipment for demonstrations.

Previous exhibitors - if possible, would you like the same area as last year?  YES  NO

*Note:* Returning exhibitors/concessionaires wishing to change location or obtain additional space, please attach additional sheet with explanation. Management of the 45<sup>th</sup> District Agricultural Association/California Mid-Winter Fair & Fiesta reserves the right to change space assignments at any time.

Please list other Fairs/Events in which you have participated: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

***I CERTIFY THAT ALL INFORMATION CONTAINED IN THIS APPLICATION IS TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE.***

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

OFFICE USE ONLY		
CONTRACT #	LOCATION	RENTAL AMOUNT
_____	_____	_____