



1350 Bennett Valley Road . Santa Rosa, CA 95404  
Phone: 707-545-4200 • Fax: 707-573-9342 • Website: www.harvestfair.org

## 2017 Sonoma County Harvest Fair Fri – Sun, October 5, 6 & 7

### VENDOR APPLICATION FOR COMMERCIAL OR CONCESSION SPACE

#### INSTRUCTIONS:

- This application is neither an offer nor guarantee of space.
- All questions must be answered completely.
- A recent photograph of your booth and price list of products you wish to sell is required.
- Please MAIL your applications - **DO NOT SEND MONEY WITH YOUR APPLICATION.**
- READ the attached Application Criteria & Vendor Booth Regulations, as this will answer most questions.
- You will be notified if your application has been accepted or denied, please **DO NOT CALL** to ask the status of your application.
- *Incomplete applications will not be accepted or returned - AND WILL NOT BE REVIEWED!*
- Submit a copy of your California Seller's Permit.

COMPANY NAME: \_\_\_\_\_  
(NOTE: This is the name that will be on the contract and **MUST** match the name that is on the insurance certificate)

OWNER'S NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_ Web: \_\_\_\_\_ Fax: \_\_\_\_\_

CONTACT PERSON (IN CHARGE OF BOOTH): \_\_\_\_\_

PRIMARY PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

**INSURANCE INFORMATION:** \_\_\_\_\_ WILL PURCHASE CFSA INSURANCE THROUGH FAIR  
Commercial/Non-Food Concessions \$42/per booth ~ Food & Beverage Concessions \$53/per booth

GENERAL LIABILITY CARRIER / EXPIRATION DATE: \_\_\_\_\_

## SPACE & LOCATION REQUIREMENTS

**Please check only one (Preference given to Sonoma County Businesses/Organizations):**

- Food Concessionaire (SONOMA COUNTY; FESTIVAL FOOD TYPES ONLY)
- Commercial Vendor
- Nonprofit Agriculture Organization OR Community Service Group

**Booth or Trailer Location:** (circle one): **Inside (corner)**      **Inside (inline)**      **Outside**

Booth or Trailer Size (circle one): 10'x10' / 10'x20' / 20'x10' / Other \_\_\_\_\_  
 Must include measurement for all space used for frontage and depth

Food Concessions (circle one): Trailer / Booth

Food Concessions (circle one): Front Serve / End Serve / Both

Utility requirements (circle all that apply): 110 volt / 220 volt / Water / Sewage Hookup  
 \*Other - Describe: \_\_\_\_\_ \*Additional electrical fees may apply

**Vendor Booth Prices Per 10'x10' Space** (electricity is included in fees below)

<b>Commercial Vendor (indoor-Retail Marketplace main hall)</b>	<b>\$275</b>
<b>Commercial Vendor (indoor-Tasting Pavilion)</b>	<b>\$1,000</b> (only 2 8'x8' booths available)
<b>Food Concessionaire (indoor-sale of food consumed on-grounds)</b>	<b>\$400</b> minimum guarantee or 25%
<b>Food Concessionaire (outdoor-sale of food consumed on-grounds)</b>	<b>\$400</b> minimum guarantee or 25%
<b>Food Concessionaire (specialty product such as coffee or ice cream)</b>	<b>\$350</b> minimum guarantee or 25%
<b>Nonprofits (no sales)*</b>	<b>\$125**</b>
<b>Nonprofits (sales of food consumed on-grounds)*</b>	<b>\$125 + \$50 seller's fee or 25%**</b>
<b>Nonprofits (sales of non-food products)*</b>	<b>\$125 + \$50 seller's fee**</b>

\* Applies to Art Trails, Farmers Markets, Farm Trails Members, Nonprofit Agricultural Organizations, Nonprofit Community Service Groups and Select Sonoma County Members. Any associate members do not qualify for this discount.

\*\* Discount structure for Nonprofit booths will apply to the first 10'x10' space only. Each additional 10'x10' will be charged at the commercial rate. Any nonprofits booth selling products will be charged a \$50 seller's fee.

**PRODUCTS:** List all products to be sold, promoted or given away. Include prices (or attach list). Brochures, catalogs, etc. that will best describe your product should be included with this application. If approved, the License Agreement will be assigned on the basis of your list. You may not display or sell any additional item. Fair reserves the right to select the items allowed to be sold. **Describe products below:**

---



---



---



---



---

If additional space is required please use another sheet.

**RANGE OF COST TO THE PUBLIC:** \_\_\_\_\_

**DO YOU PLAN TO:**

- Give away food samples? If so, list items (*must have approval of local health dept.*) \_\_\_\_\_

---

- Give away products? If so, list items for approval \_\_\_\_\_

---

- Use sound devices (P.A. Systems, etc.) Describe \_\_\_\_\_
- Demonstrate your product?    Conduct a drawing?    Name of prize? \_\_\_\_\_
- Do you wish to have:    RV    stock truck   application sent to you? \_\_\_\_\_

**REFERENCES:**

List at least two fairs, festivals, or shows you have recently participated in:

Event #1 \_\_\_\_\_

Contact person \_\_\_\_\_ Phone # ( \_\_\_\_\_ ) \_\_\_\_\_

Event #2 \_\_\_\_\_

Contact person \_\_\_\_\_ Phone # ( \_\_\_\_\_ ) \_\_\_\_\_

**Please double check to confirm the following items are included with your application:**

- Completed Application for EACH location
- Product(s) list of items to be sold, promoted, displayed or given away. Include menu/pricing for food booths.
- Photos of booth and products to be sold

**RETURN COMPLETED APPLICATION BY MAIL OR EMAIL TO:**

**Sonoma County Harvest Fair / Vendors - 1350 Bennett Valley Rd., Santa Rosa, CA 95404**

Questions? Email: [vendors@sonomacountyfair.com](mailto:vendors@sonomacountyfair.com) Phone: 707-545-4200 x425 • Fax: 707-573-9342

## 2017 SONOMA COUNTY HARVEST FAIR COMMERCIAL / CONCESSION VENDOR POLICIES

It is the policy of the Harvest Fair Concessions Committee to promote primarily Sonoma County products, crafts, agriculture, and other endeavors when possible. Preferences are given to local businesses, especially those that are agriculture related. Together we can show the public the offerings of our county.

### The criteria shall be as follows:

1. Commercial/Concession vendor space applications will be accepted in the Administration office of the Sonoma County Harvest Fair. Locations will be assigned at the discretion of the Harvest Fair management.
2. If two or more requests for any space are received and all are responsible vendors with proposed attractive stands and competitive merchandise, preference may be given to the local applicant. If all or none are local residents, then staff will canvass other fairs, exhibitions, or other reputable sources to determine if one or another was superior in service, cooperation, etc. A choice will be made, a one-year license agreement tendered with subsequent evaluation to follow during and following the fair.
3. The reputation and standing of the vendor throughout the fair circuit will be considered, i.e., review of the vendor's performance at other fairs.
4. The necessity of the commercial/concession vendor is considered based upon the number and kinds of like attractions already on the fairgrounds that year.
5. The conduct of commercial/concession vendors towards directors, management, employees, and customers will be evaluated as part of the criteria for continued space at the fair. Any conduct during the fair that results in a citizen's written complaint may be reason for immediate expulsion from the premises with no refund.
6. Commercial/Concession vendors are expected to provide quick and friendly answers to any complaints by fair patrons, i.e., the prompt replacement of a damaged article, a refund of the customer's money if requested, etc.
7. Vendors are not allowed to collect donations or contributions for other organizations during the Harvest Fair.
8. Any Farmers Market, Farm Trails Member, Nonprofit Ag. Organization, Nonprofit Community Service Group selling food products that are intended to be consumed on-grounds shall be considered a food concessionaire.
9. Any Farmers Market, Farm Trails Member, Nonprofit Agricultural Organization, Nonprofit Community Service Group member selling merchandise during the Fair will be charged a seller's fee of \$100.00.
10. Minimum requirements include meeting all health, fire, and safety requirements. All applications submitted must have a picture of the proposed booth. Only the most attractive units will be considered.
11. Vendor space is subject to relocation if deemed necessary by the Fair. Commercial/Concession vendors shall not assign, sublease, or apportion the assigned space or any part thereof, unless first obtaining written permission by the Fair. The right to operate a booth on the Fairgrounds is nontransferable and is nonproprietary.
12. The Fair reserves the rights to prohibit a vendor or any part thereof, which in the sole judgment of the Fair may be objectionable or offensive to neighboring stands or to the public. This restriction extends without limitation to persons, things, conduct, signage, or printed matter. **No balloons or stickers may be given out. Sharp object policy must be adhered to.**
13. Conformance to the rules and regulations of the Sonoma County Harvest Fair is required as stated on the license agreement and all printed material. Rules are strictly enforced, and any violation may result in termination of the contract. Food concessions are required to have a current Sonoma County Health Permit, cash registers and follow audit procedures.
14. The Fair requires that all Commercial/Concession vendors have liability insurance. The Fair requires each vendor have a certificate of insurance per booth on file 30 days prior to opening day of the Fair, and it shall be in full force and effect during the term of the license agreement (including period of set-up and clean-up). The minimum coverage is \$1 million combined single limit per occurrence to cover public liability and property damage. The Sonoma County Harvest Fair and the Sonoma County Fair & Exposition, Inc. must be named as additional insured for the duration of the Fair (including set-up and teardown days).