

**SONOMA-MARIN FAIR \* PETALUMA, CA**  
**\*\*\*2020 SPACE INFORMATION AND RENTAL RATES\*\*\***

**2019 ATTENDANCE 60,677:** "PAY-ONE-PRICE" GATE - All non-motorized entertainment & Carnival rides are included with admission.

**DATES:** June 24 – 28 (Wednesday through Sunday). All booths must be staffed all five days. Fines may be imposed if booth is not staffed as required. See hours below.

**THEME:** "Fair Play" Each building or area will have a game theme.

**INDOOR COMMERCIAL EXHIBIT SPACE:** All indoor spaces are located in the Main Exhibit Building. Spaces are measured in 10' x 10' spaces. Spaces may be rented as 10' x 10', 20' x 10' (frontage x depth), etc.

Spaces are supplied with 8' backdrop cloth draperies, 3' side cloth draperies and electrical outlet. The Fair Administrative Office must be notified if you want the outside side rails installed (on corner spaces only).

Exhibitor must provide furnishings for the booth (i.e. tables, chairs, signs, display items, etc.) All spaces are supplied with one electrical outlet (**Note: Excessive use of electricity or use that requires the services of an electrician will result in additional fee assessment**).

**Rental rates:** 10' x 10' space = \$460.00; 10' x 10' corner space = \$570.00;  
 20' x 10' space = \$920.00 (without a corner space); 20' x 10' space = \$1,030.00 (with a corner space)

**OUTDOOR COMMERCIAL EXHIBIT SPACE:** Outdoor exhibit spaces are located in various areas along Gross Concourse and are labeled Chicken Lawn, Poles on Concourse and In front of Main Shopping Pavilion. Pole areas available are numbered 1 – 7. The poles are in the middle of Gross Concourse on pavement with pole #1 being the closest to the main gate.

All outdoor spaces are uncovered. **Exhibitors on poles must allow access to light switches.** Exhibitors must provide booth and/or tables, chairs, covering or tenting for booth, signs, sale items, etc. All spaces are supplied with one electrical connection (**Note: Excessive use of electricity or use that requires the services of an electrician will result in additional fee assessment**).

**Rental Rates:** 10' x 10' space: Chicken Lawn & Concourse Poles = \$570.00; In front of Main Shopping Pavilion = \$500  
 Spaces are measured in 10' x 10', 20' x 10', (Space 19 - 20x10 is \$750) 20' x 10', etc. and rates are adjusted accordingly.  
 Some depths may vary and prices set accordingly.

**EXCLUSIVITY:** Fair Management does not award exclusivity of any item(s). You will only be allowed to sell items clearly defined in Exhibit "C" and approved by Fair Management.

**INSURANCE:** All exhibitors are required to carry insurance coverage of not less than \$1,000,000 CSL, and including all requirements set forth by the State, as per 4<sup>th</sup> DAA Exhibit "B". You may provide the Fair with a Certificate of Insurance (including all the requirements) or the required insurance can be purchased through the Fair via California Fairs Service Authority (CFSA) for approximately \$110 per exhibitor or \$135 per food vendor. Further information regarding the instructions and rates will be provided with the contract.

**PARKING:** Fairtime is determined to be Monday before Fair to the Monday after Fair (7 nights). Vehicle parking is available in the Main parking lot along Washington Street (2 passes will be issued free of charge for the Main Lot, each valid all five days). If you have an RV, Grove and Livestock parking with paid fee (inside the fairgrounds) is on a first come, first served basis. **Size, reservations and money must be specified and returned with the Agreement.** Limited spaces for RV's/trailers that have electric and water hook-ups are \$150.00. Limited daily vehicle parking is available inside the grounds (Grove Area or Livestock). For a fairtime Grove Area vehicle parking pass, there will be a charge of \$70.00. Livestock Parking is \$25. In order to park inside the Fairgrounds you must have a paid RV. For a fairtime stock truck parking (no sleeping inside stock truck), etc., there will be a charge of \$100.00 (no utility hook-ups).

**FAIR HOURS:** All booths must be staffed all five days and the hours of fair depending on inside or outside. The schedule below will be in effect for the 2020 Fair. **Inside Commercial Exhibitors close their booth based on the time the building closes, and outdoor commercial vendors close their booth based on when the fair closes.**

DAY	GATES OPEN	(INSIDE VENDORS)	(OUTSIDE VENDORS)
		BUILDINGS CLOSE	FAIR CLOSES
Wednesday	NOON	10:00 PM	11:00 PM
Thursday	NOON	10:00 PM	11:00 PM
Friday	NOON	10:00 PM	MIDNIGHT
Saturday	NOON	10:00 PM	MIDNIGHT
Sunday	NOON	10:00 PM	11:00 PM