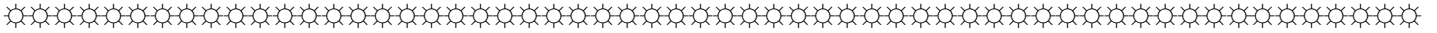
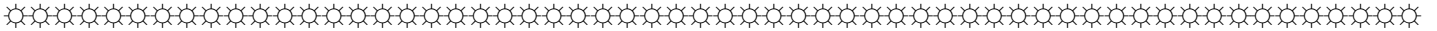


THE BIG FRESNO FAIR
1121 Chance Ave., Fresno, CA 93702
(559) 650-3213



2010 NEW APPLICATION FOR COMMERCIAL EXHIBIT SPACE



WEDNESDAY, OCTOBER 6TH THRU SUNDAY, OCTOBER 17TH, 2010

THIS APPLICATION IS NOT A PROPOSAL OR GUARANTEE OF SPACE. ALL QUESTIONS MUST BE ANSWERED COMPLETELY BEFORE CONSIDERATION FOR SPACE CAN BE GIVEN. **\$25.00** NON REFUNDABLE APPLICATION FEE DUE WITH APPLICATION

PLEASE TYPE OR PRINT CLEARLY ALL INFORMATION

COMPANY NAME: _____

MAILING ADDRESS: _____

CITY: _____ STATE _____ ZIP _____

CONTACT 1: _____ BUS. PHONE: () _____ CELL PHONE: () _____

FAX # _____ E-MAIL ADDRESS _____

ON SITE CONTACT: _____ BUS. PHONE: () _____ CELL PHONE: () _____

FAX # _____ E-MAIL ADDRESS _____

FAIR/SHOW REFERENCE _____

CALIFORNIA RESALE # _____

ALL SPACES ARE IN 10' INCREMENTS

INSIDE _____ **OUTSIDE** _____ **SIZE OF SPACE REQUESTED** _____

IN LINE _____ **CORNER** _____

WOULD YOUR OUTSIDE EXHIBIT REQUIRE A CANOPY FROM US? () YES () NO

ELECTRICAL REQUIREMENTS: VOLTAGE: 120 _____ 208 _____ AMPS _____

NEED WATER: () YES () NO

ALL SPACES ARE FURNISHED WITH ONE (1) 120 VOLT, 20 AMP OUTLET. 208 VOLT OUTLETS, WATER & DRAINAGE CAN BE INSTALLED IN SOME LOCATIONS AT EXHIBITORS EXPENSE.

ALL SOUND DEVICES AND GIVE-AWAY ITEMS MUST BE PRE-APPROVED.

DO YOU PLAN TO USE A SOUND DEVICE OR PUBLIC ADDRESS SYSTEM? () YES () NO

DEMONSTRATE YOUR PRODUCT? IF SO, HOW? _____

LIST PRODUCT TO BE SOLD OR SERVICE TO BE PROVIDED. ONLY ITEMS/SERVICES APPROVED CAN BE IN BOOTH.

IF YOU SELL, WRITE A CONTRACT, OR TAKE MONEY, YOU NEED TO PAY A SELLING PRIVILEGE FEE. THIS FEE IS IN ADDITION TO THE SPACE RENT.

SELLING PRIVILEGE: \$320.00 FOR STRAIGHT SALES YES___ NO___ \$480.00 "PITCH SALES" YES___ NO___

A PHOTOGRAPH OF YOUR BOOTH OR A BROCHURE, IS REQUIRED. YOUR APPLICATION CANNOT BE PROCESSED WITHOUT THIS INFORMATION.

IF A CONTRACT IS ISSUED, PLEASE NOTE 50 PERCENT OF THE FEES ARE DUE WITHIN 14 DAYS OF THE DATE OF THE CONTRACT, BALANCE DUE SEPTEMBER 1, 2010

I/WE AGREE TO ABIDE BY THE RULES AND REGULATIONS STIPULATED IN THE AGREEMENT SHOULD EXHIBIT SPACE BECOME AVAILABLE. **THIS APPLICATION IN NO WAY IMPLIES OR GUARANTEES THAT SPACE WILL BE OFFERED.** THE BIG FRESNO FAIR RESERVES THE RIGHT TO REFUSE ANY APPLICATIONS, AND MAY REFUSE TO EXECUTE A CONTRACT WITHOUT GIVING REASON FOR SAME, OR TO RELOCATE AN EXHIBIT AT ANY TIME FOR THE BETTERMENT OF THE FAIR.

DATE: _____ NAME: _____ (PLEASE PRINT)

SIGNATURE: _____

A NON-REFUNDABLE FEE OF \$25.00 IS TO BE RECEIVED WITH EACH APPLICATION BEFORE APPLICATION WILL BE CONSIDERED.

2010

SPACE RENT SCHEDULE

COMMERCE, INDUSTRY COMMERCE, NEW EXHIBIT BUILDINGS & COMMERCE ANNEX (INSIDE):
ALL BOOTHS WILL HAVE AN 8' BACK WALL AND 3' SIDE PARTITIONS OF DRAPERY MATERIAL FURNISHED BY THE FRESNO FAIR AT NO ADDITIONAL COST TO THE EXHIBITOR.

UTILITIES: 120 VOLT 20 AMP OUTLET ALL BOOTHS, 208 VOLTS CERTAIN BOOTHS. WATER AND SEWER IS AVAILABLE IN SOME BOOTHS, LIMITED POWER IN COMMERCE ANNEX AND NEW EXHIBIT BUILDING.

ALL COMMERCIAL EXHIBITORS WILL BE CHARGED AN ELECTRICAL USER FEE:
THE ESTABLISHED FEE WILL BE **\$37.50** FOR THE FIRST 10' X 10' BOOTH AND **\$25.00** FOR EACH ADDITIONAL 10' X 10' BOOTH **PER CONTRACT**.

IF YOU SELL, WRITE A CONTRACT, OR TAKE MONEY, YOU NEED TO PAY A SELLING PRIVILEGE FEE IN ADDITION TO THE PRICE OF THE BOOTH (EXCEPT FOR COMMERCE ANNEX AND NEW EXHIBIT BUILDING)

SELLING PRIVILEGE:

COST:

STRAIGHT SALES	-	\$ 320.00
PITCH SALES	-	\$ 480.00

COMMERCE BUILDING: (INSIDE)

COST:

CORNER BOOTH	10' X 10' -	\$ 850.00
IN LINE BOOTH	10' X 10' -	\$ 770.00

INDUSTRY COMMERCE BUILDING: (INSIDE)

COST:

CORNER BOOTH	10' X 10' -	\$ 800.00
IN LINE BOOTH	10' X 10' -	\$ 710.00

GROUNDS AREA (OUTSIDE)

THIS AREA , LIGHT AND CANOPY.

COST:

CORNER BOOTH	10' X 10' -	\$ 800.00
IN LINE BOOTH	10' X 10' -	\$ 750.00

COMMERCE ANNEX (limited power in some areas)

COST:

CORNER OR IN LINE 10' X 10'	\$ 750.00
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(selling privilege included in price)

NEW EXHIBIT BUILDING (limited power in some areas)

COST:

CORNER OR IN LINE 10' X 10'	\$ 750.00
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(selling privilege included in price)

February 5, 2010

Dear Commercial Exhibitor:

The staff of the Big Fresno Fair are pleased that you have expressed an interest in being a part of our fair.

We have enclosed an application for your convenience. Here are a few items you should be aware of as you fill out the application.

All exhibitors will be required to file an application each year.

All proposed products **must be listed** with brand names and prices before your application will be considered. If you are not selling, the type of services must be listed.

All Commercial Exhibitors will be required to display their product in a pleasing professional manner. All tables must have skirting. No clothes hangers please, except when displaying clothing. It is suggested you use floor covering in your booth. It helps dress up the booth and makes the area more appealing.

All Commercial exhibitors must be set up by 11:45 P.M., Tuesday, October 5, 2010

NO EXHIBITOR WILL BE PERMITTED TO DISMANTLE OR REMOVE ANY PORTION OF THE EXHIBIT PRIOR TO 10:30 P.M. on closing night. The entire exhibit must be removed by 5 P.M. Monday, October 18th. After that time storage fees may be charged.

If a contract is issued a certificate of insurance must be on file, in our office, by August 1, 2010, The amount of liability required by the State of California is \$1,000,000.00. Special event insurance is available through the Fairgrounds Office for **\$130.00**

Payment of an assigned space is as follows: 50 percent of the space rent and selling privilege is due 14 days after the **date of the contract**, with the balance due by **September 1, 2010**. **Only Cash**, Cashier Check, Money Order or Credit Card will be accepted after September 1, 2010. **NO PERSONAL CHECKS.**

THE FOLLOWING ARE INFORMATION ITEMS:

ADVERTISING NOVELTIES & GIVEAWAYS: Distribution of advertising novelties, other giveaways and food sampling requires advance permission from the Exhibit Office. Inflated balloons & bottled water will not be approved for distribution.

LICENSES AND PERMITS: The exhibitor is responsible for securing proper sales tax permits, California State Board of Equalization permit, and any other requirements by the State of California that apply.

EXHIBIT MAINTENANCE: Booths must be kept attractive and clean and ***STAFFED DURING ALL HOURS THE FAIR IS OPEN.*** Exhibit personnel, while conducting business, must remain inside the space designated by the contract. Soliciting in other areas is strictly forbidden and violators are subject to contract cancellation and forfeiture of fees.

BOOTHS: The back wall is eight feet tall; side walls are three feet tall. Installation of displays in excess of the height of the side walls provided is permitted, as long as that portion of the display does not protrude more than forty-eight inches from the back wall. The height of the display should not exceed eight feet. Any display that would exceed eight feet must be reviewed and approved by Exhibit Office. While the name of the organization or business should be predominantly displayed, remember that no decorations may be hung from the frame, drapery or canvas supplied through the fair.

UTILITIES: 120 volt, 20 amp outlet all booths, 208 volts certain booths. Water and sewer in some booths.

The above requirements are for the benefit of the fair goers and for you. It is our feeling that we must provide a varied and interesting selection of products and services to our fair goers. If too many exhibitors have the same product, this selection becomes minimal and no one does well.

A NON-REFUNDABLE FEE OF \$25.00 MUST ACCOMPANY EACH APPLICATION BEFORE APPLICATION WILL BE CONSIDERED.

Thank you

Fresno Fair Exhibit Office