

SONOMA-MARIN FAIR * PETALUMA, CA
*****2024 SPACE INFORMATION AND RENTAL RATES*****

2023 ATTENDANCE 48,422: "PAY-ONE-PRICE" GATE - All non-motorized entertainment and carnival rides are included with admission. There may be some pay-to-play attractions.

DATES: June 20 – 23 (Thursday through Sunday). All booths must be staffed all four days. Fines may be imposed if the booth is not staffed as required. See the hours below.

THEME: "Cow-A-Bunga."

INDOOR COMMERCIAL EXHIBIT SPACE: All indoor spaces are 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 a single electrical outlet. The Fair Administrative Office must be notified if you want the outside side rails installed (on corner spaces only).

All applications require a photo of your setup. The 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**). Do not place zip ties through the drape.

Rental rates: 10' x 10' space = \$400.00; 10' x 10' corner space = \$500.00.

20' x 10' space = \$800.00 (without a corner space); 20' x 10' space = \$1,000.00 (with a corner space)

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

All outdoor spaces are uncovered. **All applications require a photo of your setup, which the Fair Board shall review. Exhibitors must stay within their 10' x 10' space and not utilize tarps other than for security purposes after Fair closing—also, added wings on your 10' x 10' space is not permitted. Exhibitors on poles must allow access to light switches.** Exhibitors must provide a booth and tables, chairs, covering or tenting for the 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 = \$670.00; In front of Main Shopping Pavilion = \$600

Spaces are measured in 10' x 10', 20' x 10' (Space 19 – 20' x 10' is \$880), 20' x 10', etc., and rates are adjusted accordingly. Some depths may vary, and prices are set accordingly.

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

INSURANCE: All exhibitors must carry insurance coverage of not less than \$1,000,000 CSL, including all requirements set forth by the State, as per 4th 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 the California Fairs Service Authority (CFSA) for approximately \$120 per exhibitor or \$145 per food vendor. Further information regarding the instructions and rates will be provided with the contract.

PARKING: Fairtime is determined to be the Monday before the Fair to the Monday after the 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 four days). Additional Main lot parking passes cost \$20. If you have an RV, Grove, and Livestock parking with a 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 RV and daily vehicle parking is available inside the grounds (Grove Area or Livestock). RVs/trailers with electric and water hook-ups are \$245.00. Fairtime Grove Area vehicle parking pass is \$80.00. Livestock Parking is \$35. To park inside the Fairgrounds, you must have a paid RV. Fairtime stock truck parking is \$175.00 (no utility hook-ups or sleeping inside the stock truck).

FAIR HOURS: All booths must be staffed all four days, and the Fair hours depend on whether they are inside or outside. The schedule below will be in effect for the 2024 Fair. **Inside Commercial Exhibitors close their booth based on the time the building closes, and outdoor commercial vendors close their booths based on when the fair closes.**

DAY	GATES OPEN	(INSIDE VENDORS)	(OUTSIDE VENDORS)
		BUILDINGS CLOSE	FAIR CLOSES
Thursday	3:00 pm	10:00 PM	11:00 PM
Friday	NOON	10:00 PM	MIDNIGHT
Saturday	NOON	10:00 PM	MIDNIGHT
Sunday	NOON	10:00 PM	10:00 PM