

# COMMERCIAL EXHIBITORS INFORMATION



June 20 - July 8

## ALAMEDA COUNTY FAIR

4501 PLEASANTON AVENUE • PLEASANTON • CA • 94566 • PHONE (925) 426-7600  
[www.AlamedaCountyFair.com](http://www.AlamedaCountyFair.com)

# EXHIBITORS INFORMATION

## DATES

Wednesday, June 20<sup>th</sup> through Sunday, July 8<sup>th</sup>, 2012.

## EXHIBIT SET-UP

Exhibits must be set up and in complete readiness for exhibit by no later than 6:00 P.M., on June 19, 2012, the day prior to the opening Fair.

## HOURS

The Fair is scheduled to be open Tuesday through Thursday from 11:00 A.M. to 10:00 P.M., except for the 4th of July from 10:00 A.M. - 9:00 P.M., and Friday through Sunday from 10:00 A.M. to 10:00 P.M. The Fair will be closed on Mondays.

Exhibits must be staffed at all times. Failure to staff exhibits during open hours of Fair may be cause for cancellation of contract.

## PAYMENT

A 50% deposit of total booth costs is required with all contracts issued for space reservations and deposit must be made within 10 days of date of contract. Balance due and payable on or before May 1, 2012. Failure to comply may result in cancellation of contract by Fair Management.

## INSURANCE REQUIREMENTS

All Exhibitors must provide a certificate of liability insurance with a minimum amount of \$1,000,000 that includes a required additional insured clause. Exhibitors may purchase liability insurance through the Alameda County Fair's Insurance carrier.

## ELECTRICAL, WIRELESS INTERNET & TELEPHONE

Fair will provide one standard 110v/500w electrical outlet per booth. Exhibitors must provide all electrical cords, lights, etc. Additional electric and wireless internet can be ordered through the Fair. Contact AT&T Temporary Services at 800/750-2355 to arrange for a temporary phone line.

## LIMITATIONS

Fair Management reserves the right to limit the number of booths and locations of booths to an exhibitor.

Use of any audio equipment must be approved by Fair Management. Exhibitors utilizing audio equipment of any nature may be required to purchase additional adjoining booths in order to contain public within exhibit area and prevent impeding of traffic flow in aisle ways. Fair Management retains prerogative of shutting down any sound equipment when audio level exceeds that approved by management.

All give-aways from Commercial Exhibit booths must first be approved by Fair Management and comply with all regulations as set forth by Fair Management.

Fair Management shall have final decision in these requirements.

## BOOTH SPACES

Indoor exhibit spaces unless otherwise specified are 10' x 10'. Backdrop draperies are 8' high, side draperies 3' high. No display is to be higher than 8 feet.

All policies as established for Exhibitors will be provided at the time contracts are issued in "Addendum to Agreement for Exhibit Space."

## BUILDING B

Inline Booth ..... \$1,550.00

End of Aisle Booths..... \$1,950.00

Except:

B13, B14, B27, B28, B40, B52,

B63, B75..... \$2,050.00

B8, B9, B21 (12'X 8') ..... \$2,150.00

B3, B10, B20, B26 (15'X 8') ..... \$2,700.00

B11 ..... \$3,850.00

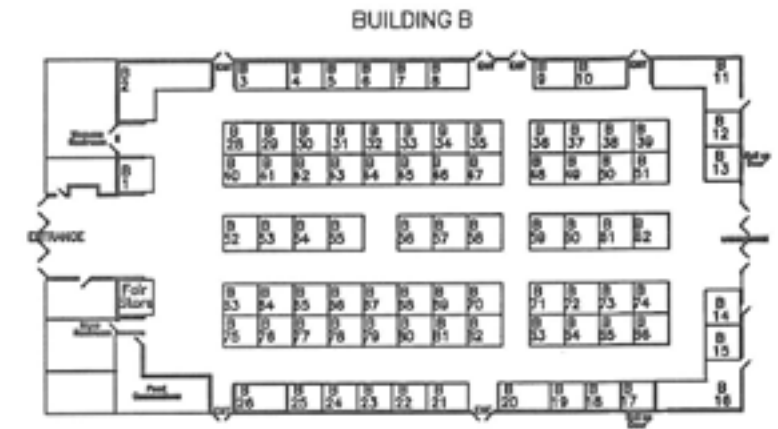
B1, B2, B15, B16, B52,

B53, B61, B62 ..... negotiated prices

Booths B1, B12-B15, B27, B52- B62 are 10'x10'.

Booths B4-B7, B18- B19, B22-B25 are 10'x8'.

Booths B28-B51, B63- B86 are 10'x9'.



## BUILDING R

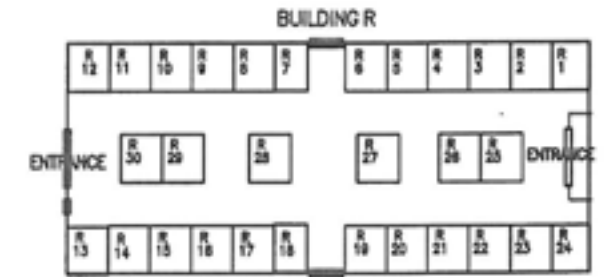
Inline Booths ..... \$1,275.00

End of Aisle and Center Booths ..... \$1,375.00

Booths are 10'x10' except:

Booths 6, 7, 18 and 19 which are 8'x 10'.

All booths have standard 8' high draperies along back wall and 36" side panels, EXCEPT center booths have 36" side panels around



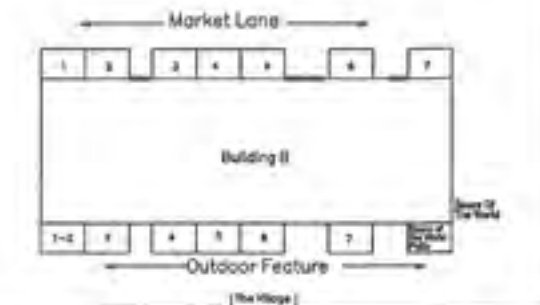
## MARKET LANE

All spaces outdoors.

Space 1 (10'x 20') ..... \$3,300.00

Space 2-6 (10'x 18') ..... \$1,100.00

Space 7 (10'x 18') ..... \$1,375.00



## OUTDOOR FEATURE AREA

All spaces outdoors.

Approximately 10'x 10' ..... \$1,100.00

## THE VILLAGE

All spaces outdoors, canopies provided, Approximately 10' x 10' ..... \$1,150.00

## COMMERCE WALKWAY

All spaces outdoors, canopies provided, Approximately 10' x 10' ..... \$1,100.00

## COUNTRY MARKET

All spaces outdoors, approximately 10' x 10' unless otherwise noted.

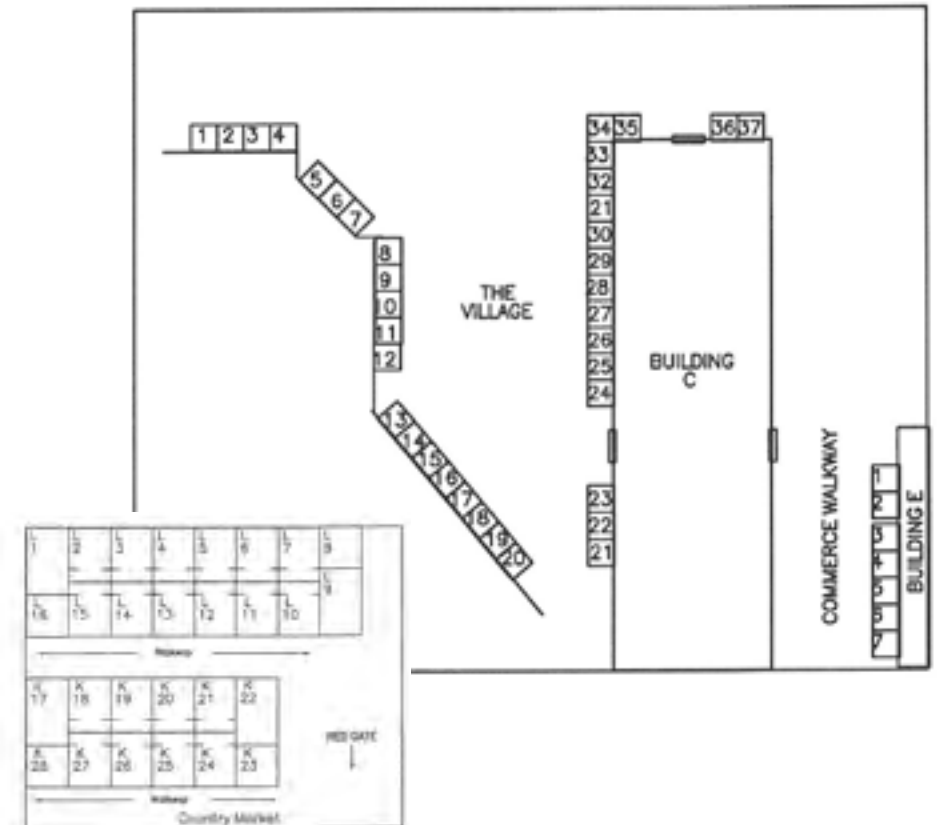
Spaces L1, L9, K17, K22 (10'x 18') ..... \$1,375.00

Spaces L8, L16, K23, K28..... \$1,050.00

Spaces L2-L7, L10-L15, K18- K21, K24-K27 ..... \$1,000.00

## OTHER OUTDOOR EXHIBIT AREAS

All exhibit space fees will be determined by Fair Management based on location and size.



# COMMERCIAL EXHIBIT SPACE RENTAL RATES

Alameda County Fair reserves the right to negotiate rates with corporate organizations for participation in the Fair.

## BUILDING A

Air Conditioned Building

Inline booths (10'x 10') ..... \$1,550.00

End of Aisle Booths (10'x 10') ..... \$1,950.00

Except:

Booths A13, A15, A83, A107

(10'x 10') ..... \$2,050.00

Booths A1, A27, A29, A41

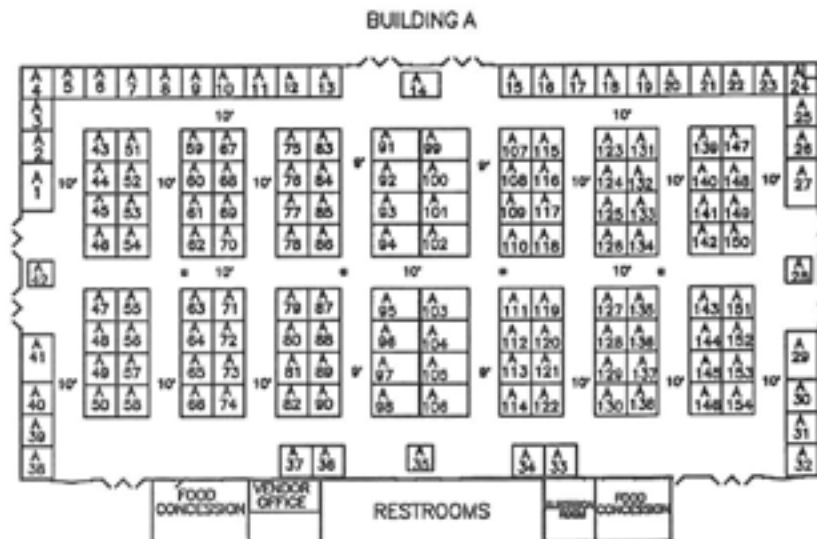
(10'x 15') ..... \$2,750.00

Booths A28, A35, A42

(8'x 8') ..... \$2,050.00

Booth A14 (12'x 8') ..... \$2,750.00

Booths A91- A106 (10'x 15') ..... negotiated prices.



For additional information contact:

**TERRI THUT, Commercial Exhibit Coordinator**

ALAMEDA COUNTY FAIR · 4501 PLEASANTON AVE., PLEASANTON, CA 94566

PHONE (925) 426-7509 · Terri@AlamedaCountyFair.com

- SHOPPING AREAS**
- A** Shopping Pavilion
  - B** Exhibition Hall
  - K** Country Market
  - L** Country Market 2
  - R** Commercial Shopping

- STAGES**
- 1** Amphitheater
  - 2** Bandstand Stage
  - 3** Park Place Stage
  - 4** Family Fun Stage
  - 5** Festival Square Stage
  - 8** Dance Depot

- EXHIBITS**
- C** Food & Fiber Art
  - D** Science & Outdoor Adventures
  - E** Small Animals
  - F** Model Railroad

- G** Antique Farm Equipment
- J** Livestock Exhibits
- O** Minerals, Gems, Hobbies
- P** Agriculture
- Q** Floriculture and Wine

- ATTRACTIONS**
- 5** Horse Racing
  - 5** Festival Square
  - 6** AgVenture Park
  - 7** Kids Park
  - 9** Carnival
  - 10** BBQ Country Corral

- FOOD & BEVERAGE**
- T** Palm Pavilion/Red Lion Pub
  - 11** Hussongs Cantina
  - 11** Trackside Terrace
  - 11** Food Courts

**ADMIN OFFICES**

- +** Guest Services
- I** 4-H
- M** Security
- U** Exhibits
- V** Human Resources
- W** Main Office




- LEGEND**
- Buildings
  - Fair-Store
  - Restrooms
  - ATM machines
  - Walkways
  - Driveways
  - Parking
  - Lawn Areas
  - Information
  - First Aid
  - Picnic Areas
  - Guest Services
  - Pedestrian Entry Gates
  - Administrative buildings
  - Food and Beverage
  - Directional Gate Lines