



JUNE 16-JULY 9
BEST. SUMMER. EVER.

Commercial Exhibit Vendor Information & Rates

Thank you for your interest in Commercial Exhibit Vendor space for the 2017 Alameda County Fair. Please review this information, complete the **2017 Commercial Exhibits Application** and return it to the Alameda County Fair to be considered for space in the 2017 Fair.

Please list a full description, including brand names, of all the products to be sold or the service to be promoted. Applications without photos will not be considered.

Exhibit space is subject to availability. All applications will receive due consideration. All decisions to select exhibitors for contracted exhibit space shall be at the sole discretion of the Alameda County Fair Association, which reserves the right to contract with businesses that display unique and innovative products and services.

Exhibit selection begins in March and continues until all space is allocated. You will be contacted at that time if a space becomes available for your particular product or service. After that time, spaces will continue to be filled from the wait list as cancellations occur.

For more information, please read the 2017 Fair Commercial and Concessions Handbook.

2017 Fair Dates

June 16 – July 9

Fair is CLOSED on June 19, 20, 26 & 27

Vendor Set up

June 14 – 15, 2017 from 8:00 AM to 6:00 PM

Payment

50% of rental fees due with signed contract within 10 days of date of contract. Balance of rental fees due by May 1, 2017.

Insurance Requirements

All vendors are required to provide a certificate of insurance coverage for general liability in the amount of at least \$1,000,000. The certificate must include the required additional insured clause. Insurance to meet this requirement can be purchased for \$150.

Electric

Each contracted space includes 500 watts of electricity. Additional electric, if available, can be ordered on the Equipment Order Form included with the contract.

Decorating Services

Decorating services are provided by the Alameda County Fair. Indoor booths have Red, White and Blue Drapes (no exceptions). An Equipment Order Form will be included in the contract to order Wi-Fi, equipment, additional electrical.

Audio Equipment

All use of audio equipment must be approved by Fair Management.

Giveaways / Sampling

All giveaways must be approved in advance. Balloons, stickers, light ups are not allowed. Sampling of food or drink items must be approved and are limited in size. Alameda County Health Permit is required for sampling of food products.

Contact

Melanie Johnston

Senior Event and Commercial Exhibit Coordinator

Phone: (925) 426 - 7507 Fax: (925) 426 - 5107

Email: MJohnston@AlamedaCountyFair.com



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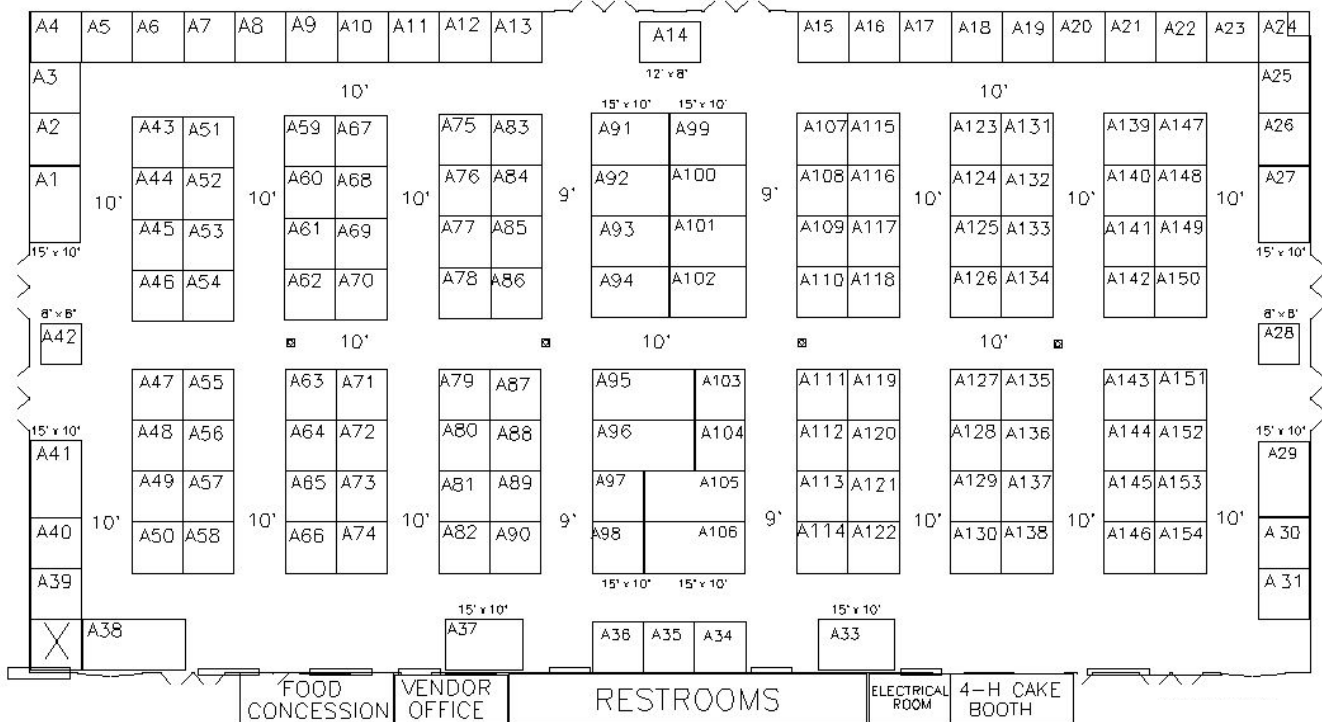
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Commercial Exhibit Space Rates

BUILDING A

Location	Size of Booth	Price per Booth
In-line Booths	10'x10'	\$1,975.00
End of Aisle Booths	10'x10'	\$2,300.00
A13, A15, A46, A47, A83, A107	10'x10'	\$2,565.00
End of Aisle Booths	10'x15'	\$3,140.00
A14, A91-A106 (Sponsorship)	12'x8' & 10'x15'	Negotiated

BUILDING A





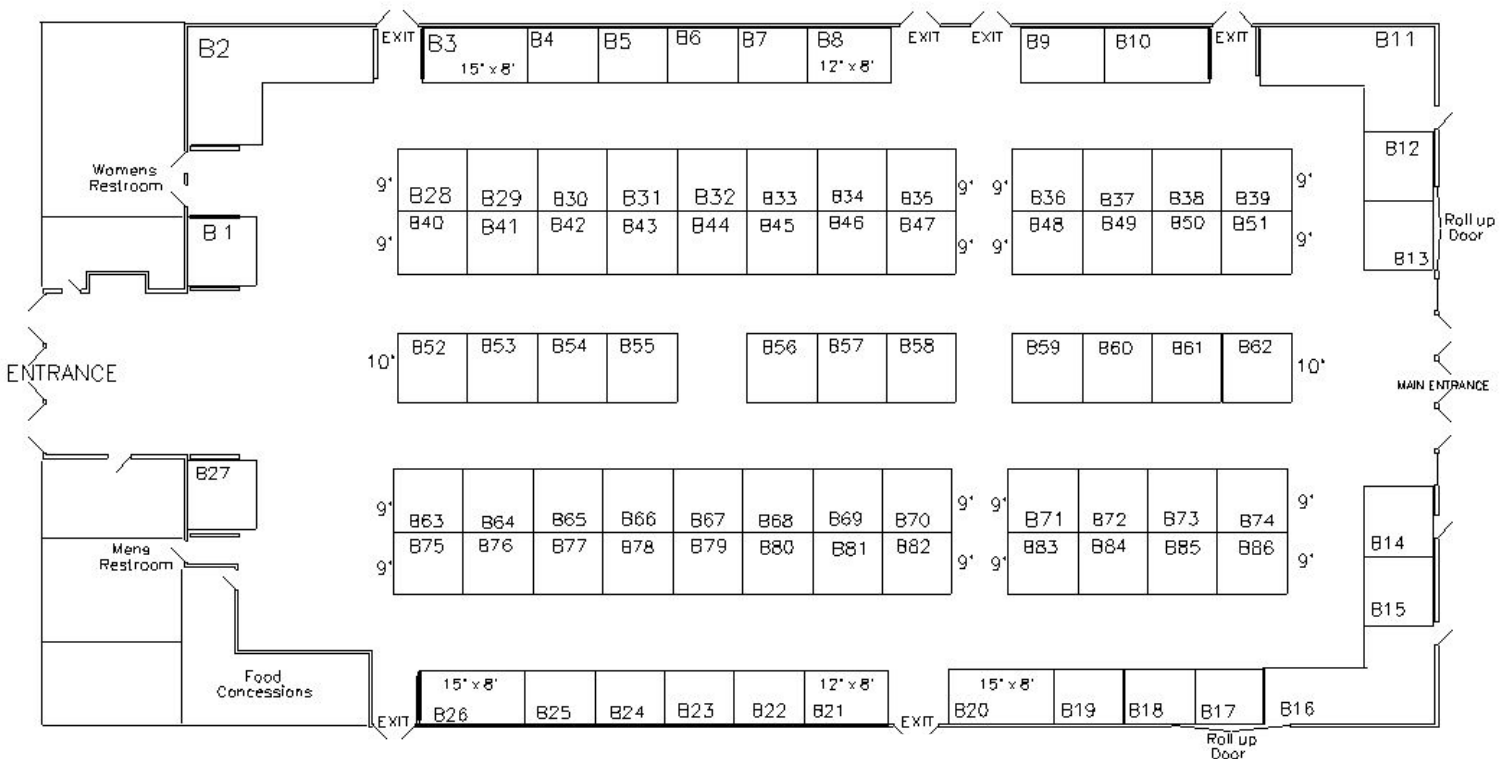
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Building B

Location	Size of Booth	Price per Booth
In-line Booths	10'x8', 10'x9' & 10'x10'	\$1,975.00
B35-B36, B47-B48, B70-B71, B82-B83, B55-B56, B58-B59	10'x9' & 10'x10'	\$2,300.00
B8, B9, B21	12'x8'	\$2,500.00
B13, B27, B28, B39, B40, B51, B63, B74, B75, B86	10'x9' & 10'x10'	\$2,550.00
B3, B10, B20, B26	15'x8'	\$3,050.00
B1, B2, B14, B15, B22, B23, B52, B53, B61, B62 (Sponsorship)	Varies	Negotiated

BUILDING B





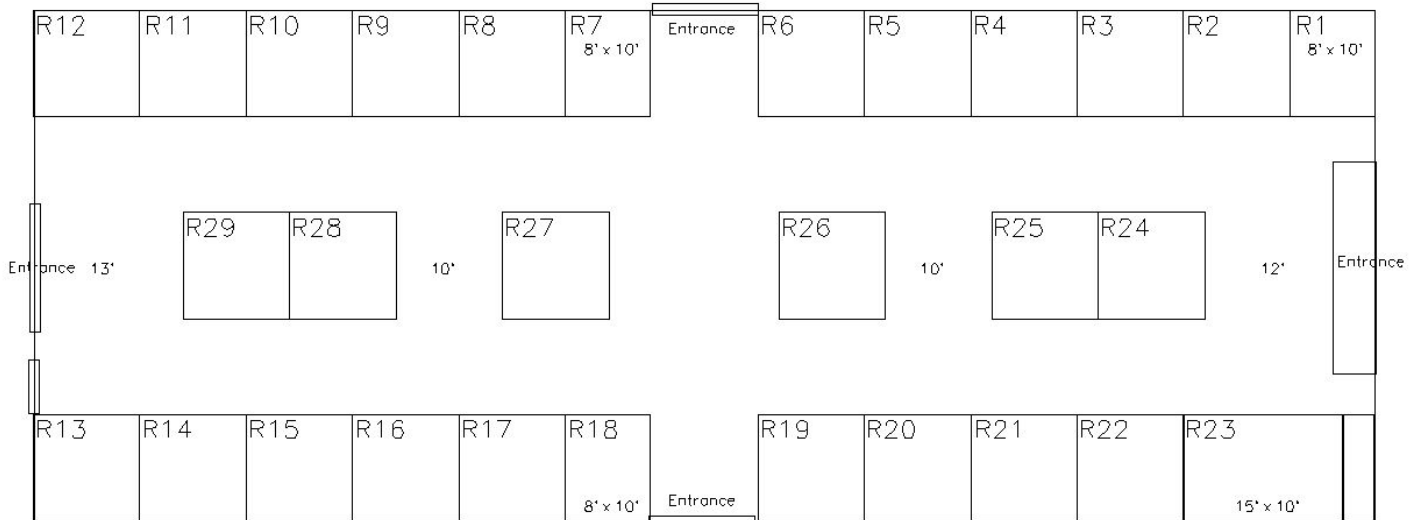
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Building R

Location	Size of Booth	Price per Booth
In-line Booths	10'x10'	\$1,630.00
End of Aisle Booths	10'x10'	\$1,650.00
Center Booths	10'x10'	\$1,675.00
Inline Booth R23	15'x10'	\$2,225.00
R19, R20, R21 (Sponsorship)	10'x10'	Negotiated

Building R





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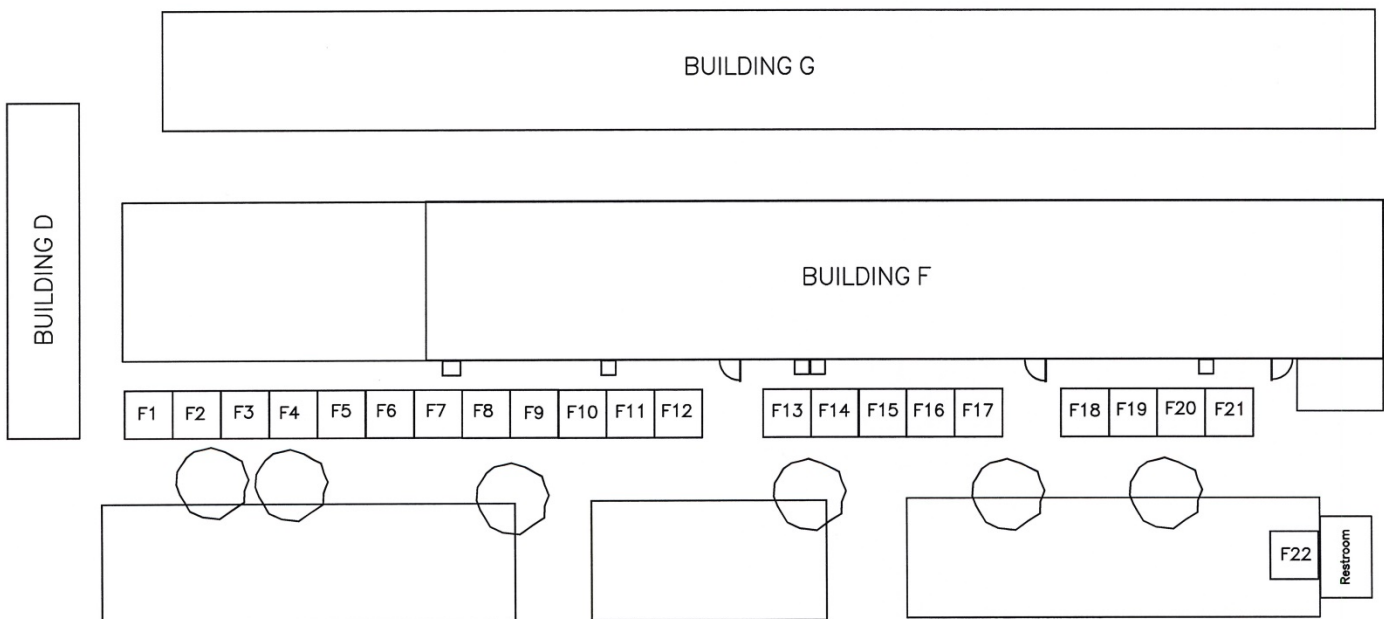
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Artist Alley

50% of items sold in booth must be handmade, original work.

For more information on Artist Alley, please review the *Artist Alley Guidelines*.

Weeks Available	Price Per Booth	Size of Booth	Number of Days	Move Out Date
June 16 - 18	\$250	10'x10'	3	6/19/17
June 21 - 25	\$325	10'x10'	5	6/26/17
June 28 - July 9	\$780	10'x10'	12	7/10/17
June 16 - July 9	\$1300	10'x10'	20	7/10/17





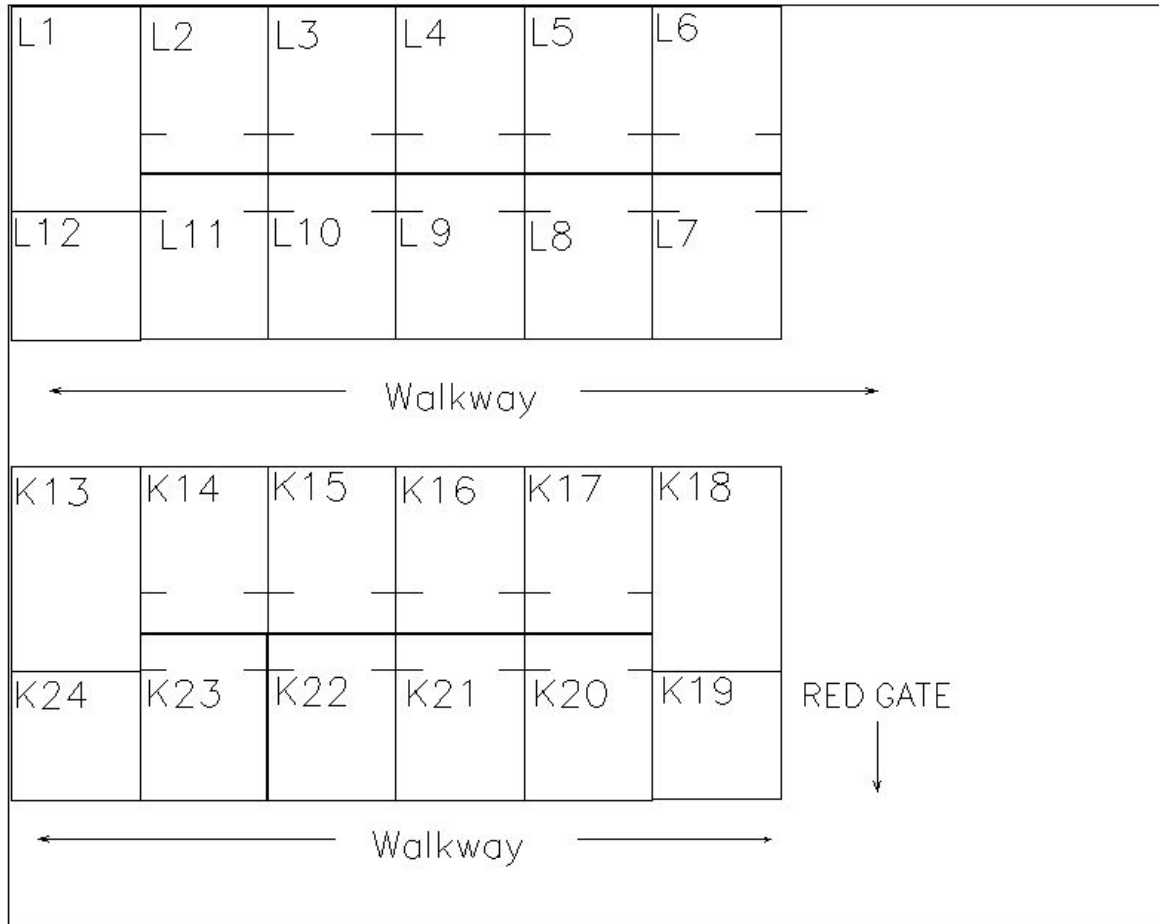
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Country Market

Location	Size of Booth	Price per Booth
L2-L5, L8-L11, K14-K17, K20-K23	10'x10'	\$1,200.00
L6, L7, L12, K19, K24	10'x10'	\$1,250.00
L1, K13, K18	10'x18'	\$1,615.00

COUNTRY MARKET



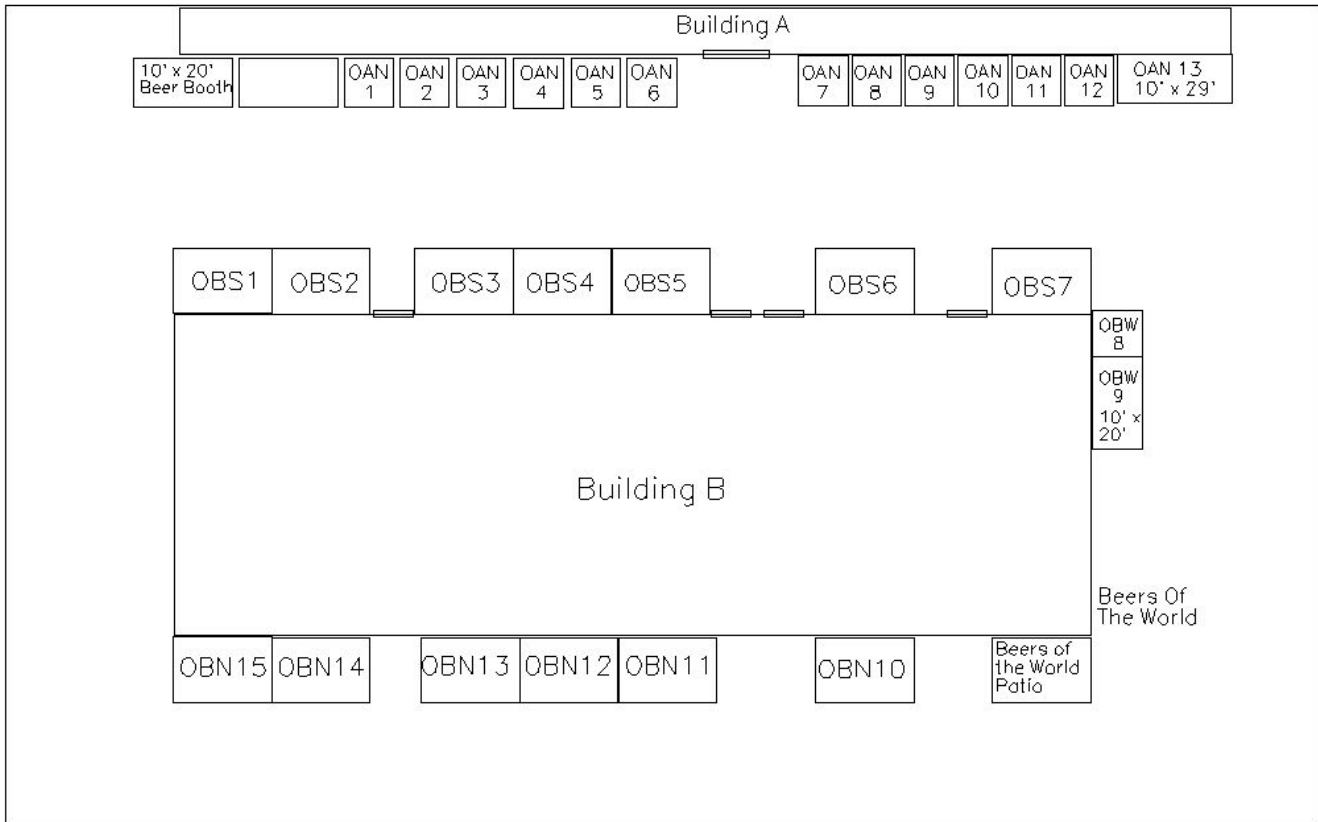


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Outdoor Exhibit Area

Location	Size of Booth	Price per Booth
Outdoor Spaces	10'x10' & 10'x20'	Negotiated



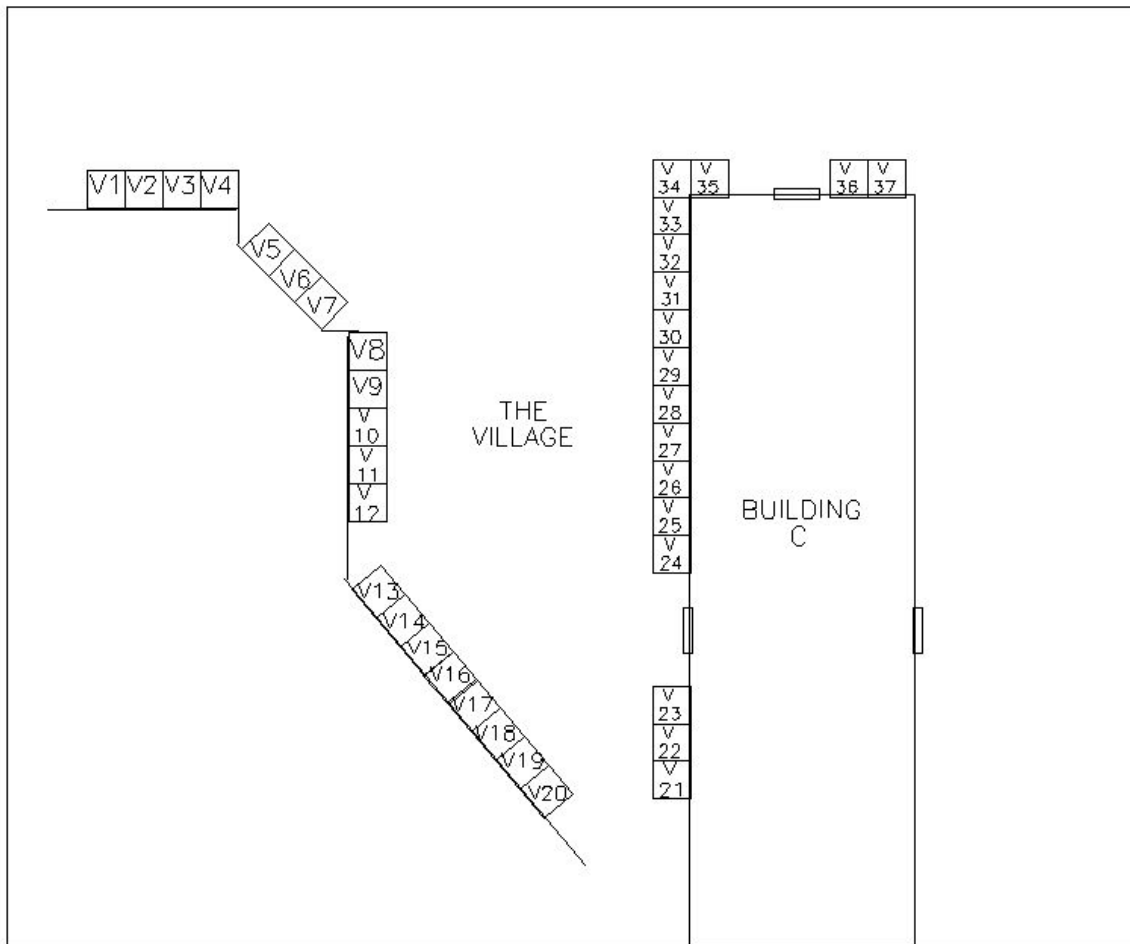


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The Village

Location	Size of Booth	Price per Booth
Outdoor Spaces w. canopies	10'x10'	\$1,375.00



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