



## **GENERAL INFORMATION - what you need to know before applying for space.....**

### **Fair Dates/Hours**

**August 30 – September 22, 2019**

#### **Opening weekend – August 30 – September 2**

Friday, August 30      noon – midnight (Expo Halls close at 11 p.m.)  
Saturday, August 31    10 a.m. – midnight (Expo Halls close at 11 p.m.)  
Sunday, September 1   10 a.m. – midnight (Expo Halls close at 11 p.m.)  
Monday, September 2   10 a.m. – 10 p.m.

#### **September 4 – 22**

Mondays & Tuesdays – CLOSED

Wednesday      noon – 10 p.m. (Expo Halls close at 10 p.m.)  
Thursday        noon – 11 p.m. (Expo Halls close at 10 p.m.)  
Friday            noon – midnight (Expo Halls close at 11 p.m.)  
Saturday        10 a.m. – midnight (Expo Halls close at 11 p.m.)  
Sunday          10 a.m. – 10 p.m. (Expo Halls close at 10 p.m.)

*\*hours subject to change*

#### **Booth Space includes:**

- Pipe and drape for side and back walls (indoor space). Back walls are 8' high and side walls are 8' high in all Expo Halls.
- Canopy/Tent for most outdoor spaces.
- Standard electricity – 110V, 20amps (per booth).
- Admission and parking passes for staff.

#### **Additional Charges**

- Telephone/POS, internet, additional admission and parking passes.
- Electrical needs in excess of 110V, 20 amps.

#### **Booth Space Guidelines**

- Inside signage must not exceed the 8' pipe and drape. If your booth is against a wall, signage can go as high as 10' along the sides and the back.
- **No canopies** of any kind are allowed inside the Expo Halls as per L.A. County Fire Department regulations.
- All business dealings are to be conducted within the confines of the assigned booth space, not in the aisles/streets. In addition, **NO booth display shall extend into the aisles/streets.**
- **Hand written signs are strictly prohibited.**
- Tables must be professionally covered and draped to the floor.
- **All booth spaces must be staffed at all times – if you need to take a break, make sure your booth is staffed.**
- Refund policies must be posted in the booth space at all times.

## **Insurance**

If a contract is offered, vendors are required and must provide LACFA with proof of general liability insurance of no less than \$1,000,000; independent amusement operators - \$2,000,000. The policy shall name the County of Los Angeles, LACFA, the L.A. County Fair, and their agents and/or employees as Additional Insured. The policy must also name the LACFA as the Certificate Holder with the Fair's address (1101 W. McKinley Ave. Pomona, CA. 91768). Policy must be in effect for duration of dates that vendor occupies the grounds.

If you do not have your own insurance you may purchase a temporary policy for **\$120.00 per booth (and \$70 for each additional location)** through LACFA. ***\*Deadline to purchase August 19, 2019***

Vendors must also maintain Worker's Compensation insurance for all paid employees as required by California law and must provide a copy to remain on file with the Commercial Sales Office.

## **California Sellers Permit**

All vendors are required to obtain a seller's permit with the State Board of Equalization with the following address listed on it: 1101 W. McKinley Ave., Pomona, CA. 91768 (If you do not have a seller's permit you can apply for a temporary permit online at <https://efile.boe.ca.gov/ereg/index.boe>. *If you are lead generating a seller's permit is not required.* You are also required to keep a copy of this permit in your booth.

## **Contractor's License**

Please provide a copy of your contractor's license should this apply to your type of business.

## **Booth Payment Information**

Booth payments are not required with your application. Should a contract be issued, booth payments are as follows:

Deposit – \$1000 deposit

Remaining balance is split up into three payments and will be outlined in the contract agreement.

## **On-Site Storage**

Limited storage space is available inside the Expo Halls. Storage requests are granted on a first come, first serve basis. Request forms will be available from the Commercial Sales office at a later date.

## **Accommodations**

Convenient on-site accommodations are available for all contracted L.A. County Fair vendors at a special rate. Please call for details.

Fairplex KOA – 909-865-4318

Fairplex Sheraton – 909-622-2220



## 2019 APPLICATION FOR COMMERCIAL BOOTH SPACE

August 30 to September 22, 2019

I am a - New Vendor \_\_\_\_\_ or Returning Vendor\* (from 2018) \_\_\_\_\_ (please check one)

\*If returning, how many years? \_\_\_\_\_

If you are a New Vendor, how did you hear about LA County Fair? \_\_\_\_\_

Would you be interested in **FREE** advertising in the Passport to Savings coupon book? Yes \_\_\_\_\_ No \_\_\_\_\_

### BUSINESS INFORMATION

Legal Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website/Instagram: \_\_\_\_\_

Primary Contact (name that will appear on the contract): \_\_\_\_\_

On-Site Representative: \_\_\_\_\_ Phone Number: \_\_\_\_\_

**California Seller's Permit and/or Contractor's license if applicable will be required should a contract be issued.**

**Insurance:** Each contracted vendor must provide LACFA a certificate of general liability insurance of no less than \$1,000,000. Please check the form of insurance that you will be providing:

Own insurance policy (Name of insured must match business name on the application) \_\_\_\_\_ Purchase through LACFA\* \_\_\_\_\_

**\*Deadline to purchase through LACFA is August 19, 2019**

**Utilities:** Electrical (110V, 20amp) is provided for each booth. Should your electrical requirements be in excess of what is provided, please indicate the following:

Voltage: \_\_\_\_\_ Phase: \_\_\_\_\_ Amps: \_\_\_\_\_ (additional charges will apply)

**Refund Policy:** Provide your 2019 refund policy in the space below. It is recommended that you offer a full refund or exchange to an unhappy guest. Refund policies **MUST** be visible and posted in booth at all times.

\_\_\_\_\_

\_\_\_\_\_

**By signing below, I acknowledge that and understand that this is an application and NOT a contract. I also acknowledge and agree that there is a \$50.00 non-refundable application fee, regardless of the L.A. County Fair's acceptance or denial of this application for a commercial sales space.**

**All sections of this application must be filled out or it will be considered incomplete and will be returned.**

Company Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Company Name: \_\_\_\_\_

**BOOTH SPACE - please fill out this page for each location being applied for**

Please check desired location:

**Indoor Booth Space Request:**

Expo Hall 4 north \_\_\_\_ Expo Hall 4 south \_\_\_\_ Expo Hall 6 \_\_\_\_ Expo Hall 7 \_\_\_\_

Size: \_\_\_\_\_ Inline \_\_\_\_ Corner \_\_\_\_ End Cap \_\_\_\_

**Outdoor Booth Space Request:**

Ash St. \_\_\_\_ Birch St. \_\_\_\_ Elm St. \_\_\_\_ Sycamore St. North \_\_\_\_ Pepper St. \_\_\_\_

Plaza de las Americas \_\_\_\_ other \_\_\_\_\_

Size: \_\_\_\_\_ Inline \_\_\_\_ Corner \_\_\_\_

If you would like the same space, please provide the space number. \_\_\_\_\_

**All efforts are made to accommodate space requests however there is never a guarantee.**

**Booth Presentation Request (all are subject to approval by LACFA)**

Microphone/Audio/Visual (tv, music) Yes \_\_\_\_ No \_\_\_\_ What type of A/V equipment? \_\_\_\_\_  
 Sampling Yes \_\_\_\_ No \_\_\_\_ What product(s)? \_\_\_\_\_  
 Demonstration Yes \_\_\_\_ No \_\_\_\_ What product(s)? \_\_\_\_\_  
 Giveaways Yes \_\_\_\_ No \_\_\_\_ What item(s)? \_\_\_\_\_  
 Free Draw Yes \_\_\_\_ No \_\_\_\_ Free draw slip must be attached to the application indicating the prize  
 Lead Generate Yes \_\_\_\_ No \_\_\_\_ Lead slip must be attached to the application

**Product/Service List** (all listed products/services are subject to approval)

All products/services that you wish to sell must be listed in the space provided below. Product information must be **brand specific** where applicable.

Product/Service	Price Range	Category – office use only

**For Office Use Only**

	Location	Space Size	Space #	Price
<b>Indoor</b>				
<b>Outdoor</b>				



## Application Credit Card Payment Form

The LACF accepts: Visa, MasterCard, Discover and American Express.

**There is *no* charge for using a credit card.**

The signature on this form must match the signature on the credit card. If any of the signatures are different, you must have written authorization from the credit card holder and a phone number where each party may be reached for confirmation.

Company name \_\_\_\_\_

Contact name \_\_\_\_\_

Name as it appears on credit card \_\_\_\_\_

Authorized signature \_\_\_\_\_

Visa

MasterCard

Discover

American Express

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Card security code *(last three numbers located on the backside of your card)* \_\_\_\_\_

***The credit card above will be processed for the application fee of \$50.***

**Return with application:**

Commercial Sales Department - LACF - 1101 W. McKinley Ave. Pomona, CA 91768  
Phone: (909) 865-4500 - Fax: (909) 623-4368 - Email: CommSales@Fairplex.com



## 2019 LA County Fair space rates

INDOOR LOCATIONS	
<b>Expo Hall 4 -North</b>	<b>Rate</b>
10x10 inline	\$5,000
10x15 inline	\$7,550
10x20 corner	\$12,650
10x20 end cap	\$15,915
<b>Expo Hall 4 -South</b>	<b>Rate</b>
10x10 inline	\$4,500
10x10 corner	\$4,900
10x15 inline	\$6,735
10x15 corner	\$6,990
10x20 corner	\$10,200
10x20 end cap	\$14,790
<b>Expo Hall 6</b>	<b>Rate</b>
10x10 inline	\$4,500
10x20 corner	\$10,510
10x20 end cap	\$13,770
<b>Expo Hall 7</b>	<b>Rate</b>
10x10 inline	\$4,500
10x17 inline	\$7,110
10x20 corner	\$10,510
10x20 end cap	\$13,770

OUTDOOR LOCATIONS	
<b>Sycamore North</b>	<b>Rate</b>
10x10 inline	\$2,245
15x15 inline	\$4,600
15x15 corner	\$5,000
<b>Elm St.</b>	<b>Rate</b>
10x10 inline	\$2,755
10x10 corner	\$2,960
10x15 inline	\$4,185
<b>Pepper St.</b>	<b>Rate</b>
20x20 inline	\$5,900
20x20 corner	\$6,350
<b>Birch St.</b>	<b>Rate</b>
10x10 inline	\$3,700
10x10 corner	\$4,200
10x15 corner	\$5,815
10x20 corner	\$7,345
<b>Ash St.</b>	<b>Rate</b>
10x10 inline	\$3,000
10x10 corner	\$3,200
<b>Plaza de las Americas</b>	<b>Rate</b>
10x10 inline	\$3,200
10x10 corner	\$3,300
10x15 corner	\$4,900
10x20 corner	\$6,020
15x15 corner	\$6,775
<b>Outdoor Living</b>	<b>Rate</b>
Various sizes	Inquire