



***Calling All Artists, Exhibitors, Makers and Collectors!***

Alameda County Fair invites you to participate in Artist Alley, a market place where artisans can showcase and sell their work. Don't miss out on this great opportunity to exhibit your work to thousands of people daily.

**Exhibitor Booths start at only \$250 (10'x10' tented booth for 3 days)**

### Artist Alley Requirements

1. **50% of items sold must be handmade, original work, or something unique.**
2. Alameda County Fairgrounds Artist Alley showcases art in a broad range of media and styles. Including:

Antiques  
Assemblage  
Basketry  
Book Arts  
Ceramics  
Clothing  
Cool items  
Crafts  
Digital art  
Drawing  
Encaustic

Fiber Arts/Textiles  
Furniture  
Glass  
Gourd Art  
Jewelry – Metalsmithing  
Jewelry – Other  
Makers  
Metal Work  
Mixed Media 2D/Other  
Mixed Media 3D/Other  
Mosaic

**Other**  
Painting  
Paper Arts  
Pastel  
Photography  
Printmaking  
Sculpture  
Watercolor  
Woodworking

### 2017 Fair Dates

June 16 – July 9

Fair is closed June 19, 20, 26 & 27

### Payment

50% of rental fees due with signed contract within 10 days of date of contract. Balance of rental fees due by 6/01/17.

### Vendor Set up

Vendors rotate out each week on days fair is closed. Move in happens the day before your week starts. Move out is the night of your last day at fair and the day after.

### Audio Equipment

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

### Decorating Services

Decorating services are provided by the Alameda County Fair. An Equipment Order Form will be included in the contract to order Wi-Fi, equipment, additional electrical.

### Security

The Association agrees to provide reasonable security during the period of the Fair, but shall assume no responsibility for any loss or damage whatsoever.

### 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.

### 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.

### 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.

### Contact

Melanie Johnston, Commercial Exhibit Coordinator  
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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

