



## Alameda County Fair

ARTISAN ALLEY SPACE APPLICATION  
JUNE 15 – JULY 8, 2018

*This application does not automatically reserve exhibit space and is valid for the 2018 Alameda County Fair only.  
All questions on the application must be answered before consideration can be given.*

<input type="checkbox"/> Sole Proprietorship		<input type="checkbox"/> Partnership		<input type="checkbox"/> Corporation		<input type="checkbox"/> Non-Profit Corporation	
Name				Doing Business as / Trade Name (if any)			
State of Incorporation				Federal Taxpayer ID			
CA State Sales Tax (Can be obtained if Contract is offered)				Website			
Mailing Address				City, State, Zip			
Contact Person				Alternate Contact			
Cell Phone		Business Phone		Cell Phone		Business Phone	
E-mail				E-mail			

- **Attach a photo of your display.** List Products or services you are requesting to sell or display. Only professional looking displays will be considered. In order to maintain a balance of Commercial Exhibits, space is offered based on product or service, display, and needs of the Fair, rather than date of application.

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(Attach further description if necessary)

- All activities must be conducted within the lease space. Please indicate all activities you are proposing:
  - Distribute Literature     Food Sampling (describe below)     Give-Away (describe below)
  - Promotion     Use of amplified sound     Drawings (describe below)
  - Order taking     Other: \_\_\_\_\_

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- **RATES** (flat rate - no percentages)  
Rates are based on location, space size, cost per square foot and are for 18 days unless otherwise noted.

• **SPACE & DATES**

Locations are determined by Fair Management. Every attempt will be made to place vendors in a location most favorable for their product or service.

SPACE REQUIREMENTS			
	CORNER		Inline
	10' x 10'		10' x 20'
	10' x 30'		Other:

DATE PREFERENCE		
	JUNE 15 - 17	3 DAYS
	JUNE 20 - 24	5 DAYS
	JUNE 27 – JULY 1	5 DAYS
	JULY 4 – JULY 8	5 DAYS (Fair closes at 6pm on 7/4)
	JUNE 15 – JULY 8	18 DAYS

List one or two shows/fairs in which you have participated:			
Event	Year	Contact Person	Phone Number
Have you ever participated in the Alameda County Fair?		Yes:_____ No: _____	
If yes, list most recent two (2) years:			
Are you applying under the same company/trade name?		Yes:_____ No: _____	

**PLEASE NOTE:**

- Exhibitor, at its sole cost, must provide all furniture, carpet, fixtures, decorations and signs.
- All exhibits must remain open throughout Fair hours. NO EXCEPTIONS
- **If selected, Exhibitor must provide or purchase general liability insurance coverage listing Alameda County Fairgrounds as additionally insured.**

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.

The undersigned agrees to abide by the rules and regulations of the Alameda County Fair Association in the event a commercial exhibits contract is offered. The undersigned further agrees and acknowledges that this is an application for Commercial Exhibit space and NOT a contract.

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Print Applicant's Name

\_\_\_\_\_  
Title / Date

**Please Return Form to:**  
Alameda County Fair Association  
Events Department  
Attn: Melanie Johnston  
4501 Pleasanton Ave.  
Pleasanton, CA 94566

**Please Contact Us with Questions at:**  
[MJohnston@AlamedaCountyFair.com](mailto:MJohnston@AlamedaCountyFair.com)