

Dear Vendor:

Thank you for your interest in the Sacramento County Fair! This year's dates are **May 25-29, 2017**. Since 2012 the Sacramento County Fair has been on a steep growth pattern. We continue to grow the Fair and are pleased with many new and exciting things that we are incorporating in this year's Fair.



Our Fair is a family friendly event that brings families out early to enjoy vendors, entertainment and the safe atmosphere we create. The 2017 fair hours are 10am to 10pm Thursday thru Sunday and 10am to 7pm on Monday. The Commercial Building will now be open all hours of the fair for extended selling opportunities! We have added additional space in our exhibit/shopping building. If your products have anything to do with kids I would suggest that space.

Enclosed is an application for the 2017 fair. Be sure to complete each section and enclose a photo of your booth/display. Please get your application in early our demand exceeds the space we have available. **Incomplete applications will not be processed or considered.**

We will continue to offer commercial vendors great rates for space inside our commercial building. Cost will be \$500.00 for a 10x10 *indoor inline* and \$600.00 for a 10x10 *indoor corner*. There are a limited number of *premium indoor spaces* available please call office for info. **Outdoor** space is \$725.00 for a 10x10 booth and there are no allocated corners (most spaces run consecutively). This provides an opportunity for more vendors to participate and create a fun shopping experience for our guests. For a complete list of rates, please refer to our "Vendor Fact Sheet".

Advance Parking passes are available at a reduced rate on a presale basis only. Parking passes must be purchased before noon on Wednesday, May 24. See Parking Credential request form. Vendor RV parking is also available the daily rate is \$45.00. Please submit Vendor RV registration form.

Remember that space is assigned on a "first come, first serve" basis based upon receipt of fees and required documentation, so complete your application early. With last year's growth we had over 100,000 attendees, and foresee our vendor spaces selling out quickly. All returning vendors who would like to retain their previous location must have completed application submitted before February 17, 2017. **Consideration is given to returning vendors only when complete application is on file.**

The Sacramento County Fair rules and guidelines are available on our website www.SacFair.com for your review. You can use this as a resource for your questions.

We're looking forward to a fun and entertaining year. For additional information please email me at pamelafyock@sacfair.com.

Regards,

PJF

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*Let's Eat, Have Fun & Celebrate the Red, White & Blue during the 81st Annual Sacramento County Fair!
May 25-29, 2017*