



2011 "Gateway to the Sierras" Annual Sportsman's & Outdoor Expo

VENDOR GUIDELINES

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2010 HOURS OF OPERATION & FEES

Friday, September 30, 2011	All Vendors	Noon – 7:00 p.m.
Saturday, October 1, 2011	All Vendors	9:00 a.m. – 7:00 p.m.
Sunday, October 2, 2011	All Vendors	9:00 a.m. – 5:00 p.m.

ADMISSION & PARKING CREDENTIAL INFORMATION

Four (4) Three-day Vendor Credentials and one (1) parking credential will be issued to each vendor. Admission credentials may be used at any admission gate. Be sure your staff is given the correct amount of credentials or are prepared to pay full price at the gates. NO ONE will be permitted on the grounds without credentials. Lost credentials will not be replaced. Parking permits are valid in Vendor Parking Lot only(location to be determined) and once that lot is full, vendors must use public parking.

You must place the parking permit that is in your packet on your dashboard. The permit must include a valid phone number in order to contact you while you are on grounds. If additional cars are needed during your setup, additional 4 hour temporary passes are available at the Blue Gate. These additional passes must also include a valid phone number and must be displayed on the vehicle's dash. If you have fees, insurance or other paperwork to turn in, you will be given a temporary parking pass and you will then proceed to the Fairgrounds Office and you will be helped as staff becomes available. Once cleared at the office you may receive your vendor packet and begin using the full day parking pass.

Entrances: On Grounds vehicles will only be allowed at the following times: Thursday 7:30am – 9:00 pm, Friday 7:30 - 11 am, Saturday 6:30 – 8:00 am & Sunday 7:30 - 9 am. The entrance for vendors who have an admission credential - Blue Gate near Raley's. After these ending times NO VEHICLES WILL BE ALLOWED ON GROUNDS!

AMERICANS WITH DISABILITIES ACT

The Americans With Disabilities Act (ADA) makes it illegal to discriminate against anyone because of a physical or mental impairment. It is the responsibility of each licensee and their employees to adhere to the requirements of ADA. In simple terms, every effort should be made to allow guests with disabilities to participate in the purchase of food or merchandise, receive services, etc. The following specific examples will be of assistance in accomplishing compliance.

All vendors at the Sportsman's Expo must make a special effort to serve guests with disabilities, for example:

- If someone in a wheelchair needs assistance in ordering, examining, or receiving a product, extra effort should be made to assist this person, even if it requires sending an employee outside the exhibit or concession to take their order, show them the product, provide service, or deliver the product.
- Your staff should be prepared to read your product price list and/or menu to a visually impaired guest.

Any questions, comments or complaints should be directed to the Fairgrounds Office.

It is the position of the Sportsman' Expo that all guests be treated in an equal and courteous manner so that they may participate in the fun and enjoyment the Sportsman's Expo offers, while insuring a safe and enjoyable experience for all.

APPEARANCE OF PERSONNEL

Licensee shall be solely and absolutely responsible for the conduct and personal appearance of all personnel in his/her employ. Such employees shall be neatly dressed, orderly and polite in their conduct and speech at all times. Models dressed inappropriately (i.e. bathing suits of any kind, etc.) are prohibited.

Intoxication, use or possession of any controlled substance, or impolite, discourteous or obscene speech or conduct toward, or within hearing range of the public, shall be sufficient grounds for termination of this contract at the sole discretion of Fairgrounds Management.

BAD CHECKS

An administrative fee of \$25.00 will be charged for any check returned for ANY reason.

BEVERAGE CONTAINERS

No glass containers are allowed on the grounds. All beverages must be served in paper cups, cans or plastic bottles.

BOOTH APPEARANCE/DECORATIONS

Licensee is totally responsible for the maintenance and attractive condition of assigned space. Space must be cleaned and put in attractive condition **prior** to the official opening time each day of the Sportsman's Expo. All storage of supplies, boxes, or cases must **be kept from public view**.

Licensee will maintain neat and orderly booths or displays and provide adequate skirting to screen the underneath, rear, and backside storage from public view.

Licensees may decorate their booths or employ an independent firm to do so at their own cost. All materials must be flameproof with final approval resting with the Fire Marshal and local fire safety authorities.

Booth height may not exceed 8 feet if in the center of the room and 7 ½ feet if on a hard wall, and 4 feet on sides, unless prior approval is given by fairgrounds management. **This includes all signs, display materials, and product!** (Please be courteous to your neighbor!) You will be asked to remove such items!

BOOTH FEES

The booth fee is due with return of signed contract and the fees for each booth are determined by the date of your payment. See "Commercial Space Requirements and Fees" for rates and due dates. Contracts returned without payment may not receive their desired booth space.

BUSINESS LICENSES AND PERMITS

All licensees will be required to comply with all applicable licenses & permits.

CLEANING YOUR BOOTH

All booths must be kept clean and orderly at all times. Rubbish must not be swept into aisles except immediately after closing. Do not stack empty boxes, instead break down and place in trash receptacles or outside building entrances after the Expo is closed. Refuse cans are provided outside the exhibit buildings for the licensee's convenience. Please be sure that the cardboard goes in the appropriate containers. When vacating your space, please be sure it is left clean and free of debris.

CLOSING NIGHT / TEAR-DOWN PROCEDURES

The official closing of the 2011 "Sportsman's Expo" is Sunday, October 2nd at 5 pm. **All vendors must remain open until this time - no exceptions!** Any vendors who dismantle their stand or any part thereof prior to 5 pm **will not be invited to return next year**. Detailed instructions will be included in your vendor packets.

Unless otherwise authorized, all exhibit material must be removed from the grounds by Monday, October 3rd by 3pm. Failure to remove exhibit material(s) by this deadline may result in moving/storage fees of not less than \$100.00 per day and material(s) will be subject to disposal at owner expense, at the Fairground's discretion.

Fairgrounds management is not responsible for any merchandise or booth material(s) left on the grounds.

COPYRIGHTED / LICENSED MERCHANDISE

Any Licensee that is selling copyrighted or licensed merchandise must provide documentation upon request that supports their right to sell these items.

ELECTRIC OR GAS CARTS / MOPEDS / SCOOTERS

All carts and mopeds are prohibited on fairgrounds during Sportsman's Expo hours. Such vehicles are considered a safety hazard and Fairgrounds management shall have sole discretion to determine their use and limits on the grounds. **Skateboards or roller skates/blades** are prohibited on the fairgrounds at all times.

EMPLOYEE DISCOUNTS

Licensees are not expected to offer, nor are they obligated to extend, discounted merchandise or food to employees or officers of the Fairgrounds. You are encouraged to notify the Fairgrounds Office if approached or solicited by any employee asking for free or discounted merchandise/food.

EVALUATIONS / VIOLATION SLIPS

Vendors not adhering to written guidelines are subject to violation slips. Please note that each booth must maintain a copy of the Guidelines at all times in their assigned space. Failure to do so will result in a written violation.

It is your responsibility to make your employees aware of the impact these evaluations have on future participation at the fairgrounds. Response to written violations should be provided on the back of the violation slip and returned to the Fairgrounds Office within 24 hours. Violations play an important role when deciding to invite a Licensee back to the our Annual Sportsman's & Outdoor Expo. Licensees are required to comply with any adjustments deemed necessary as a result of an evaluation conducted by the Sportsman's Expo Staff.

FORKLIFTS

Forklifts with operators for unloading heavy material are available upon request through the Fairgrounds Office. Arrangements must be made in advance and for a specific time. The cost of forklift assistance is *\$75.00* per hour or any portion thereof, and payment is the sole responsibility of Licensee. Please note that the Fairgrounds ***reserves the right of first priority*** for use of the forklift.

The forklift will not be available in the Main Building after 9pm on Thursday September 29. The outdoor areas will be dependent on accessibility. Vendors using their own forklifts must be certified to operate on grounds. Fairgrounds staff can revoke the use of forklifts for safety reasons.

GIVEAWAYS

Exhibitors may not give away advertising novelties that compete with concessionaires' merchandise, who have paid for the privilege of selling these items. List intended giveaways on your application as prior management approval is necessary for any giveaway. **If the giveaway is to be a food item or even water, a health permit will also be necessary. All licensees that handle food in the booth (including prepackaged items and sampling) must obtain a health permit from the County of El Dorado. Permit fee is \$135.00 for hazardous items and any vendor that samples food or sells food to eat on premises and \$67.00 for prepackaged items if there is no sampling. Forms can be downloaded by going to: http://www.co.eldorado.ca.us/emd/pdf/TFF_Application.pdf. Return forms and money to EDC Environmental Health c/o Deana Howey, 2850 Fairlane Ct., Bldg C, Placerville, CA 95667. Forms and money must be received by Environmental Health no later than 14 days prior to event opening. If submitted after that date the fess are \$166 and and \$65 respectively.**

HATE AND DISCRIMINATION-FREE

On February 8, 2005, the Mayor of Placerville, declared "that the City of Placerville opposes any acts of bigotry and prejudice against any individuals and declares itself a hate-free and discrimination-free city." In keeping with this declaration, the fairgrounds reserves the right to refuse any vendor that fairgrounds management deems is in opposition to the spirit of this declaration.

HEALTH PERMITS

All vendors that will be selling or sampling food must obtain a valid El Dorado County Health Permit. Permit fee is \$135.00 for hazardous items and any vendor that samples food or sells food to eat on premises and \$67.00 for prepackaged items if there is no sampling. Forms can be downloaded by going to: http://www.co.eldorado.ca.us/emd/pdf/TFF_Application.pdf. Return forms and money to EDC Environmental Health c/o Deana Howey, 2850 Fairlane Ct., Bldg C, Placerville, CA 95667. Questions for Deana can be emailed to deana.howey@edcgov.us. Forms and money must be received by Environmental Health no later than 14 days prior to event opening. If submitted after that date the fess are \$166 and and \$65 respectively.

INCLEMENT WEATHER

In the event of inclement weather, all booths (outdoor locations included) are expected to continue operating as per normal event hours. Licensees are expected to make any necessary provisions for protecting stock from sun, wind, inclement weather, flooding, sprinklers, etc. For Outdoor Vendors, the fairgrounds do not have access to pop-up tops for vendors. Store one in your vehicle for the unexpected. The Fairgrounds is not responsible for damage to booth merchandise.

INSURANCE – GENERAL LIABILITY

- A. Unless otherwise approved by Fairgrounds management, a Certificate of Insurance for general liability is mandatory for all vendors and must be submitted directly from your agent to the Fairgrounds Office.
- B. CFSA Master List - if you have coverage through CFSA and are on their Master List, please provide your number to the fairgrounds office.
- C. Insurance coverage may be purchased through the fairgrounds office. Payment must be made in the form of cash, *business check, Cashier's Check or Money Order only*, made payable to: EDCF. The current rate is \$22.00. (Price subject to change) This should be submitted no later than September 22, 2011.

INSURANCE - WORKMANS COMPENSATION

California State Law Requires: All employers must carry Workman's Compensation Insurance whether you have full-time, part-time or temporary employees. The policy must be current, valid and in force under the name of your legal entity which would be the same as your registration with the California State Board of Equalization, Employment Development Department and the Internal Revenue Service. Employees include ANYONE who is not a legal owner or a legal partner of the business.

LANDSCAPING

No licensee shall cut, trim, damage, or place anything in any of the Fairground's landscaping. **Dumping of waste water or other liquids into landscaping is prohibited.** Violators will be charged time and material for repairs.

MICROWAVE NOTICE

If a microwave is used in food preparation, vendors must post a notice visible to the public to that affect.

OUTSIDE FOOD & DRINK POLICY

Vendors, concessionaires, and their employees will be allowed to bring in a small ice chest, food items and commercially sealed plastic or canned drinks. **(NO ALCOHOL ALLOWED!!)** As a courtesy to your patrons who are not allowed to do this, we ask that you bring in your coolers prior to the Sportsman's Expo opening. Please be prepared to have security check the contents of your ice chest or bags.

PAINTING

No painting of floors, booth backgrounds or space dividers will be permitted without written permission from fairgrounds management.

PARKING

Parking is at a premium on the grounds. Licensees are responsible for advising their employees of all parking regulations.

- * Vehicles will not be permitted within the enclosure of the Fairgrounds at any time fairgrounds management deems necessary. See section "**ADMISSION & PARKING CREDENTIAL INFORMATION**" for details
- * ***Licensees are expressly prohibited from selling, duplicating, or reissuing parking credentials.*** Violators will be removed from the fairgrounds and will be unable to operate at future Sportsman's Expos.

PARKING LIABILITY LIMITATIONS

The Fairgrounds is not responsible for fire, theft, damage to, or loss of vehicles; or articles left therein, on the premises. Any person parking in non-designated areas does so at their own risk, and is subject to towing and storage fees. **Vehicles without a valid parking pass are subject to towing, this includes RV's & Stock Trucks.**

POSSESSORY INTEREST TAX

This rental may create a possessory interest subject to property taxation and the licensee may be subject to the payment of property taxes levied on such interest. In brief, the law states:

"Under State law, a possessory interest is the taxable value for the private use of nontaxable public property. The taxable value of the possessory interest is determined by considering the length of the rental, the rental payments, and the permitted use of space."

PRODUCT SALES/RESTRICTIONS

Only those products listed on the contract may be sold or displayed. If a request to sell certain items on the application is not reflected on the contract, those items were not approved for sale and you may be asked to remove those items from sale. No *substitutions* can be made without prior written approval of management.

Misrepresentation of product or business on the application will result in cancellation of contract.

PROHIBITED ITEMS

The following may not be sold, displayed, or given away on the fairgrounds: Items determined offensive by Fairgrounds Management, in its sole discretion, will be ordered removed.

- **Items referring to alcohol abuse, drug use, violence, pornography, hatred, discrimination or are suggestive in nature. No law enforcement, FBI, or Security t-shirts are to be sold.**
- **Stun guns, switchblades, brass knuckles, high-powered water guns, rubber band toys/guns, fireworks, knives, pyrotechnical equipment and martial arts weapons.**

If you are unsure about an item, please have management's approval prior to offering item for sale.

A fine of \$500.00 per violation applies to the distribution of flyers outside your booth. Advertising by means of posters, handbills, flyers, etc., on buildings, trees, posts, parked vehicles or other places is not permitted, nor will anyone be permitted to distribute advertising material outside their assigned space. Placing of advertising material on or in automobiles on the fairgrounds is specifically prohibited.

Fairgrounds Management reserves the right to determine whether an item is considered offensive or in poor taste, and to prohibit the sale/display of such an item. Failure to comply will result in immediate termination of contract.

RAFFLES/FREE DRAWINGS

Raffles are not allowed to be conducted during the Sportsman's Expo. Free drawings may be conducted within booth space and winners must be drawn by closing day of the Sportsman's Expo. Copies of entry forms and names of all winners must be supplied to fairgrounds management.

REFUND INFORMATION

If a Licensee cancels prior to the Sportsman's Expo, the refund of payments made is as follows:

Fairgrounds Office receives cancellation notice in **writing**:

Less than 30 days prior to Sportsman's Expo – no refund

More than 30 days prior to Sportsman's Expo - minimum 25% retention fee of booth cost

If we are unable to re-sell your space, no refund will be issued. All requests for refunds must be made in writing and are subject to approval by the Board of Directors.

SECURITY/THEFT PROTECTION

The Sportsman's Expo will provide general grounds and building security. Licensee is responsible for any booth left unattended during non-Sportsman's Expo hours. Fairgrounds management will not be responsible for lost, damaged or stolen merchandise.

SELLER'S PERMIT

Any licensee who will be selling or taking orders must obtain a California State Seller's permit number. Any information regarding sellers permits and applications for same are available through the State Board of Equalization. **All licensees must file for this permit and the number must be listed on your agreement.** For further information, contact the State Board of Equalization at 916-255-3350. Vendors without a valid sellers permit during the Sportsman's Expo will be closed down.

SET-UP SCHEDULE

Licensees will be responsible for the installation and disassembling of their own displays. No part of the display should interfere in any way with another exhibit.

Lumber, tools, electrical fixtures, light bulbs, plastic trash liners, paper towels, etc. are **not available** on the fairgrounds. Such material **must** be obtained from local suppliers at Licensee expense.

Set-up dates and times are as follows:

All Vendors: Thurs, September 29, 7:30am – 9pm, Friday, September 30, 6:30 – 11am,
Dates / Hours of set up are subject to change.

If you have ANY questions about your location please contact Fairgrounds Management prior to setting up!

SEXUAL HARASSMENT POLICY

The El Dorado County Fairgrounds is committed to providing a work environment which is free from sexual harassment. **Sexual harassment refers to behavior which is not welcome, personally offensive and interferes with employees' effectiveness and work environment.** Sexual Harassment is unacceptable and will not be tolerated.

SHIPMENTS

C.O.D. shipments are never accepted! Fairgrounds personnel are not permitted to handle money or checks, please do not ask them to do so on your behalf.

All prepaid shipments to licensees should be addressed as follows:

**Licensee Business Name
El Dorado County Fair
100 Placerville Drive
Placerville, CA 95667**

Fairgrounds management is not responsible for delivering these goods to you. If possible, you may be notified of all shipments so if you are expecting a shipment please check with Fairgrounds Office. Fairgrounds management is not responsible for loss or damages to merchandise. All shipments will be held at the Fairgrounds Office unless otherwise notified. **Please note that the Fairgrounds staff does not go to the P.O. Box during Sportsman's Expo. Do not have any items sent to our P.O. Box that you may need.**

SIGNAGE

All booth signage (price signs, etc.) must be of a professional nature. **No handwritten signs will be allowed.**

SMOKING

Smoking is prohibited in all licensee's booths, concession row, in the buildings, and within 20' of any building at all times. Smoking is allowed in the following areas: Beer Tree, Main Lawn, and The Avenue.

STAFFING YOUR BOOTH

Your booth must be properly **staffed at all times** during the Sportsman's Expo operating hours. **Your booth should never be left unattended!**

STOCK TRUCKS

Parking for stock trucks is limited and available on a first-come first-served basis. The cost is \$75.00. Please add this amount to your contract, including length and electrical needs. A stock truck pass will be issued after payment received. **Any stock truck without a valid pass will be towed!**

SUBLEASING/BOOTH SHARING

Licensees are strictly prohibited from subleasing, assigning or apportioning the whole or any part of the contracted space allotted for exhibiting, or selling any goods not sold by the licensee in the regular course of business. No subleasing of space shall be allowed under any circumstances.

Subcontracting shall be allowed only to permit a manufacturer to sell its own product through a third party. No subcontracting or subleasing shall be allowed to a third party to sell, advertise, or exhibit anything but the assigned licensee's goods or services.

TENTS

The following fire and life-safety requirements shall be applicable for all tents, awnings, and fabric-covered enclosures. All tents, awnings, and other fabric-covered enclosures shall be made from a non-flammable material or shall be treated and maintained in an approved flame-retardant condition. Documentation shall be maintained with the tent or awning. All tents with an occupancy of 11 or more shall bear the seal of the California State Fire Marshal. No smoking shall be allowed in any tent. **NO SMOKING** signs shall be posted. No open-flame device shall be permitted in any tent or tent structure.

TIPS

Visually or verbally soliciting for tips is strictly prohibited.

TOWING POLICY

Towing cars is a necessary evil to maintain order in our facility and we will not hesitate to do so. In the event your vehicle has been towed please go directly to a fairgrounds staff member or the Fairgrounds Office on Friday only, where you will receive instructions on recovering your vehicle. Be prepared to pay towing charges!

TRASH

It is the responsibility of each Vendor to keep their area free of trash. *All trash* must be set out after the event closes at night, do not leave this until the morning as daytime pick-ups will not be made. Trash cans are for the use of the public. Do not pile trash next to the trash cans during hours of operation.

UNAUTHORIZED USE OF ADDITIONAL SPACE

Unauthorized use of additional space will result in a violation and the Licensee will be billed at the prevailing rate. In addition, Licensee may not be invited to return.

Violations will be issued to vendors working outside their booth space. All vendors must work *within* the confines of the assigned space.

UTILITIES

110v electric outlets are available within 100 feet of all booths. However, **vendor must provide own 3-prong, 12-gauge, 100' extension cord.** If more than one outlet is needed, vendor must provide own power strip with surge protector.

All plumbing and electrical work required (other than the 110v electric outlets) ***must be installed at licensee's own expense under the supervision of fairgrounds management.*** All such installations shall conform to regulations established by the applicable city, state, and local governmental authorities.

UTILITY CONNECTIONS

Any hard wiring of electrical equipment will be at the discretion of fairgrounds management. Requests for hook-ups must be made at the Fairgrounds Office.

Licensees are responsible for the proper installation and operation of their equipment. The fairgrounds will not be responsible for damage resulting from improperly wired or installed equipment.

The Fairgrounds is not responsible for voltage fluctuation or power failure due to temporary conditions. For your protection you should install a surge protector on your computer(s) or other electrical powered equipment.

LICENSEES LOCATED ALONG THE WALLS MUST NOT BLOCK ACCESS TO FIRE HOSES OR EXTINGUISHERS AND PHONE WIRINGS ON WALLS.

WATER USE DURING SET UP

Once the canopies are up for outdoor exhibitors, the problem of water run-off is an even greater nuisance. Use high pressure steam cleaning or a mop and bucket to clean your stands during set up and for the duration of the Sportsman's Expo. Washing floor mats and slats in the street after closing is prohibited! Water run-off is a waste of water and prevents a smooth set up for other exhibitors.

WILL CALL

If you wish to leave tickets for someone, please deliver them to the Will Call booth located at the Blue Gate. These items will be held until picked up by the designated person(s) upon presentation of proper I.D.

WORK PERMIT

Employees, under eighteen years old, must have current school work permits, whether residents of California or out of state.