



November 1, 2019

Dear Applicant:

Thank you for your interest in participating in the 2020 San Diego County Fair. The dates for this year's fair are Friday, June 5, 2020 through Sunday, July 5, 2020 (closed Mondays). Enclosed you will find an application and instructions for completion, various information about the fair and a rate sheet. I urge you to please take a moment to read through the entire packet of information prior to filling out the application.

Each application for space rental during the fair is considered by management using the following criteria:

- A. Product balance within the fair
- B. Uniqueness and appeal of product
- C. Space availability
- D. Ability to set up a professional, attractive display
- E. Application presentation
- F. Financial responsibility

IT IS IMPERATIVE THAT YOUR APPLICATION BE FILLED OUT COMPLETELY, AND RETURNED VIA EMAIL TO: CONCESSIONSDEPT@SDFAIR WITH ALL SUPPORTING INFORMATION LABELED AND ATTACHED. We will endeavor to return incomplete applications however, given the volume of applications received each year we cannot guarantee that the incomplete application will be returned to you prior to the deadline. Please be aware that this application is your presentation to the District.

You may call the office at any time with questions about filling out the application, however, once you have sent it in to us, **please do not call regarding the status of your application.** The process is a long one and with the heavy volume of applications we receive, this type of call just prolongs it! I assure you that if we have any questions, we will contact you. While selections are not made on a first-come, first-serve basis, we do advise you submit your completed application in as soon as possible. The review process is ongoing, and when we find a qualified applicant who meets the above criteria we book that applicant as space allows.

You will be notified no later than April 10, 2020 of the status of your application, and if a contract is not issued, you may be selected to be placed on a wait list.

Return application via email to: concessionsdept@sdfair.com
Concessions Office, PO Box 1088, Solana Beach CA 92075