



**GET OUT THERE**  
2023 San Diego County Fair

**LICENSEE'S  
HANDBOOK**

**EXHIBIT A**  
RULES & REGULATIONS FOR  
*Commercial  
Exhibitors*

# TABLE OF CONTENTS

<b>INTRODUCTION</b>	<b>4</b>	
Fair Dates & Hours		
Purpose, Mission, Vision & Values		
<b>YOUR APPLICATION</b>	<b>5</b>	
General Policies for Space Rental		
• New Vendor Application		• Sampling of Product
• Selection Criteria		• Security & Theft Protection
• Booth Operations		• Sexual Harassment Policy
• Solicitation		• Signage
• Space Rental Policies		• Smoking
Contracting Fees & Requirements		• Storage/Warehouse Space
• Fees & Payments		• Utilities
• Credentials– Admission & Parking		• WiFi
• Insurance–General Liability		
• Product Sales & Restrictions		<b>ARRIVAL &amp; SET-UP</b>
• Prohibited Items		<b>19</b>
• Refund Information		Checking In
• Subleasing / Booth Sharing		Booth Set-up
Licenses, Permits & Applications		• Booth Appearance
		• Booth Decorations
		• Booth Display/Lighting
		• Booth Specifications
<b>IMPORTANT INFO • FROM A–Z</b>	<b>13</b>	<b>FAIR-TIME BOOTH OPERATION</b>
• Americans with Disabilities Act (ADA)		<b>21</b>
• Damage/Loss Liability Release		Area/Building Supervisors
• Eco Guidelines–Trash & Recycling		Booth Staffing & Personnel
• Electric/Gas Carts & Scooters		Cleaning Your Booth
• Employee Discounts		Evaluation/Violation Slips
• Emergency Procedures		Refund & Exchange Policy
• Fire Safety		Unauthorized Use of Space
• Forklifts		
• Free Gifts with Purchase		<b>CLOSING &amp; TEARDOWN</b>
• Inclement Weather		<b>23</b>
• Mail & Shipments		Booth Removal
• Maintenance & Materials Requests		Fair Operations Evaluation
• Media & Publicity		
• Microphones & Amplification		<b>FAIR INFO &amp; GUEST SERVICES</b>
• Painting		<b>26</b>
• Pipe & Drape		Admission
• Parking		ATM Machines
• Pets		First Aid
• Prize Drawings		Gift Shops
• RV Facilities		Guest Services
• Sales Slips/Receipts		Information Booths
		Lost & Found • Lost Children & Adults
		Programs/Day Sheets
		Scooters & Wheelchairs
		Will Call
		<b>LOCAL SERVICES</b>
		<b>28</b>
		Banks
		Hotels
		<b>IMPORTANT PHONE NUMBERS</b>
		<b>29</b>
		<b>EXHIBIT A ACKNOWLEDGEMENT</b>
		<b>30</b>

# **COMMERCIAL EXHIBITORS**

## **LICENSEE'S HANDBOOK • RULES & REGULATIONS • EXHIBIT A**

### **SAN DIEGO COUNTY FAIR**

**Wednesday, June 7 through Tuesday, July 4**  
(closed Mondays & Tuesdays in June)

#### **Fair Operating Hours\*:**

Wednesdays, Thursdays, & Sundays: 11:00 am–10:00 pm  
Fridays, Saturdays & July 4th: 11:00 am–11:00 pm

#### **Commercial Hall Exhibitor**

##### **Operating Hours\*:**

Open 11:00 am • Close 10:00 pm  
Avenue of Palms & O'Brien Hall be ready 30 minutes prior to gate opening!

\*Operating hours are approximate & subject to change

It is the responsibility of the Licensee to familiarize yourself and your employees with the following Rules & Regulations. Failure to comply may result in termination of contract and may affect future participation with the San Diego County Fair.

For Further Information Contact:

#### **CONCESSIONS OFFICE**

Del Mar Fairgrounds  
2260 Jimmy Durante Blvd.  
Del Mar, CA 92014  
Direct Line (858) 792-4218

# **PURPOSE, MISSION, VISION & VALUES**

## **22ND DISTRICT AGRICULTURAL ASSOCIATION • DEL MAR FAIRGROUNDS**

The 22nd DAA board and staff have been actively engaged in a strategic planning process that has elaborated on its purpose, mission, vision, and organizational values in pursuit of ensuring a quality experience to guests and patrons of the Del Mar Fairgrounds.

### **PURPOSE**

We are a timeless community treasure where all can flourish, connect, and interact through year-round exceptional experiences.

### **MISSION**

We connect our community through shared interests, diverse experiences, and service to one another in an inclusive, accessible, and safe place with an emphasis on entertainment, recreation, agriculture, and education.

### **VISION**

We will be the community's iconic place for social interaction and cultural expression, honoring traditions, embracing innovation, celebrating excellence, and having fun.

### **VALUES**

- |                   |  |
|-------------------|--|
| <b>Fun!</b>       | We believe in celebrating the ordinary and the extraordinary in unique ways.             |
| <b>A+ Quality</b> | We believe in creating exceptional and memorable experiences.                            |
| <b>Integrity</b>  | We believe in being responsible to our community, the environment and to one another.    |
| <b>Respect</b>    | We believe in providing an inclusive and interactive place where all people can connect. |
| <b>Service</b>    | We believe in purposeful and inspiring engagement.                                       |

These values are emphasized when evaluating partnerships and programs, including commercial exhibitors. The 22nd DAA continues to strive toward providing safe, quality experiences for the enjoyment of our patrons, resulting in an overall positive economic impact.

# YOUR APPLICATION

## GENERAL POLICIES AND SPACE RENTAL

The San Diego County Fair management reserves the final and absolute right to interpret rules and regulations and to arbitrarily settle and determine all matters, questions or differences in regard thereto, or otherwise arising out of, connected with, or incident to the San Diego County Fair. It further reserves the right to determine unforeseen matters not covered by these rules, to amend or add to these rules as in its judgment it may determine necessary.

### NEW VENDOR APPLICATION

- A. Anyone requesting information on obtaining space will be sent an application form or one can apply from our website at [www.sdfair.com/be-a-vendor/](http://www.sdfair.com/be-a-vendor/). The application must be returned by the specified date. There is a \$35.00 non-refundable processing fee due with application.
- B. The application is in no way a commitment by management or the applicant.
- C. Consideration will be given to each applicant who submits a completed application on time, and notification of acceptance or refusal will be made by the Concessions Office.
- D. If no space is available, the applicant's name may be placed on a waiting list. The selection criteria, outlined below, will be used to draw applicants from the waiting list. (Deposit required with wait list).

### SELECTION CRITERIA

Each application for space rental during the fair is considered by management on the basis of:

- product balance on the fairgrounds
- financial responsibility
- uniqueness and appeal of product
- space availability
- for returning applicants, a satisfactory history of evaluation as conducted by management
- application presentation
- value to patron

The sole decision for selection rests with management.

### BOOTH OPERATION

Failure of Licensee to be fully moved-in and open for business on opening day of the Fair, continuous late opening and/or early closing of Licensee's space daily during the Fair, closing Licensee's space during normal operating hours of the Fair or closing Licensee's space early on closing night of the Fair—for any reason whatsoever and at the sole discretion of the Concessions Supervisor—are grounds for removal of Licensee's product, cancellation of Licensee's agreement and/or forfeiture of all rents and moneys paid to the Fair.

### SOLICITATION

No roving vendor or solicitor, acting for a profit-making, non-profit, religious, or other organization or on its behalf shall be permitted on the Fairgrounds. All solicitations for either contributions or sale must be made from within the confines of the booth.

No person shall be permitted to distribute advertising matter, handbills, fliers, tokens or other material at the San Diego County Fair, except from their leased vendor space. Tacking or posting of an advertisement, bill, sign, banner or printed matter other than within the contracted space is prohibited. No one shall be allowed to solicit, distribute materials in aisles or while roving on the grounds. Anyone violating this rule is subject to removal from the Fairgrounds.

## **SPACE RENTAL POLICIES**

The following policies shall apply to all San Diego County Fair vendor and concessions space licensees:

- It shall be the policy and practice of the Board of Directors of the 22nd District Agricultural Association (22nd DAA) to establish and revise from time to time, fees or rates to be charged to individuals or entities utilizing vendor space during the annual San Diego County Fair.
- Criteria to be applied in the establishment of fees or rates for specific areas or facilities shall be limited to the following:
  - Volume or demand for space within specifically defined area or facility or the fairgrounds generally.
  - Desirability of area or facility as indicated by potential traffic volume.
  - The nature of accommodation.
  - The degree to which services are rendered in the process of accommodating the licensee.

Rental rates shall reflect current market rates for comparable facilities as determined by periodic surveys.

- Employees or Officers of the 22nd DAA and their families may not have a financial interest in any vendor or concession on the grounds of the 22nd DAA.
- The misrepresentation of vendor or concessions ownership, operation or appearance on the application and photographs accompanying applications shall be grounds for immediate removal from the San Diego County Fair and the owner of such equipment waives all claims for damages against the 22nd DAA, its officers, agents and employees.
- The 22nd District Agricultural Association reserves the right to reject any application for space submitted by: (a) any person who has been convicted of a felony within the 5-year period immediately preceding the date of this application, (b) any person who, in the judgment of the 22nd District Agricultural Association poses a threat to the safety and security of its patrons, vendors, and/or employees.

Licensees will not offer or give any gift or gratuity to any employee or officer of the 22nd District Agricultural Association, as employees and officers are not permitted to accept them. Licensees solicited by District employees or officers for free gifts or services should immediately report such incidents to the Concessions Supervisor or the CEO.

## **SPACE ALLOCATION POLICY**

- A. It is understood and agreed that Licensees from previous fairs do not automatically receive an invitation to return. There is no guarantee that a current space at the fair will insure an invitation to subsequent fairs.  
Each Licensee's agreement is reviewed and acted upon in the best interest of the fair on an annual basis.
- B. If invited to return, every effort will be made to allot the same space as in the prior year, but management has the right to move Licensees to another location in the best interest of the fair at any time. There is no guarantee that a returning Licensee will be assigned the same space.
- C. Locations are assigned by management. Returnees may request a different location. Requests are accepted in written form only. Every consideration will be given to such a request should space become available.
- D. It shall be the policy of the 22nd DAA Board of Directors to not impose a limit any one Licensee may occupy. (per Board approval 11/2018). The Board of Directors reserves the right to revisit this policy annually.
- E. Transfer of ownership – The sale of your business will be reviewed on a case by case basis to determine if the new owner is approved to participate. There is no guarantee of approval. The sale of your business does not include the location at the fair. Locations are owned by the Fair
- F. Board policy adopted in May 1979 establishes that all religious and political groups have the same privilege to obtain a booth or exhibit at the fair, and shall solicit only within the confines of that space. Charges for booth space will be at the prevailing rate.

## **CONTRACTING FEES & REQUIREMENTS**

### **New Commercial Licensees:**

One payment of entire contract price is due and payable on date specified in the contract. **NO LATE PAYMENTS WILL BE ACCEPTED.** Payment may be made with cash, credit card, cashier's check or money order, payable to the 22nd D.A.A.

### **Returning Commercial Licensees:**

One payment of entire contract price is due and payable by date specified on contract.

If payment is not received in office by the due date, late fees will be assessed based on size of space.

10 x 10 = \$200.00 late fee  
10 x 20 = \$400.00 late fee  
10 x 30 = \$600.00 late fee  
(any other size spaces will be assessed accordingly)

Please note that Late Fees will be reduced in half if a deposit of 50% or more of your space rental is received by the due date. The balance will be due as specified on your invoice.

If no payment has been received after 15 days of the due date on your rental agreement, your contract is subject to cancellation. Late fees are not pro-rated and are assessed only according to the schedule above.

Please remember that late fees are to be utilized for unforeseen circumstances only and may affect future participation.

## **CREDENTIALS • DAILY ADMISSION AND PARKING PASSES**

The number of admission credentials allotted to each Licensee will be so noted on the contract. These credentials will be included in licensee's information packet, which will be distributed from the Concessions Office upon check-in. Credentials will be released only to Licensee or authorized personnel listed on the Credential Release Form.

The sole purpose of these credentials is for use by employees of the Licensee who are actually engaged in the operation of the contracted space. The courtesy passes provided with each contract are a single day credential that is scanned at the gate. A credential must be submitted by each individual to gain entry to grounds. Licensees can get their hand stamped at the gate when exiting for same day re-entry.

Licensees are expressly prohibited from selling, duplicating, giving-away or reissuing admission credentials (passes). Violators will be removed from the fairgrounds and will be unable to operate at future District sponsored events and it could result in immediate termination of contract.

If the staffing of your booth requires additional credentials than those allotted, a limited number of additional (reduced rate) credentials may be purchased at a discount price upon approval from the Concessions Office. Please allow at least 24 hours for approval. Upon approval you will be able to purchase and pick up credentials in the Concessions Office. Payment must be in the form of a check only – no cash or credit cards will be accepted.

Please use the following formula to determine the number of credentials needed:

Number of employees per shift \_\_\_\_\_ x Number of shifts per day \_\_\_\_\_ = \_\_\_\_\_ Total  
number of employees per day x 22 days. This number will be the total number of tickets needed.

Western Fairs Association (WFA) cards will not be accepted as admission at any gate. WFA cards must be brought to the Concessions Office to be exchanged for single day credentials or a photo ID badge. The number of single day credentials will be prorated once the fair has started. WFA cards will be returned at the end of the fair.

If a patron wishes to return defective merchandise or pick-up merchandise, it is the responsibility of the Licensee to provide the patron with free credentials to admit the patron to the grounds.

**Credential packets may be picked up beginning on:  
TUESDAY, MAY 30  
In the Concessions Office**

### **General payment policy for all Licensees:**

An administrative fee of \$35.00 will be charged for any check returned for ANY reason. Any contract not returned and not paid in full, including all fees and late charges, is subject to cancellation whenever fair management deems necessary.

An administrative fee of \$25.00 will be charged for any lost contracts that need to be replaced.

An administrative fee of \$25.00 will be charged for any contract to which alterations have been made by the Licensee (changes to the contract must be made by the Concessions Office only). If there are any questions regarding the contract, please contact the Concessions Office. Attach a separate note with any corrections or changes and return with contract to the Concessions Office.

### **INSURANCE - GENERAL LIABILITY**

General Liability insurance coverage is mandatory for all Licensees. There are three options for complying with insurance regulations:

- A. Certificate of insurance sent directly to the Concessions Office from the Licensee's agent (we will not accept certificates sent by the Licensee). Only originals with the original signature and without corrections are acceptable. Licensee's name and the insured must be identical. These certificates will only be accepted up to April 14, 2023. After that date you will be required to purchase General Liability insurance. Please see Exhibit B– Insurance requirements for required wording, etc. on the certificate.
- B. California Fairs Service Authority Master List - if you have coverage through WFA and are on their Master List, please provide your WFA number to the Concessions Office.
- C. Insurance coverage may be purchased from California Fairs Service Authority through the Concessions Office. Payment must be made in the form of a Cashier's Check or Money Order only, made payable to: C.F.S.A. (cash will not be accepted). Commercial Licensee rates are approximately: \$145.00 as of print date. (CFSA reserves the right to change this amount). This should be submitted when you return your contract.



## California State Law Requires:

All employers must carry Worker's Compensation Insurance whether you have full, 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.

If you do not hire employees and staff your operation with owners, partners, or immediate family members, please sign Exhibit F.

Child Labor: Employees under eighteen years old; must have current school work permits, whether residents of California or out of state. Out-of-state minors must secure their work permit from the school district they reside here in California.

The Fair is not able to assist Licensees with the purchase of the required Worker's Compensation Insurance; however, the following number may be helpful:

**State Compensation Insurance Fund**  
**(877) 405-4545**  
**[www.scif.com](http://www.scif.com)**

## 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. No substitutions can be made without prior approval of management. Requests for product changes or additions (for returning Licensees only) must be received in writing with a photo/brochure, no later than April 14, 2023.

Management may restrict duplication of brand names, trade name articles, products or services in any given area. A contract does not grant Licensee any exclusive rights for the sale of any product unless the 22nd DAA expressly states so in the contract.

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

Any Licensee that is selling copyrighted or licensed merchandise must provide documentation that supports their right for selling these items. An original letter on company letterhead from the manufacturer is required. Any sale of unlicensed T-shirts or any other copyrighted material is prohibited and may result in the cancellation of contract.

Exclusive Items: Balloons, inflatable toys, and glow-in-the-dark novelty items are covered under the 22nd DAA's novelty contract as exclusive items for sale by that contractor only. These items may not be sold, displayed, or used as giveaway promotions by any other Licensee or participant in the San Diego County Fair.

Use of the San Diego County Fair logo is prohibited without written permission; please contact the Concessions Office for details.

## PROHIBITED ITEMS

The following may not be sold, displayed, or given away on the fairgrounds:

- Offensive items: items determined offensive by the District, in its sole discretion, will be ordered removed. Alcohol concealment containers, items referring to alcohol abuse, drug use, violence, and pornography or suggestive in nature are not permitted.
- Hazardous items: stun guns, switchblades, hunting knives, straight razors, brass knuckles, high-powered water guns, rubber band toys/guns, fireworks, pyrotechnical equipment and martial arts weapons, products made from any endangered animal, and laser pointers / laser mouse.
- Stickers: A fine of \$200.00 per occurrence will be assessed to any Licensee whose stickers are found anywhere on the grounds. Any Licensee found to be giving away

stickers will receive a violation notice, which may jeopardize future participation in the fair. Exceptions will be made to licensees who sell prepackaged sheet stickers, however prior approval must be obtained from the Concessions Office.

- Flyers: 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.
- Polystyrene (Styrofoam) food containers: A daily fine of \$50.00 will be assessed until the situation is corrected with ecologically safe materials. See RECYCLING for alternative products and availability.
- Halogen lights: All lights for display, etc. must be LED
- Food or beverage items cannot be used as “traffic promoters” (i.e. candy, popcorn, coffee, water, cookies) when not directly related to company’s purpose or business.

Management reserves the right to determine whether an item is considered offensive, dangerous or in poor taste, and to prohibit the sale/display of such an item

## **REFUND INFORMATION**

If a Licensee cancels prior to the fair, the refund of payments made is as follows:

Concessions Office receives cancellation notice in writing between:

January 1–March 3	=	75% of contract amount will be refunded
March 4–April 3	=	50% of contract amount will be refunded
April 4–May 4	=	25% of contract amount will be refunded
May 5 or later	=	No Refund

All requests for refunds must be made in writing and are subject to approval by the Board of Directors.

If contract is dated after May 1, refunds are granted on a case by case basis, upon approval of the Board of Directors.

## **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.

**The contract of any licensee engaging in such prohibited actions shall be subject to immediate cancellation.**

# **LICENSES, PERMITS & APPLICATIONS**

## **Including Federal, State & County Laws and Ordinances**

### **BUSINESS LICENSES AND PERMITS**

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

### **CONTRACTORS STATE LICENSE BOARD**

All contractors who provide remodeling, installation, or other construction repairs/assemblage for the purpose of home improvement, must be in good standing with the Contractors State License Board. Verification of status with the board is made prior to opening. Any contractor that is not in good standing with the State License Board prior to or during the fair is subject to contract revocation.

### **HEALTH DEPARTMENT PERMIT**

All licensees that handle food in the booth (including prepackaged items and sampling) must obtain a health permit from the County of San Diego. Contact them directly at (619) 338-2222 for details regarding health codes. A partial outline of requirements can be found in this handbook. (See SAMPLING)

### **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. Information concerning the possessory interest tax that results from your contract with the 22nd DAA is available from the County Tax Assessor's Office at 9225 Clairemont Mesa Blvd. SD CA 92123, or by calling their office at (858) 505-6088 or email at [arccpi.fgg@sdcounty.ca.gov](mailto:arccpi.fgg@sdcounty.ca.gov). 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."

The property tax bill for the use of the space at the San Diego County Fair during June/July 2023 will not be issued by the County of San Diego until September/October 2024. Please remember that this is in addition to, and is not included in any other payments that were made to the 22nd DAA.

### **SALES TAX**

The current local sales tax for San Diego County is 8.75% (subject to change). Sales tax must be declared as having been collected in the city of Del Mar.

### **SELLER'S PERMIT**

Any Licensee who will be selling or taking leads for future business must obtain a California state sales permit number. All licensees must file for this permit, even if only taking leads for future business while at the San Diego County Fair. A current, valid copy of your permit must be on file with the Concessions Office. Licensees without a valid seller's permit during the fair will be closed down. Please be sure your permit is valid for the entire run of the fair (June 7–July 4, 2023) and the name on the permit must match the contracted name.

The California Department of Tax and Fee Administration formerly known as State Board of Equalization wants to make doing business in California as easy as possible. You can register for a seller's permit or use tax account online using electronic registration. Your Seller's Permit must have Del Mar listed as your location of doing business. Their website is [www.cdtfa.ca.gov](http://www.cdtfa.ca.gov) or contact them for questions at 800-400-7115.

**WORK PERMIT**

Employees under eighteen years old must have current school work permits, whether residents of California or out of state. Out of state minors must secure their work permit from the school district they reside here in California.

# IMPORTANT INFORMATION • FROM A-Z

## AMERICANS WITH DISABILITIES ACT (ADA)

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 Licensees at the San Diego County Fair 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 booth 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 Guest Services office, located on the east end of the Grandstand.

It is the position of the San Diego County Fair that all guests be treated in an equal and courteous manner so that they may participate in the fun and enjoyment the fair offers while insuring a safe and enjoyable experience for all.

## DAMAGE / LOSS LIABILITY RELEASE

The District is not responsible for any damage or loss to merchandise or booth under any circumstances.

## ECO (ENVIRONMENTAL) GUIDELINES

The Fairgrounds is in a beautiful location right on wetlands, Steven's creek, San Dieguito River and the Pacific Ocean. This reminds us every day that we are responsible for our treatment of the environment. Our expectation is that while you are here you will also treat these resources with the respect that they deserve by following our very simple Eco Guidelines. Our goal is "Zero Waste". To help us get there, vendors are required to comply with the following requirements.

### Recycling:

Cardboard boxes must be emptied, broken down and recycled. Flattened boxes are to be deposited into the designated BLUE 3-yard bins located behind buildings or in your designated area. There will be signs in the buildings with specific instructions on where you can leave your flattened boxes.

- Bottles & Cans (Glass, Aluminum, Steel/Tin & Plastic) go in the BLUE wheeled containers.
- Food Scrap: Vegetable & Fruit food waste is required to be deposited in the GREEN Food Scrap recycling bins. This includes all food prep and pre-consumer vegetable & fruit food scraps. Coffee Grounds and Tea leaves/bags are also acceptable. please NO raw meat, plastics or trash in these bins.

### Prohibited materials:

- Styrofoam/polystyrene products and containers are prohibited.
- Packaging Peanuts: Unwanted Packaging peanuts MUST be bagged in CLEAR bags while you are inside a building (to help prevent the inevitable blowing of peanuts) and thrown into a trash bin. Do NOT put these in a recycle bin. If your packaging peanuts blow through the area, then you are responsible for chasing them down & keeping them from becoming litter.

- Batteries: AAA-DDD batteries (no auto batteries) must be collected and recycled separately from the blue recycling bins. Please take them directly to the staff at the Recycling Yard located in the Red Lot near the Fire Station and Warehouse.
- Hazardous Waste: Paint, paint materials and all other hazardous wastes MUST be taken with you when you leave.

**Trash:**

- Each vendor/concessionaire must keep their surrounding area free of trash. ALL trash must be bagged in CLEAR bags and deposited into trash dumpsters located all over the property. DO NOT leave bagged trash next to smaller trash cans in public areas- these are for the use of guests.
- After Fair closing all bagged trash can be left in the middle of the Avenue for fairgrounds staff to pick up.
- Ice & Other Liquids: Put all unwanted ice in the wash rack in the Maintenance Area. Please do NOT put ice or any other liquid in planters or on the ground. Storm drains are not to be used for disposal of anything. Please see Preventing Storm Water Pollution handout for specific rules and requirements.

Fairgrounds staff will be monitoring all areas for proper compliance with Eco Guidelines. Violations will be issued accordingly.

**ELECTRIC OR GAS CARTS / SCOOTERS**

All carts used on the fairgrounds must have a permit to be driven on the fairgrounds. Applications for Cart Permits are available on a limited basis from the Concessions Office. (Permit fees for carts and mopeds are \$150.00 per vehicle). Cart maps will be provided when permits are issued. All drivers must follow designated cart paths.

A Certificate of Insurance for General Liability in the amount of \$1,000,000 as evidence of coverage is required before a permit can be purchased and will be kept on file in the Concessions Office. The certificate must state “Golf Cart Coverage” to be valid. Failure to do so will result in a \$200.00 fine, and jeopardize future participation at the fair.

Bikes are prohibited on the grounds other than those that are authorized by the District for Security and Medical personnel.

Carts are considered a safety hazard and Fair management shall have sole discretion to determine the use and limits of electric carts on the grounds (no carts permitted in buildings at any time). Please note: Current California State Laws are applicable to any moving vehicle (including carts) – including that cell phone use must be hands free.

Skateboards or roller skates/blades/hover boards are prohibited on the fairgrounds at all times.

**EMPLOYEE DISCOUNTS**

Licenses are not expected to offer, nor are they obligated to extend, discounted merchandise or food to employees or officers of the 22nd DAA. You are encouraged to notify the Concessions Office if approached or solicited by any employee asking for free or discounted merchandise or food.

**EMERGENCY PROCEDURES**

If you encounter an emergency situation while on the fairgrounds, your prompt assistance can be critical in preventing further damage or personal injury.

- Name or identify someone in the immediate vicinity to place an emergency call for help. If you are making the call, state this to those around you. By designating someone to make the call, no one mistakenly assumes it is being done by someone else.
- From a vendor's booth telephone, you must dial 858-792-4271 which will connect you directly to the Fairground's Emergency Dispatch.
- From a house phone dial x4271

- Nature of emergency i.e. fire, slip and fall, electrical hazard, potential life-threatening situation, etc.
- Condition of any injured person(s) and probable cause of injury, etc.
- Exact location i.e. name of building, nearest landmark (stage, midway, Family Funville tent, etc.)
- Your name
- Return to the accident scene and assist in directing traffic flow and foot traffic---serve as a warning beacon. When help arrives, provide them with directions and/or details if you can.

In the event of an emergency of a larger scale, the Emergency Operations Center (EOC) will go into effect and any pertinent information will be disseminated as needed.

## **FIRE SAFETY REGULATIONS**

Contracted vendors will receive detailed information from the State Fire Marshall that must be available and readily accessible in your booth at all times.

## **FORKLIFTS**

Forklifts with operators for unloading heavy material may be available upon request through the Concessions Office. Arrangements must be made in advance and for a specific time. Please note that the 22nd DAA reserves the right of first priority for use of the forklift.

## **“FREE GIFTS W/PURCHASE”**

Licensees are prohibited from giving away any items free with purchase. This does not include a “buy one, get one free” policy.

Please note: No knives of any kind may be given away free with purchase.

## **INCLEMENT WEATHER**

In the event of inclement weather, all booths (outdoor locations included) are expected to continue operating as per normal fair hours. Licensees are expected to make any necessary provisions for protecting stock from sun, wind, inclement weather, flooding, sprinklers, etc. The District is not responsible for damage to booth / merchandise.

## **MAIL AND SHIPMENTS**

### **Letter-sized Mail:**

If you plan to receive letter sized mail on-site during the fair, incoming mail for licensees should be addressed as follows:

Licensee Business Name  
 c/o Concessions Office  
 Location \_\_\_\_\_ Space # \_\_\_\_\_  
 Del Mar Fairgrounds  
 2260 Jimmy Durante Blvd.  
 Del Mar, CA 92014

There is a self-serve box located in the Concessions Office where incoming mail is filed alphabetically by business name. Any mail not picked up by the end of the fair is forwarded to your address on file, or returned to sender. Overnight and express mail is delivered to the Administrative Office each morning then routed to the Concessions Office.

Outgoing mail may be sent from the Concessions Office provided it contains the proper postage. Stamps are not available on the fairgrounds.

## **Boxes & Oversized Mail:**

All boxes and oversized mail should be sent to the Concessions Warehouse via a service such as Federal Express or UPS, addressed as follows:

Licensee Business Name  
Phone Number  
c/o Concessions WAREHOUSE  
Location \_\_\_\_\_ Space # \_\_\_\_\_  
Del Mar Fairgrounds  
2260 Jimmy Durante Blvd  
Del Mar, CA 92014-2216

Incoming shipments of merchandise/material for licensees will not be accepted by the 22nd DAA prior to June 1, 2023. Shipments which arrive prior to this date will be returned to sender. Please, plan accordingly! Each package must be signed for prior to picking up.

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

Shipments will not be delivered to vendor booths (unless time allows) they will be held on the warehouse dock. Items are to be picked up by the end of the business day (6pm). Any unclaimed shipments will be returned to sender the next business day. **NO EXCEPTIONS!**

## **MAINTENANCE & MATERIALS REQUESTS**

If you require maintenance assistance for hookups of plumbing or electrical, please notify the Concessions Office.

To report spills, debris, or other janitorial concerns, contact the Janitorial Department by telephone at 858-755-1161 x4214 and they will arrange for assistance to that area.

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's expense.

## **MEDIA/PUBLICITY**

It is important that all publicity information be coordinated through one office. ALL media inquiries pertaining to the Fair and Fairgrounds must be cleared through the Media Relations department for accuracy and timeliness before they are distributed. Please send such materials **media@sdfair.com**. You may also drop off information at their office located in the administration building near the Plaza de Mexico.

News media are always looking for story ideas, and they contact our Media Relations Office to get them. By giving your information to this department, you will make your job easier as well as ours.

## **MICROPHONES & AMPLIFICATION**

If your display requires the use of a microphone / video or any other sound or video equipment, you must receive prior written approval from the Concessions Office. Microphone use is a restricted privilege, and is determined on a case-by-case basis.

- Management prefers the use of "on person" microphones whenever possible.
- Approval of location of any speakers must be done in advance with the Concessions Office.

Volume must be kept at a level determined reasonable by fair management. Complaints received regarding abuse of the privileges will result in forfeiture of deposit and removal of the amplification system and seriously jeopardize future consideration for next year's fair.

1. First time volume offense—verbal warning
2. Second offense—violation & forfeiture of deposit
3. Third will constitute removal of microphone for remainder of the fair



Management reserves the right without limitation to restrict the use of microphones/voice amplification systems.

Applications for microphone usage will be emailed out with a link to the online application. If a microphone is approved there is a \$200.00 deposit required. Please provide separate checks if there are multiple locations.

#### OTHER TYPES OF SOUND EQUIPMENT (i.e. Televisions)

Demonstrations of radios, televisions, musical instruments, etc., are subject to prior written approval by the Concessions Office. If these demonstrations are conducted, they must be controlled so as not to interfere with other licensees, and are subject to the same guidelines that apply to microphone usage. Fair management reserves the right to deny such demonstrations.

**Deadline for Microphone application is April 14, 2023**

### **PAINTING**

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

### **PIPE AND DRAPE**

Any pipe and drape provided is the responsibility of the Licensee. Do not move pipe and drape without prior approval from building supervisor. You will be held responsible for the cost if any pipe and drape is damaged or removed from your space. Any cost associated with damage to the tents will be the responsibility of the licensee.

### **PARKING**

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

- Vehicles will not be permitted within the enclosure of the fair at any time fair management deems necessary - specifically between the hours of 11:00 a.m. and midnight.
- Only vehicles with delivery passes will be allowed access (specific times listed on pass).
- No cars, cars with trailers, pickups or trucks will be allowed inside any building, at any time, for any reason.
- 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 District sponsored events.
- DO NOT park behind an RV that is not your own or you will be towed!

#### **Red Lot Parking**

The Red Lot (located behind the Exhibit / Bing Crosby Halls) is a preferred parking lot and as such each vehicle will require a red lot pass. Vehicles with no pass or a fraudulent pass will be towed at owner's expense. Limited free vendor parking is available at another location. There is no overnight parking.

To obtain a Red Lot parking space you will be able to request it during the registration process through FestivalPro. If your request is granted, you will be billed at a later date. Red lot passes are a privilege, failure to adhere to any District policy may result in forfeiture of this privilege.

**Duplication of a red lot pass will result in forfeiture of original pass and may affect future participation. Unauthorized use of a red lot pass will result in a \$200 fine.**

Towing cars is necessary to maintain order in our parking lots and we will not hesitate to do so. In the event your vehicle has been towed please go directly to the Guest Services office located at the east end of the Grandstand where you will receive instructions on recovering your vehicle. Do not go to the Concessions Office, as we will be unable to help you.

## **Parking in Public Lots**

Public parking fees are \$20.00/vehicle (preferred parking \$50.00). Credentials are not accepted in any public lot. For information on Off-site Lots and Shuttle Services, visit the fair's website at sdfair.com.

## **Parking Liability Limitation**

The 22nd DAA 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.

## **PETS**

Pets may not be brought onto the fairgrounds without a permit unless they are entered in competitive events or other exhibitions. At no time will any pet be allowed in the buildings, commercial spaces, Midway areas, or any area accessible by the public. Animals are required to stay in your camper. Licensee is responsible for cleaning up after animal. Service Animals are permitted

## **PRIZE DRAWINGS**

Raffles and Prize Drawings are not permitted. Special circumstances will be evaluated on a case by case basis.

## **RECREATIONAL VEHICLE FACILITIES / RV SPACE PERMITS**

A limited number of camping spaces with full and partial hook ups are available for licensees on the fairgrounds. Information regarding housing will be sent to you via e-mail. All required forms (or electronic submission) must be filled out as requested, regardless of previous participation. Backstretch guests must have back stretch badges. All curfew hours as stated in guidelines must be observed.

Please note: The 22nd DAA, officers, agents, and employees are not responsible for damage that may occur in the process of pumping recreational units.

## **SALES SLIPS / RECEIPTS**

Sales slips, with contracted business name, address and telephone number must be furnished with each item sold to a patron. This is for the licensee's protection as well as that of management. Failure to do so will result in a violation that can affect future participation. Bartering of products and/or services is not allowed.

**The company name printed on the sales slip must match the name on the contract exactly. A copy of the receipt must be submitted with your signed contract.**

## **SAMPLING OF PRODUCT**

Sampling may be permitted on a limited basis only after obtaining prior approval from the Concessions Office and the Department of Health. The following guidelines are to be used by companies offering samples at the San Diego County Fair.

1. A food sampling application will be required to be submitted. (Note there is a sampling fee that will be collected)
2. A written list of items to be sampled must be submitted to and approved by the Concessions Department.
3. Beverage samples limited to a 2 oz. serving, container or package.
4. Food samples limited to "bite size".
5. Food sampling must comply with all Health Department regulations. (See information attached to sampling application)

6. Food or beverage items cannot be used as “traffic promoters” (i.e. candy, popcorn, coffee, water, cookies) when not directly related to company’s purpose or business.
7. Product must be appropriate to a “family atmosphere”.
8. Product must be inherent to the space, company or organization offering it.
9. Samples may not congest aisle ways.
10. Persons giving samples need to be clean and appropriately attired.
11. Items dispersed are limited to products manufactured, processed or distributed by Licensee.
12. Must be Alcohol Free.

## **SECURITY & THEFT PROTECTION**

Booths should never be left unattended at any time during operating hours. Licensees should cover all valuable items when leaving the building after closing. Roving security guards will be on duty outside the building after 10:00 p.m. Losses or infractions should be reported to the Security Office immediately upon detection.

Valuable items in outdoor booths such as televisions, VCRs, or any other portable item should be properly secured, concealed, or taken with you at closing. It is suggested that licensees obtain a temporary insurance policy to cover their displays for the fair period, as an added protection against possible losses. Fair management will not be responsible for lost, damaged or stolen merchandise.

Should your operation require additional security, please keep in mind that the District has an exclusive contract with Elite Show Services Inc. This requires you to use only this company when acquiring additional security.

## **SEXUAL HARASSMENT POLICY**

The 22nd District Agricultural Association 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.

## **SIGNAGE**

The District will provide a sign identifying the company name and booth location. This sign must be visible to the public at all times. These signs help to identify you to patrons, emergency personnel and evaluators. Failure to comply with the signage requirement will result in the issue of a violation.

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

## **SMOKING**

The Del Mar Fairgrounds is a non-smoking/non-vaping facility.

## **STORAGE / WAREHOUSE SPACE**

Information Warehouse Storage will be distributed at a later date.

## **UTILITIES**

One 20-amp duplex receptacle will be provided for every 10x10’ booth. Plumbing and additional electrical connections are available in numerous locations on the fairgrounds. Special plumbing and electrical needs can be obtained at the licensees’ own expense by completing a Maintenance Assistance Form in the Concessions Office. Management reserves the right to

deny requests for utilities. A worker will be sent to the licensee's location on a first come, first served basis, at the discretion of the Facilities Supervisor. Any plumbing or electrical work performed on an emergency basis will be charged double the normal fee.

All plumbing and electrical work required (other than the 20-amp duplex receptacle furnished by the fairgrounds) 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.

Licenses 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.

All utility requirements must be marked on the licensee's application for booth space. All booths must comply by adapting to fairgrounds connections. If a licensee requires 208- or 240-volt electrical power, fair management must be advised of the following on the licensee's application:

- Type of equipment to be used.
- Voltage, amperage, and phase requirements.
- Exact positions in booth where electrical outlets shall be placed.

Please note 208, 240 or 3-phase electrical power is subject to availability and additional fees. A form must be completed in the Concessions Office and any additional charges must be paid in advance.

The District is not responsible for voltage fluctuation or power failure due to temporary conditions. For your protection you should install a surge protector. All electrical installations and connections to all electrical service should be made by a San Diego County Fairgrounds electrician.

**REMINDER! No halogen lights will be permitted, all booth lighting must be LED**

All electrical extension cords shall be of the heavy-duty three wire (grounded), hard-usage type. No two-wire extension wiring shall be allowed. All extension wiring shall be protected from physical damage and shall be limited to 20 feet in length.

**ATTENTION Licensees located along walls:**

**Do not block access to fire hoses or extinguishers and phone wirings on walls.**

**WI-FI**

Wi-Fi is available on the Fairgrounds. This is a shared and open internet source. Free WiFi has upload and download speeds average 1.2 mbps. **PLEASE NOTE:** Wi-Fi is geographically limited and we cannot guarantee that you will receive a strong signal. Please do not rely on fairgrounds wi-fi to meet your business needs. You must provide your own cellular solution such as a cellular modem or hot spot.

# ARRIVAL & SET-UP

## CHECKING IN

Credential Packets may be picked up starting May 30, 2023 Licensees arriving to set up are required to check in at the Concessions Office prior to setting up. Licensees will not be allowed to pick up any credentials or open for business until all preliminary requirements (such as insurance, payments, licenses & other requirements set forth in the agreement are on file with the Concessions Office). An agreement may be terminated if any one of the preliminary requirements is not properly fulfilled prior to move in and set up.

Upon check-in you will receive your information packet which includes your parking pass, credentials (daily admission passes), and other pertinent information. This packet will only be released to those authorized to do so on the credential release form.

**Any licensee failing to check-in by 12noon on Tuesday, June 6, 2023 will have their space resold without further notice.**

## BOOTH SET-UP

Vendor buildings/canopied areas will be available for occupancy as follows:

- June 3 • 8:30 am–4:30 pm
- June 4 • 8:30 am– 8:00 pm
- June 5 • 8:30 am–10:00 pm
- June 6 • 8:30 am–3:00 pm

**All booths must be set up by 3:00 pm Tuesday, June 6.  
There will be no vendor vehicle access on Tuesday, June 6.  
You will have to handcart any items to your booth on this day.**

‘Spit and Shine’ Day • Wednesday, June 7, 8:00 am–11:00 am for last minute sprucing up before doors open

No vehicles, including golf carts, will be allowed in the buildings during set-up or any other time.

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 vendor. (See BOOTH SPECIFICATIONS)

Dates / Hours of set-up are subject to change.

## BOOTH APPEARANCE

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 Fair. All storage of supplies, boxes, or cases must be kept from view of public.

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

In an effort to upgrade our show, it is recommended that Licensees provide floor covering for their booth and professional table skirting.

## BOOTH DECORATIONS

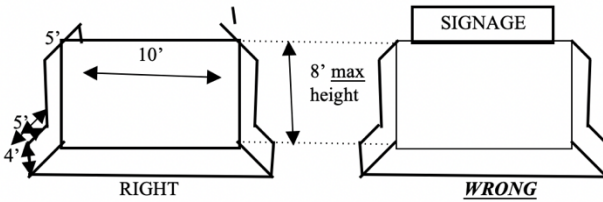
Licensees may decorate their booths or employ an independent firm to do so at their own cost. All materials must be flameproof with final approval resting with the State Fire Marshal and local fire safety authorities. (See FIRE REGULATIONS)

## BOOTH DISPLAY / LIGHTING

In effort to become more energy efficient, we are enforcing a zero-halogen lighting policy. All lighting (for displays and otherwise) must be LED products only.

## BOOTH SPECIFICATIONS

Display heights at rear of booth along all building walls or permanent partitions shall not exceed eight feet (8'). Side partitions and display material shall not exceed 48 inches in height for a distance of five feet from the aisle. Side partitions for the remaining five feet (middle of the booth to the back wall) shall not exceed eight feet.



**ATTENTION:** Although your application may have been approved with a booth photo/design that did not conform to the step-down design required, it is mandatory that your design/display be altered to conform with the step-down restrictions. Please refer to the specifications outlined.

No part of the booth shall extend beyond the step-down design or block the view to adjoining displays without prior approval from the Concessions Office. All above mentioned height requirements must be observed. Noncompliance could affect future participation with the 22nd DAA. Standard back wall partitions will be supplied by the fair management.

All backgrounds and side dividers must be so designed that any part exposed to view, inside, outside or from neighboring booths, must have a finished appearance.

Aluminum poles used in booth must be either painted or covered. If painted, there must be no chipping of paint.

Anyone wanting to exceed the eight-foot limit or 4' step down must first obtain clearance from the Concessions Office to do so. Without prior clearance, you may be required to alter your display to conform to the eight-foot limit. Allowances will be made at the sole discretion of the Concessions Office, whose decision will be final.

# FAIR-TIME BOOTH OPERATION

## AREA / BUILDING SUPERVISORS

An area supervisor from the Concessions Department is assigned to each area of the grounds and is available for assistance. Area/Building Supervisors are an integral part of the Concessions Department and report directly to the Concessions Supervisor. The supervisors are representatives of the San Diego County Fair and have the right and authority to inspect and regulate activities as outlined in the rental agreement and the Licensee's Handbook under the direction of the Concessions Supervisor.

Area/Building Supervisors should be contacted regarding any problems, concerns, or assistance required. If one is not available, please contact the Concessions Department at 858-792-4218. The Area/Building Supervisors shall have full authority within the entire fairgrounds for the duration of the event (from the move-in dates until the end of move-out) and reserve the right to issue instructions.

## BOOTH STAFFING & PERSONNEL

Your booth must be properly staffed at all times during fair operating hours. Your booth should never be left unattended!

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. Staff may not wear tank tops, cut-offs or flip flops. Dress shorts, collared shirts, slacks and closed-toe shoes are recommended. **ALL PERSONNEL ARE REQUIRED TO WEAR A PROFESSIONALLY MADE (NO HANDWRITTEN) NAME TAG.**

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

Each vendor/concessionaire owner and manager are ultimately responsible for any claims, liabilities and actions relating to the conduct and representation of their personnel.

## 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. Refuse cans are provided outside the vendor buildings for the licensee's convenience. Large trash items (i.e. boxes) should not be disposed of in refuse cans provided inside the buildings as these are strictly for public use. Area/Building Supervisors will designate the proper areas for these large items. (See ECO GUIDELINES)

Trash bags left in the trash compacting area are for District use only. Please do not help yourself!

## EVALUATIONS/REMINDER SLIPS

In an attempt to produce a quality, attractive, family-oriented experience for our patrons, all booths are evaluated during the course of the fair. Evaluations are based on the general appearance of the booth, personnel, management practices, and compliance with rules/regulations governing operation. A copy of your final evaluation will be delivered to your booth by an evaluator, and another copy will be placed in your permanent record in the Concessions Office.

Commercial space evaluation includes, but is not limited to: professional signage of company name in booth, product display, operation, confined to assigned space, posted notice of exchange/refund policy, conduct of personnel (staff cleanliness/appropriate attire), noise level of microphone/amplification devices, proper approval for drawings/microphones, observation of hours of operation, and sale/display of approved items only.

It is your responsibility to make your employees aware of the impact these evaluations have on future participation at the fairgrounds. ONE Friendly Reminder will be given per infraction of the

rules, after that a Violation and fine of \$50 will be issued. 3 or more Violations may result in immediate removal of the premises and being black listed for future participation at the San Diego County Fair. Response to written violations should be provided on the back of the violation slip and returned to the Concessions Office within 24 hours. Violations play an important role when deciding to invite a Licensee back to the San Diego County Fair.

Licensees are required to comply with any adjustments deemed necessary as a result of an evaluation conducted by the 22nd DAA.

### **REFUND/EXCHANGE POLICY**

Each Licensee must post their policy for credit cards, personal checks, refunds, and exchanges so that it is visible to the patrons. Licensee must provide patrons wishing to exchange or pick up merchandise free credentials to admit the patron to the fairgrounds. Please note that the patron has only a very limited amount of time to make the exchange upon returning to the grounds.

It shall be the policy of the 22nd DAA that all merchandise purchased at the San Diego County Fair may be returned or exchanged within thirty (30) days of purchase with a receipt. If an item is returned during the allowable return period, the refund will be made in the original method of payment.

### **UNAUTHORIZED USE OF ADDITIONAL SPACE**

All booth material and merchandise must remain within the licensee's assigned space. All business transactions must be done within the perimeter of the leased space. Any vendor drawing a large crowd of people must insure that the crowd does not block or prevent the normal flow of foot traffic or adjoining booths. Unauthorized use of additional space will result in a violation and the Licensee will be billed at the prevailing rate.



# FAIR CLOSING & TEARDOWN

## BOOTH REMOVAL

Booth tear down may begin immediately after the final patrons leave on closing night, and will continue as follows:

- July 4 (closing night): approx. 11:00pm–2:00am  
(hand carts only; no vehicular access)
- July 5: 8:00am–7:00pm
- July 6: 8:00am–12 noon

Unless otherwise authorized, all booth material must be removed from the grounds within two days after the closing of the fair, by 12 noon on Thursday, July 6.

Failure to remove booth material(s) by this deadline will 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 District's discretion.

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

## FAIR OPERATIONS EVALUATION

The San Diego County Fair strives to provide an event whereby all parties can mutually benefit. How does the San Diego County Fair rate? A comment sheet will be enclosed in your check-in packet. Please take a moment to fill it out and return it with your comments/suggestions after the fair.

# FAIR INFORMATION & GUEST SERVICES

For the most up to date current information please visit our website at [www.sdfair.com](http://www.sdfair.com)

## ADMISSION PRICES

### Weekdays (Wednesdays & Thursdays & July 3)

Adult (age 13+)	\$15.00
Senior (age 62+) • Child (age 12 and younger) • Military with ID	\$12.00
Children 5 and under	FREE

### Weekends (Fridays, Saturdays & Sundays & July 4)

Adult (age 13+)	\$20.00
Senior (age 62+) • Child (age 12 and younger) • Military with ID	\$17.00
Children 5 and under	FREE

## ATM and REVERSE ATM MACHINES

ATM machines are located throughout the fairgrounds. Contactless transactions are encouraged; admission, parking and fair gift shops are all “cashless.” Reverse-ATMs will be located around the grounds where guests can insert cash in exchange for a Visa card valid both on and off grounds, anywhere credit cards are accepted.

## FIRST AID

Professional medical personnel are on the grounds during all operating hours of the fair. Please direct persons seeking assistance to the east end of the Grandstand, ground floor. NOTE: you are required to immediately report any accidents to Guest Services.

## GIFT SHOPS

Gift items such as shirts, mugs, pins, and specialized products embossed with this year's San Diego County Fair logo are available at our gift shop locations. Hours are the same as fairground operating hours.

## GUEST SERVICES

Guest Services is located in the east end of the Grandstand on the ground floor. Guests seeking information, assistance, or wishing to make suggestions/complaints should be directed to Guest Services. This office handles all lost/found items. In addition, there is a Sensory Room available for guests who have any sensitivity issues (e.g. Autism, PTSD). Sensory Bags are available that can be checked out for use while attending the Fair.

## INFORMATION BOOTHS

Information booths provide directions, answer questions and offer general assistance to our patrons. The five booth locations are: O'Brien Gate, Durante Gate, Family Funville, West Gate and Mission Tower.

## LOST AND FOUND, LOST CHILDREN & ADULTS

Guest Services is located in the east end of the Grandstand ground floor. This service handles lost and found items and reunites lost children and adults with their parties. All found items are kept until mid-September and then donated to local charities.

## **PROGRAMS/DAY SHEETS**

Daily schedules listing events, activities and performances are available at all Information Booths.

## **SCOOTERS AND WHEELCHAIR RENTALS**

Mobility devices such as scooters and wheelchairs are available for rent through Scootaround rentals, located at the O'Brien Gate, Arena Gate and West Gate entrances. Advanced reservations will be available through their website at [scootaround.com](http://scootaround.com) or by calling (888) 441-7575.

## **WILL CALL**

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

# LOCAL SERVICES

## BANKS

<b>Bank of America</b> 405 S. Hwy 101 Solana Beach, CA 92075	858-793-4305
<b>California Bank &amp; Trust</b> 2775 Via De La Valle Del Mar, CA 92014	858-792-4770
<b>San Diego County Credit Union</b> 665 San Rodolfo Drive #110 Solana Beach, CA 92075	877-732-2848
<b>US Bank</b> 2830 Via De La Valle Del Mar, CA 92014	858-755-1160
<b>Union Bank</b> 1435 Camino Del Mar Del Mar, CA 92014	858-755-9321
<b>Wells Fargo Bank</b> 2751 Via de la Valle Del Mar, CA 92014	858-509-3400

## HOTELS

<b>Best Western Premier</b> 720 Camino Del Mar Del Mar, CA 92104 <a href="http://www.hoteldelmar.com">www.hoteldelmar.com</a>	800-451-4515
<b>Extended Stay America</b> 9880 Pacific Heights Blvd. San Diego, CA 92121	800-EXT-STAY
<b>Holiday Inn Express</b> 621 S. Highway 101 Solana Beach, CA 92075 <a href="http://www.hinnexpress.com">www.hinnexpress.com</a>	858-350-0111 888-970-4361

# **2023 SAN DIEGO COUNTY FAIR**

## **IMPORTANT PHONE NUMBERS**

### **DEL MAR FAIRGROUNDS**

**Main Line • Switchboard**

**858-755-1161**

All extensions below can be reached by first dialing 858-755-1161 and enter the four-digit extension at the prompt.

<b>Security • Emergency Line</b>	<b>ext. 4271</b>
<b>Security Dispatch</b>	<b>ext. 2820</b>
<b>First Aid</b>	<b>ext. 2814</b>
<b>Guest Services • Lost Children</b>	<b>ext. 1124</b>
<b>Concessions Office</b>	<b>ext. 4218</b>
<b>Janitorial (Restroom Supplies &amp; Spills)</b>	<b>ext. 2618</b>
<b>Warehouse</b>	<b>ext. 2612</b>

**EXHIBIT A & EXHIBIT G  
ACKNOWLEDGEMENT  
22ND DISTRICT AGRICULTURAL ASSOCIATION  
2023 SAN DIEGO COUNTY FAIR**

- I have read and will abide by the contents of the LICENSEE’S HANDBOOK above which is named "EXHIBIT A" in my contract with the 22nd District Agricultural Association.
  
- I have read, acknowledged and will abide by the information in the STORM WATER POLICY which is named “EXHIBIT G” in my contract with the 22nd District Agricultural Association.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contract #

\_\_\_\_\_  
Owner/Licensee Signature

\_\_\_\_\_  
Date