



# WESTERN WASHINGTON FAIR 2010 PARTICIPANT FACT SHEET

Commercial Exhibits & Concessions Department  
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**FAIR DATES:** Friday, September 10 – Sunday, September 26, 2010

**FAIR HOURS:** Gates and Buildings open to the public: Sunday – Thursday 10:00 am – 10:00 pm  
Friday & Saturday 10:00 am – 11:00 pm

**ATTENDANCE:** The Puyallup Fair is the largest fair in the Pacific Northwest, and consistently among the largest five fairs in North America. The 5-year average attendance is between 1.1 and 1.2 million guests.

**EXHIBITOR CREDENTIALS:** Each exhibitor is allowed the following number of units based upon the number of spaces contracted. Each unit allows one admission per day.

- 1 space 6 units (17 x 6 = 102 admissions)
  - 2 spaces 10 units (17 x 10 = 170 admissions)
  - 3 spaces 15 units (17 x 15 = 255 admissions)
  - 4 spaces 20 units (17 x 20 = 340 admissions)
  - 5 spaces 25 units (17 x 25 = 425 admissions)
- Maximum allowed per exhibitor = 25 units

Units may be used to purchase Season Parking (parking subject to availability)  
Admission is by either Photo ID Badge or One Day Exhibitor Pass.  
Access to buildings before 10:00 am is by Photo ID Badge Only.  
Pass Office opens in early August for exhibitor’s convenience.

**SELECTION PROCESS:** All applications go through a selection process – **NOT** first come, first served basis. Applications are reviewed and selections are offered based on the following criteria:

- Space availability
- Returning vendor in good standing
- Product balance within the fair
- Uniqueness and appeal of product
- Appearance of display/booth
- Value to fair guests

**LOCATION:** Location is determined by Fair Management. Large exhibits and activities may be designated to specific areas as determined by Fair Management. Traffic on the fairgrounds varies little from building to building, however, due to aisle width, location and time of day, the appearance of crowds can be deceiving. The Puyallup Fair does not offer exclusivity of product to any vendor; however, effort is made to avoid duplication of product within the same building.

**TERMS OF PARTICIPATION:** Agreements are issued in the spring and summer and are due along with 50% deposit. The balance of the space fee is due by the date listed in the agreement. Payment may be made by cash, check, or cashier’s check. Bank Cards are NOT accepted. Failure to pay deposit or space fee balance by due dates shall result in cancellation of the contract and forfeiture of any fees paid. Should your company be invited to participate in the Puyallup Fair, an agreement valid for the 2010 Fall Fair will be issued.

**EXCLUSIVITY:** The Puyallup Fair typically does not offer agreements to allow vendors to provide exclusive products or services.

**RATES FOR 2010:**

We have two-tiered rates depending upon when your application for participation in the 2010 Puyallup Fair is received. See the attached Rental Schedule. Get your applications in early.

**RESTRICTED PRODUCTS:**

Animals, balloons, backpacks, drug paraphernalia, firearms, knives, laser pointing devices, novelties, or other items deemed inappropriate (including signs, stickers or clothing with inappropriate graphics or slogans) shall not be allowed. Further restrictions are outlined in the Exhibitor's Guide.

**INSURANCE INCLUDED IN FEE:**

General Liability Insurance for \$1,000,000 per occurrence, \$3,000,000 aggregate and product liability limit is included in the booth fee. The following products and/or services will be required to provide a certificate of insurance with the same limits naming the Western Washington Fair Association as additionally insured: *permanent tattoos, henna tattoos, body piercing & massages; wheelchair/stroller rentals; medical/dental services/screenings/testing; climbing walls; herbal supplements, weight loss/stop smoking patches/pills, auto or auto parts, inflatable amusements; amusement rides/devices.* Booth fees are as published even if you have or are required to supply insurance.

**PARTICIPANT SET-UP:**

INSIDE - Booth Spaces are available to exhibitors for move-in and set-up on the Tuesday following Labor Day.

INSIDE - Pipe and drape provided to Inside Booths (*Expo Hall, ShowPlex, Centennial and Crafts & More buildings*)

INSIDE - Pipe and drape is 8 foot high on 3 sides

INSIDE - Exhibits may not exceed 8 foot in height.

INSIDE – If you use carpet in your booth, you MUST use tape provided by GES.

INSIDE - Public Address Systems are allowed in designated space ONLY. Request must be included on the Space Agreement and the appropriate PA fees paid.

INSIDE - Buildings have limited overnight security beginning Thursday before Fair through last Saturday night of Fair. Theft and loss is the responsibility of the exhibitor.

OUTSIDE – Canopies or Tents are the responsibility of the exhibitor. These can be arranged through the Fair's contracted decorator. Exhibitor's canopies are allowed, provided they meet or exceed the Puyallup Fire Marshal's requirements. Tarps are not allowed for covering the exhibit space during fair hours.

OUTSIDE – All outside locations are subject to environmental conditions (*rain, sun, wind, humidity, etc*).

OUTSIDE – If floor is installed you must provide ramps for wheelchair/handicap access. Minimum slope of 12" run for each 1" rise (*1/12 slope*). All temporary or mobile structures must be ADA compliant (*such as countertops 36" or less*).

ALL LOCATIONS - Each space is provided with 1,000 watts of 110 volt electrical power. Additional electrical power available to the exhibitor at the published rates.

ALL LOCATIONS – Decorating services, tents, tables, chairs, carpeting, etc, may be rented at the Show Decorator's Office.

**EXHIBITOR SERVICES:**

NO WAREHOUSE SPACE AVAILABLE: The Fair **DOES NOT** provide warehouse space for exhibitors. Exhibitors are responsible for providing adequate storage of product ordered.

FREIGHT DELIVERY (*Pre-Fair*): Freight will not be accepted **BEFORE** the Tuesday following Labor Day. The exhibitor is responsible for equipment and labor to unload the delivery. Fair personnel cannot accept or sign for deliveries made to an exhibitor.

FREIGHT DELIVERY (*during Fair*): May be delivered to the Freight Shuttle Warehouse for delivery to your booth. Must have Company name, and **BOOTH NUMBER** listed clearly on the package. All deliveries must be shipped PRE-PAID. Absolutely no C.O.D. packages will be accepted. No overnight storage of products is allowed at the Freight Shuttle Warehouse.

FREIGHT SHUTTLE SERVICE: The Puyallup Fair provides a limited Freight Shuttle Service for the convenience of the exhibitors. This service is provided daily during the fair 8:00 am – 2:00 pm.

FORKLIFT SERVICES: Available to exhibitors at the rate of \$150.00 per hour, one-hour minimum charge. Service must be PRE-PAID at time of order.