

**August  
1st**  
*through*  
**August  
5th**

# The 2012 Boulder County Fair

## The Boulder County Fair Back for it's 143rd Year & Adding a SUNDAY!

Join us Wednesday, August 1st through Sunday, August 5th for 5 exciting, jam packed days filled with fun, food and fabulous attractions and activities! We still have **FREE** Gate Admission and **FREE** Parking, with plenty of **FREE** activities, making the Boulder County Fair the must attend event for every budget and every body!

Throughout the week, attendees will enjoy FREE concerts on our Fair Garden Stage and thrilling carnival rides brought to you by Crabtree Carnival. Family-favorite events like the Ballet on Horseback, the BCF Demolition Derby, Kids Rodeo and Pro-Team Bull Riding will be back for another exciting year. Daily entertainment, demonstrations and activities in our Exhibit Building will be accompanying exhibitions from local artisans, 4-H projects, agricultural and livestock shows. We will have special days celebrating Agriculture and Seniors and the public can even compete in our 4th Annual BCF Chili Cook-Off, Karaoke Competition, or Talent Show for prizes. And there's more...

### Every Day is Kid's Day at the Boulder County Fair!

That's right! EVERY DAY throughout the week we'll offer events and activities just for the kids! Daily Scavenger Hunts, Stick Horse Building and Parade, Loads of Animals to See, Story-time, Coloring Corner, Kid's Pedal Pull, and Hands-On Activities in our Kid's Corner Corral!

All of this is a part of our mission...

*To provide a resource to the community that celebrates both rural and urban heritage while cultivating an innovative future through education and leadership!*

## EXCITEMENT BY THE NUMBERS:

### 2011 Boulder County Fair Statistics

Despite the tough economy, Over 78,000 Attendees in just 5 Days were logged with our Electronic People Counters coming onto the grounds at 4 of our entrance

points. (The People Counter is a photo electric sensor that emits an invisible beam traveling between a sensor and a reflector. We then factor in for duplication.)

- ◆ 35% of attendees polled were attending the Fair for the very first time.
- ◆ 95% of attendees polled plan to attend next year's Fair.
- ◆ 60% of our visitors polled are married and own their home.
- ◆ Nearly half of our attendees polled have an income between \$60-90,000.

## Should You be an Exhibitor?

We LOVE Exhibitors  
from all areas...

- \* Arts and Crafts \*
- Antiques \* Western
- Wear/Arts/Designs \*
- Pet Supplies \* Candles
- \* Electronics \* Kids
- Games \* Woodwork
- \* Landscape Design \*
- Home Improvement \*
- Spas/Fireplaces \* Kids
- Clothing \* Jewelry \*
- Family Products \*
- Health/Physical Fitness
- Martial Arts \* Trucks
- & Trailers \* Games \*
- Educational Products \*
- Home Builders \* Pet
- Supplies \* Livestock
- Equipment \* Com-
- munity Businesses

### And You!

Boulder County Fair

9595 Nelson Road

Fairgrounds Office Bldg Suite 200

Longmont, CO 80501

720-864-6460

720-864-6461 Fax

info@bouldercountyfair.org

www.bouldercountyfair.org

## Booth Rate Information-See Floor Plans/Maps for additional information.

**WHAT TYPE OF EXHIBITOR ARE YOU?** We have 5 Types of Exhibitors at the Boulder County Fair: 1. Food Concessionaires (see the Food Concessionaire Prospectus if this is you) 2. Standard Commercial Exhibitors 3. Non-Profit Organizations 4. Government Divisions/Agencies 5. Political Associations/Organizations.

**DO YOU WANT TO BE INDOORS OR OUTDOORS?** We have just one indoor area available to exhibitors - our Exhibit Building. Our outdoor areas available to exhibitors are divided into 3 sections: East Plaza, South Plaza/Fair Garden, and South Midway. Please see the maps in this prospectus to pick out the area best for you!

STANDARD COMMERCIAL EXHIBITORS	EXHIBIT BUILDING INDOOR	EAST PLAZA OUTDOOR	SOUTH PLAZA / FAIR GARDEN OUTDOOR	SOUTH MIDWAY OUTDOOR
OFFICIAL DATES	Wednesday, Aug 1st – Sunday, Aug 5th	Wednesday, Aug 1st – Sunday, Aug 5th	Wednesday, Aug 1st – Sunday, Aug 5th	Wednesday, Aug 1st – Sunday, Aug 5th
MOVE IN	Tuesday, July 31st, 8 a.m. –6 p.m.	Tuesday, July 31st, 8 a.m. –6 p.m.	Tuesday, July 31st, 8 a.m. –6 p.m.	Tuesday, July 31st, 8 a.m. –6 p.m.
DAILY HOURS	10 - 9 Daily	10 - 10 Daily	10 - 10 Daily	10 - 10 Daily
MOVE OUT	Sunday, Aug 5th after 5 p.m. Monday, Aug 6th before noon	Sunday, Aug 5th after 5 p.m. Monday, Aug 6th before noon	Sunday, Aug 5th after 5 p.m. Monday, Aug 6th before noon	Sunday, Aug 5th after 5 p.m. Monday, Aug 6th before noon
SIZE	10 ft wide x 8 ft deep	12 x 12 feet	12 x 12 feet	12 x 12 feet
COST	\$275.00	\$400.00	\$375.00	\$350.00
DETAILS	One 6 ft Table and 2 Chairs Provided Electricity Provided	Limited Electricity	Limited Electricity	Limited Electricity

SPECIAL EXHIBITORS	NON PROFIT ORGANIZATIONS INDOOR / OUTDOOR	GOVERNMENT DIVISIONS/AGENCIES INDOOR / OUTDOOR	POLITICAL ASSOCIATIONS / ORGANIZATIONS INDOOR / OUTDOOR
OFFICIAL DATES	Wednesday, Aug 1st – Sunday, Aug 5th	Wednesday, Aug 1st – Sunday, Aug 5th	Wednesday, Aug 1st – Sunday, Aug 5th
MOVE IN	Tuesday, July 31st, 8 a.m. –6 p.m.	Tuesday, July 31st, 8 a.m. –6 p.m.	Tuesday, July 31st, 8 a.m. –6 p.m.
DAILY HOURS	10 - 10 Daily	10 - 10 Daily	10 - 10:00 Daily
MOVE OUT	Sunday, Aug 5th after 5 p.m. Monday, Aug 6th before noon	Sunday, Aug 5th after 5 p.m. Monday, Aug 6th before noon	Sunday, Aug 5th after 5 p.m. Monday, Aug 6th before noon
SIZE	Exhibit Building: 10 ft. wide x 8 ft. deep Outdoors: 12 ft. x 12 ft., may vary	Exhibit Building: 10 ft. wide x 8 ft. deep Outdoors: 12 ft. x 12 ft., may vary	Exhibit Building: 10 ft. wide x 8 ft. deep Outdoors: 12 ft. x 12 ft., may vary
COST	\$175	\$250	\$275
DETAILS	No Electricity Available	Indoor: Optional: One 6 Foot Table & 2 Chairs Electricity Outdoor: Limited Electricity	Indoor: Optional One 6 Foot Table & 2 Chairs Electricity Outdoor: Limited Electricity

The following general information and regulations apply to the 2012 Boulder County Fair (BCF) acting through the Fair Board, Committees and employees.

**AUTHORITY:** The BCF or it's delegate, is charged with complete responsibility and full authority to enforce all of the provisions of these Rules and Regulations for the benefit of all concerned. Any exception to or deviation from these rules may be made only by the BCF. No consent to any variation of any term or condition of the lease contract shall be valid unless in writing with the contract. Any notice by either party to the other shall be in writing. The BCF reserves the right to cancel a contract and retain the Exhibitor's Deposit in the event of Exhibitor violations of the Rules and Regulations described within this prospectus & contract. Signature of the contract assumes understanding and agreement with General Rules & Regulations.

**PLACE AND DATES:** The exhibitors will be located in the Exhibit Building, Plazas, or South Midway at the Boulder County Fairgrounds located at 9595 Nelson Road, Longmont, CO 80501. BCF overall dates are Aug. 1 - Aug. 5, 2012.

**BOOTH ASSIGNMENT & INFORMATION:** The BCF will screen and assign applications on a first-come, first-served basis based upon the character and size of the proposed exhibit, individual needs, exhibitor's preference, and location of other exhibitors. Exhibitors should supply a photograph of their exhibit/display at time of application. The BCF reserves the right to change booth assignment at any time and deny anyone rental of a commercial booth. No booth assignment will be made without payment. Previous participation does not guarantee vendor priority. The BCF endeavors to avoid duplication of exhibit types, but more than one booth with the same type of merchandise is permitted.

**EARLY VACATING OF BOOTH:** Exhibitors must remain for the entire fair: Aug 1 - Aug. 5. Early vacating of

booth will result in forfeiture of deposit.

**LIABILITY & INSURANCE:** All exhibitors must carry Comprehensive General Liability Insurance, with Broad Form Liability Endorsement, in an amount not less than \$600,000, and Automobile Liability Insurance for any vehicle which is used in conjunction with their operation at BCF. This certificate of insurance should be received in the BCF management offices no later than July 5, 2012. The Certificates of Insurance shall also contain a valid provision or endorsement that these policies may not be canceled or terminated without 30 days written notice to the BCF. The BCF can provide coverage for vendors for an additional fee. See Contract for costs. BCF insurance only covers the BCF and does not cover the personal property of the exhibitor. Exhibitors and their employees, volunteers or contractors working with/for the exhibitor, agree to indemnify and defend the Fair Board and its agents. Exhibitors should purchase their own insurance to cover all contingencies including, but not limited to, fire, theft, property damage, public and private liabilities, and workmen's compensation. No party to this contract shall be responsible for any injury, loss, or damage to any other party of this contract, or any third party, except in the event that the injury, loss or damage arises out of the gross negligence of such party. Exhibitors agree to notify BCF of any safety concerns immediately. BCF reserves the right to change the locations for the exhibition and will not be responsible for delays, damage, loss or other unfavorable conditions caused by circumstances beyond its control. BCF will provide early evening and overnight security on the grounds beginning Tuesday evening, July 31st.

**TAXES:** State and City Sales tax is the Exhibitor's responsibility, along with all appropriate licenses and legal requirements to conduct business.

**SHIPPING MATERIALS:**

There is no receiving or storage for shipments made to the Fairgrounds in advance of the BCF.

**BOOTH STAFFING:** The exhibitor is obligated, as terms of this contract, to have personnel in the booth during all published exhibit hours.

**SUBLETTING OF SPACE:** No exhibitor shall assign, sublet or apportion the whole or part of the space assigned or have representatives, equipment or materials from firms other than their own in the exhibit space without written consent of BCF. Only one company is permitted to exhibit per booth.

**BOOTH SETUP/DESIGN:** A standard Exhibit Building booth consists of space 10' wide by 8' deep containing two chairs and one 6' table with table drape. No handwritten signs allowed. Backwalls, including signs, may not exceed 8' in height except by permission of BCF. Panels more than 4' high must not project forward from the back-wall more than 5'. Any display fixtures more than 4' high and placed within 10' of an adjoining exhibit must be confined to at least 5' from the aisle line. All display tables must be draped. Raw wood or cardboard panels must be painted or covered if visible from another booth or aisle. All storage boxes or crates must be stored from sight during show hours. Booth setup outside the Exhibit Building will not include tables, chairs, nor canopies. Exhibitor space boundaries will be marked with flags and Exhibitor's entire set up must remain within those boundaries. **Note:** Space requirements for trailers should include hitch, canopies/pop-outs. Request additional footage as needed.

**BOOTH SETUP RESTRICTIONS:** Demonstrations, video, or sound-making devices must be confined to the limits of the Exhibitor's booth. Please consider how sound levels may impact other exhibitor's business. Audio visual devices are subject to the approval of BCF. Attention attracting, noise-making devices and loudspeaker systems are not allowed. Booth design and setup must comply with the American Disabilities Act (Public

Law 101-336). Exhibitor must comply with all laws and regulations of local, state and Federal governments, such as fire, consumer and public safety.

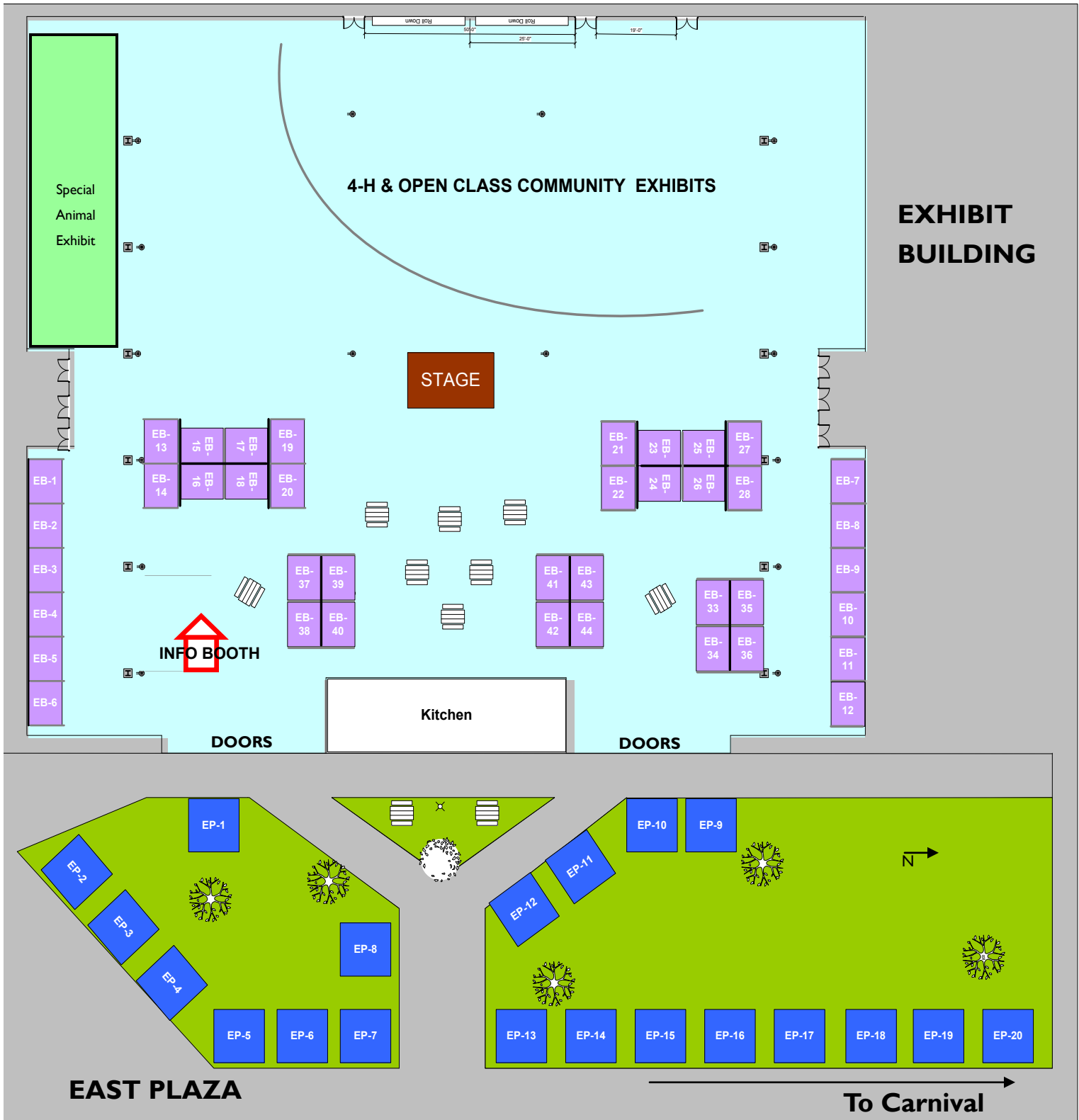
**ELECTRICITY, WATER, & ICE:** All electrical needs must be included with this contract. Exhibit Building rentals include 110V AC with 20 amp breakers. Electrical and water outlets are limited on the plazas; please be as self-sufficient as possible. Exhibitors are not allowed to exceed the limits of the electrical system. Fair management reserves the right to decline electrical service, charge for excessive power usage or ask the exhibitor to provide their own electrical power.

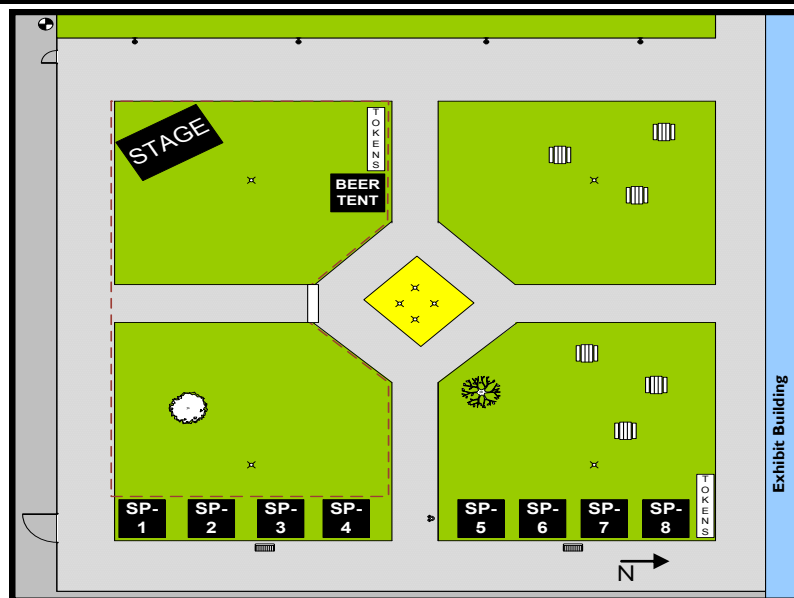
**SALES AND ADVERTISING PRIVILEGES:** No signage may be attached to anything outside of your booth, without approval of the BCF. No one may sell or advertise merchandise, food or services or post advertising bills, signs, cards or distribute similar materials or in any way solicit on the grounds, at any time, without the express written permission of the BCF.

**SECURITY / DAMAGE DEPOSIT:** All Exhibitors must pay a Refundable Security / Damage Deposit of \$100 for their booth space rental. This must be a separate check written to the BCF. This check will held uncashed by the fair office until after the fair. If none of the violations listed below occur, the Security / Damage Deposit check will be destroyed by August 15th.

The Security/Damage Deposit will be forfeited to the BCF in the following instances:

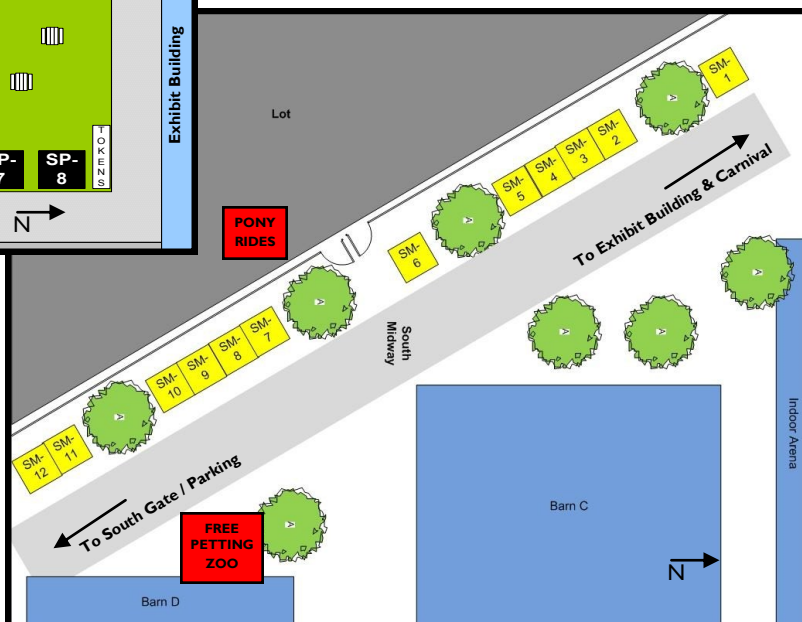
1. Cancellation of contract before July 5, 2012;
2. Damage to Boulder County Fairgrounds; loss or damage to the BCF supplied pipe and drape, table, chairs;
3. Vacating booth prior to official end of fair on evening of August 5th; or
4. Failure to move out by noon on August 6, 2012.





**SOUTH PLAZA / FAIR GARDEN**

**SOUTH MIDWAY**



**Passport to Prizes Program & Exhibit Building Stage**

**Passport to Prizes**

The Passport to Prizes Program is back for another year!



We recognize that as a Commercial Exhibitor one of your biggest challenges is getting the public to visit your booth and see what great products and services you are offering. To assist you in accomplishing that goal, we're pleased to announce another year of our "Passport to Prizes" Program.

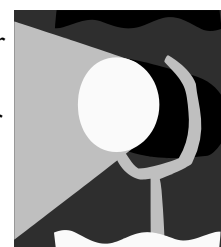
A Quick Overview: A member from the public may pick up and complete a "Boulder County Fair Passport to Prizes" passport by collecting "stamps" or signatures from participating vendors as they visit your booths. All children under the age of 15 must be accompanied by an adult to participate. Once all the stamps or signatures are collected from the participating vendors, the passports are turned in and are eligible to be drawn for prizes. Other than a donation of prizes (1-7 prizes at a requested valued between \$5 - \$50), there is no additional cost to you. If interested, please note it in "Indoor Booth Details" section of the Commercial Exhibitor Application on page 7.

**For more details on why you should participate, see the Passport to Prizes Program brochure.**

**Free Stage Time  
On the Exhibit Building Stage**

How would You like some time to showcase your product or service on the Exhibit Building Stage—for free!

We are offering our Commercial Exhibitors stage time (in 15 minute increments) on the Exhibit Building Stage. Our hope is to book the stage this year with fun and informative demonstrations, talks, and entertainment—and hopefully You! If interested, please note it in "Indoor Booth Details" section of the Commercial Exhibitor Application on page 7. Slots of time is very limited and filling up quickly, but we will do our best to accommodate you!



## DIRECTIONS TO FAIRGROUNDS

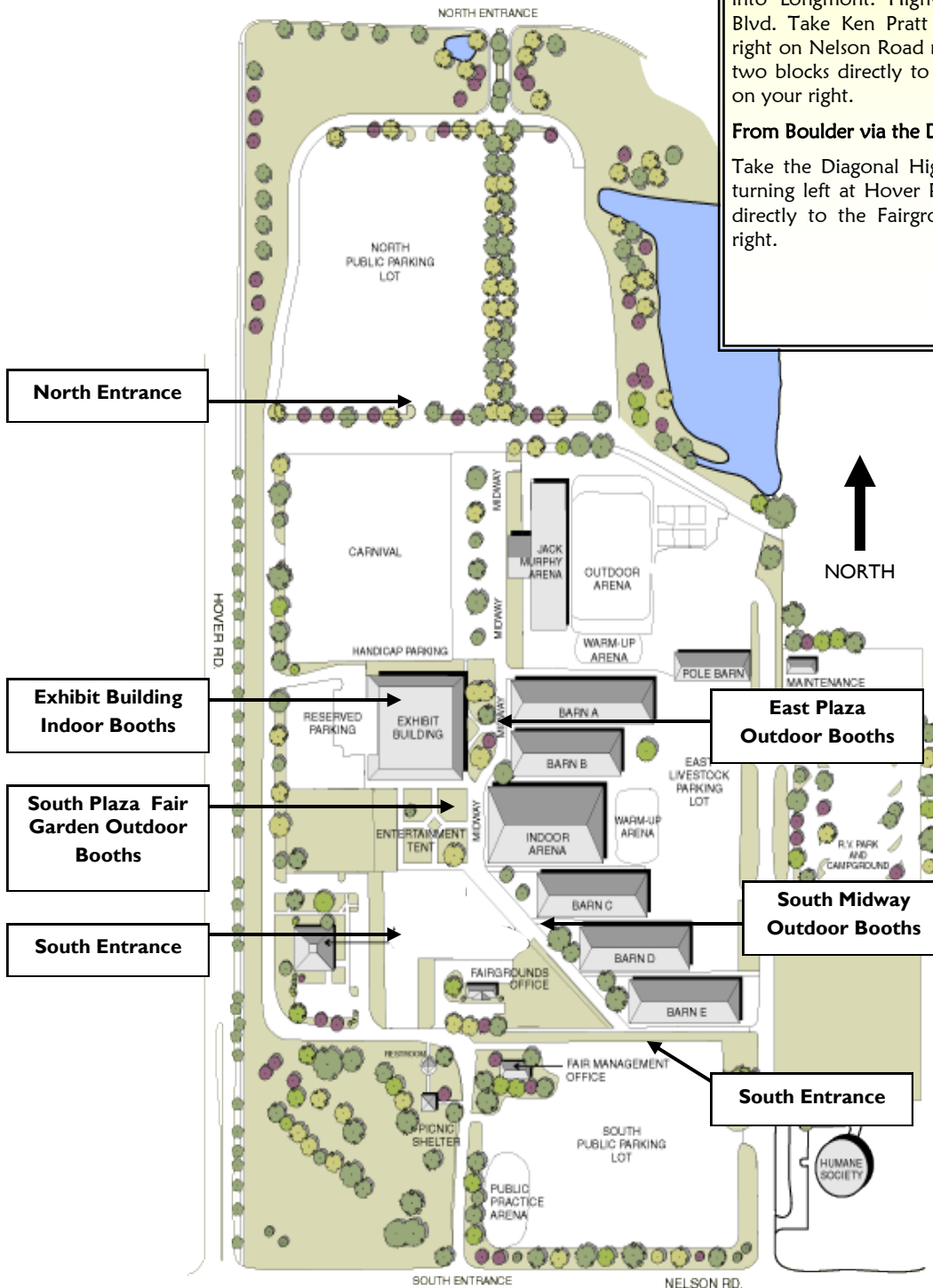
**Boulder County Fairgrounds**  
**9595 Nelson Road**  
**Longmont, CO 80501**

### From I-25:

Take I-25 to the Longmont or Highway 119 exit West into Longmont. Highway 119 turns into Ken Pratt Blvd. Take Ken Pratt past the railroad tracks. Turn right on Nelson Road right after the tracks. Go almost two blocks directly to the Fairgrounds, which will be on your right.

### From Boulder via the Diagonal Highway:

Take the Diagonal Highway Northeast to Longmont turning left at Hover Road. Take Hover Road North directly to the Fairgrounds, which will be on your right.



North Entrance

Exhibit Building  
Indoor Booths

South Plaza Fair  
Garden Outdoor  
Booths

South Entrance

East Plaza  
Outdoor Booths

South Midway  
Outdoor Booths

South Entrance

Business/Company \_\_\_\_\_ Contact Name \_\_\_\_\_  
 Title \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ Cell Phone (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_  
 Name/Description of products/items to be sold or displayed: \_\_\_\_\_

**\*Important—New This Year:**

**At least 50% of Booth Fee is Due with Application** to constitute a valid contract and secure booth space. The remainder will be due by July 5, 2012, no exceptions. If your application is accepted and you withdraw it, your down-payment will not be refunded. If the application is not accepted, a full refund will be returned to you. After July 5, applicants must have 100% booth fee paid when submitting application. Payment for booth space may be made by check/money order or by credit card via our website at [www.bouldercountyfair.org/vendors](http://www.bouldercountyfair.org/vendors).

**A separate check for the Security/Damage Deposit of \$100 must accompany your application.** The Security/Damage Deposit alone **will not** hold your space. **ONLY** Payment for at least 50% of your Booth Space Rental will hold your space. For more information on the Security Damage Deposit see page 3.

**INDOOR BOOTH DETAILS**  
 Circle the following if needed:

Internet Access \_\_\_\_\_  
 6 ft Table (1 per booth) \_\_\_\_\_  
 Table skirting and top \_\_\_\_\_  
 Chairs (2 per booth) \_\_\_\_\_  
 3 ft high pipe and drape for booth "sides" \_\_\_\_\_  
 6 ft high pipe & drape for booth "back" (included automatically) \_\_\_\_\_

Electricity: (list all equipment and volts and amps usage of each. Attach additional sheet if needed.)

Electrical Item	Volts	Amps

Total Electrical request: \_\_\_\_\_  
 Exhibit Building Stage: Yes, schedule us!  
 \_\_\_\_\_ times/day \_\_\_\_\_ times/week  
 Passport Participant: YES / NO

**BOOTH FEES/PAYMENTS**

Number of Booths \_\_\_\_\_  
 Booth Fees \$ \_\_\_\_\_  
 Our Insurance (\$75) \$ \_\_\_\_\_  
 Security/Damage Deposit\* \$ 100.00 \_\_\_\_\_  
**TOTAL FEES DUE** \$ \_\_\_\_\_  
 Amount Paid \$ \_\_\_\_\_  
 Balance Due by July 5 \$ \_\_\_\_\_

**BOOTH SPACE PREFERENCE**

Location: (circle one)

Indoor Exhibit Building \_\_\_\_\_  
 East Plaza \_\_\_\_\_  
 South Plaza / Fair Garden \_\_\_\_\_  
 South Midway \_\_\_\_\_

**Booth Space Preference:**

1st Choice: \_\_\_\_\_  
 2nd Choice: \_\_\_\_\_  
 3rd Choice: \_\_\_\_\_

Acceptance of this application by the Boulder County Fair (BCF) via confirmation email constitutes a contract.

As the Exhibitor, I have read and agree to abide by the Rules & Regulations of BCF printed in this entire brochure, which are deemed a part of this contract. All of our company employees will be informed of, and will abide by, the rules and regulations governing this event to which I am agreeing. I agree to abide by the Exhibitor Code of Conduct for the BCF (page 8). I agree to sell/represent only the items listed in the contract, unless otherwise authorized by the BCF. I agree to pay all applicable booth rental fees in full no later than July 5, 2012, to include BCF Security/Damage Deposit, and insurance fees, if I request BCF insurance coverage. **I understand that cancellation prior to July 5, 2012 will be refunded in full, less the \$100 Security/Damage Deposit. I understand cancellations received after the deadline of July 5, 2012 will result in forfeiture of the entire booth rental fees. I understand that all cancellations must be received in writing. I understand that "no-shows" booth fees will not be reimbursed. I understand there is a \$25 service fee for returned checks.**

Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Print Title \_\_\_\_\_ Date \_\_\_\_\_  
 Make checks payable to Boulder County Fair. Please sign and return the completed application, items from check list above, and payment to: **Boulder County Fair, 9595 Nelson Road, Longmont, CO 80501**



**OFFICE USE ONLY** Confirmation Phone Call Date: \_\_\_\_\_ Space Assigned: \_\_\_\_\_  
 Amount Received: \_\_\_\_\_ Check #: \_\_\_\_\_ Date: \_\_\_\_\_  
 Amount Received: \_\_\_\_\_ Check #: \_\_\_\_\_

**EXHIBITOR SIGN UP & DEADLINES** - Exhibitors will be assigned on a first-come, first-served basis. Please submit payment (check/money order) with your contract. See application (page 7) for details. Vendor approval will depend upon products/services, past fair history, and for food vendors, Boulder County Health Department approval. **Cancellation:** Cancellation received prior to July 5, 2012 will be refunded fees in full less \$100 deposit. Cancellations requested after July 5 will result in forfeiture of the entire booth rental fees. Request for cancellation must be received in writing. "No-Shows" will not be refunded.

**ZERO WASTE** - The BCF has made a commitment to be a Zero Waste Event! This means all booth materials / handouts and concessions goods must be recyclable or compostable. Failure to comply with Zero Waste policies will at a minimum result in loss of Security/Damage Deposit and may result in immediate eviction from the Fair. Contact the Boulder County Resource Conservation Division for more information, materials, definitions, and details on how this may impact your booth setup and sales.

**BOOTH CONFIRMATION** - The Exhibitor will receive a confirmation email of receipt of contract and all applicable fees. This confirmation will constitute an official contract between the Exhibitor and the BCF. A confirmation of booth space assignment with any additional pertinent information will be emailed in late July.

**CAMPING** - No campers (living/sleeping quarters) will be allowed in the commercial booth area. Camping for a fee is available in the campgrounds on the East side of the fairgrounds. For reservations call (303) 678-1525. No vehicles may be parked in booth spaces on the BCF grounds. No camping or sleeping is allowed within any area of an exhibitor's booth/space.

**PARKING** - Parking is free, just like our fair! There are no fees for parking at any time.

**EXHIBITOR CODE OF CONDUCT** - The Exhibitor shall conduct the operation of their exhibit, display, or concession in a respectful, quiet and orderly manner at all times. Exhibitors should maintain the contents of their displays, menus and prices according to the information submitted with the contract. The booth and aisle in front of, or beside of the booth, should be clean and free of trash at all times. All garbage should be secured before disposal in recycle / waste receptacles. **Removal or Cause for Eviction** - At any time, an exhibitor may be subjected to eviction from their booth and/or the BCF without refund of booth fees for misconduct, harassment or disrespect of the Health Department officials, fair officials, security, attendees or fellow exhibitors.



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