



Dear Applicant:

Thank you for your interest in the California Rodeo Salinas, July 15-18, 2010. We are very excited about our upcoming show, "100 Years of Tradition"!

Our Rodeo is a four-day event. Thursday and Friday are evening shows; Saturday and Sunday are afternoon shows. We also include an additional night for the (PBR) Professional Bull Riding Event on Wednesday, July 14th. This night is a bonus for you as there will be no additional charge.

Due to vendor requirements or items sold, there may be additional fees or charges.

Booth spaces:	10 x 10	\$ 600
	10 x 20	\$1,200

Fees listed above are for merchandise vendors only. Food vendors' fees will be determined at a later date.

Please fill out the enclosed application and return to the address on the bottom of the application. Applications will be reviewed and we will notify you of any openings. **This application does not in any way reserve or guarantee booth space at the 2010 California Rodeo Salinas.**

Again, thank you for your interest. If you have any additional questions, please don't hesitate to call.

Fred Hooker or
Concessions Chairman
(831) 750-7283 &
(831) 449-4965
fredh@sambailo.com

Sheri Durgan
Facility Coordinator
(831) 775-3100
(800) 771-8807
sdurgan@carodeo.com

Mail to:

Sheri Durgan, Facility Coordinator, California Rodeo, Inc., PO Box 1648 Salinas, CA 93902

Phone: (831) 775-3100 **Fax:** (831) 757-5134 **Email:** sdurgan@carodeo.com

2010 APPLICATION FOR BOOTH SPACE

**PBR July 14
&
CALIFORNIA RODEO SALINAS
JULY 15, 16, 17, & 18**

Wednesday, July 14th 5pm-10pm / Thursday, July 15th 3pm-11pm / Friday, July 16th 4pm-11pm /
Saturday, July 17th 10am-6pm / Sunday, July 18th 10am-6pm
(TIMES APPROXIMATE)

**This application does not in any way reserve or guarantee booth space at the
2010 California Rodeo Salinas**

PLEASE FILL OUT COMPLETELY & LEGIBLY OR YOUR APPLICATION WILL BE DENIED:

Company name: _____

Booth name if different from Company name: _____

Contact name: _____

Cell phone: () _____ Telephone: () _____

Fax: () _____ E-mail address: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

**The California Rodeo Salinas is a western oriented show.
All booths should be decorated in a western theme.**

PLEASE INCLUDE THE FOLLOWING INFORMATION OR YOUR APPLICATION WILL NOT BE CONSIDERED.

- **Complete** list of items requesting to be sold and price ranges (please attach). Show Management may eliminate some of the items you list to offer a wide variety of displays and avoid duplicity. Once contract is assigned, you may not display or sell any additional items, unless authorized by Show Management.
- **Photo or drawing** of booth and merchandise (please attach)
- **Electrical needs:** _____
- **Booth Location *requested*:** Inside or Outside (Please circle one)

Fee Quotes Are For Merchandise Vendors Only, Food Vendor Rates To Be Determined

- **Booth size:** 10x10 (\$600) _____ 10x20 (\$1,200) _____
Other: _____ (Cost to be determined)

- **Trailer size:** _____
(From pull point on tongue to back end of trailer)

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