



Dear Applicant:

Thank you for your interest in the California Rodeo Salinas; July 19-20-21-22, 2012. We are very excited about our upcoming show!

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 18<sup>th</sup>. This night is a bonus for you as there will be no additional charge.

**\*\*Please note that the California Rodeo Salinas is a retail show; items must be sold at retail prices, not wholesale.**

**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 2012 California Rodeo Salinas & PBR.**

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

Fred Hooker  
Concessions Director  
[Fredhcarodeo@yahoo.com](mailto:Fredhcarodeo@yahoo.com)

or

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

# 2012 APPLICATION FOR BOOTH SPACE

## PBR July 18<sup>th</sup> & CALIFORNIA RODEO SALINAS JULY 19-20-21-22

Wednesday, July 18<sup>th</sup> 5pm-10pm / Thursday, July 19<sup>th</sup> 3pm-11pm / Friday, July 20<sup>th</sup> 4pm-11pm /  
Saturday, July 21<sup>st</sup> 10am-6pm / Sunday, July 22<sup>nd</sup> 10am-6pm  
(TIMES APPROXIMATE)

**This application does not in any way reserve or guarantee booth space at the  
2012 California Rodeo Salinas**

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

**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: \_\_\_\_\_

**LIST A REFERENCE:**

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of Fair/Rodeo/Show: \_\_\_\_\_

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

**\*\*Please note that the California Rodeo Salinas is a retail show; items must be sold at retail prices, not wholesale.**

- **Complete** list of items requesting to be sold and price ranges (please attach). Show Management may eliminate or limit 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) All booths are in 10' increments.

**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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