



**OTERO COUNTY FAIR AND RODEO**  
**BOOTH RENTAL APPLICATION AND AGREEMENT**  
**September 21-September 24, 2023**

www.oterocountyfair.com

oterocountyfair@yahoo.com

**Application and Payment due by August 1, 2023**

Vendor Name to be displayed on booth: \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Person(s): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number(s): \_\_\_\_\_ Email: \_\_\_\_\_

**\*NEW Vendors must provide a picture of their booth. If no photo is submitted, the application may not be considered\***

- CHECK TYPE OF SPACE DESIRED:**
- INDOOR EXHIBIT BUILDING 8x8 \_\_\_\_\_ \$100
  - OUTDOOR UNDER PAVILION 10x10 \_\_\_\_\_ \$200
  - OUTDOOR UNDER PAVILION 15x20 \_\_\_\_\_ \$300
  - OUTDOOR OUTSIDE PAVILION 10x10 \_\_\_\_\_ \$125
  - FOOD TRUCK OR RETAIL TRAILER \_\_\_\_\_ \$400 **\*\*WILL NOT BE ALLOWED UNDER PAVILION\***

**Total # of Booth Spaces \_\_\_\_\_ Total Rental Fees Due \$ \_\_\_\_\_**

There are no tables or chairs available for rent so please be sure to bring your own.

All vendor operations including storage and displays shall remain within the rented space. Vendor is responsible for any damage to concrete, grass, or rental equipment and will be billed for repair or replacement costs.

**PRODUCT DESCRIPTION:**

Please list the type of merchandise, marketing, or educational information that will be on display or for sale at your booth. The Otero County Fair Association (OCFA) reserves the right to limit sales on food menu and merchandise items. Please give a complete list of items below. All items to be sold are subject to final approval by the OCFA.

**ABSOLUTELY NO SALES OF BEVERAGES** to include soda, water, fresh squeezed fruit drinks, juices and teas.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**BOOTH DESCRIPTION:**

Type of booth: Trailer, canopy, other: \_\_\_\_\_

If Trailer: Length in feet **including tongue**: \_\_\_\_\_

Will you need maneuvering room to place your unit? (Y/N)\_\_\_\_\_

Please note the preferred access to your booth for customers (front/rear/right/left)\_\_\_\_\_

**ADDITIONAL FEES:**

Any damages incurred by the vendor to the event property, including electrical equipment or booth space will be identified at the time of post-event area inspection. Vendors will be billed for repair or replacement costs.

**ELECTRICAL NEEDS:**

All booth prices include (1) 120v/20-amp circuit cord drop within 50' of the booth. Food truck, concessions or trailer spaces which are located on the southeast and southwest side of the Pavilion have one (1) 30-amp cord drop available. Vendors are required to provide their own extension cords and in the event of a power failure, Vendor is responsible for their own back-up power. All cords must be grounded (3 prong UL approved). INDOOR BOOTHS: NO GUARANTEE OF ELECTRICAL SERVICE-if available at your booth, usage must not exceed 110-volts 15 amps. **Outdoor booths: Lighting near stage at night is subject to change** (may be turned off to enhance stage performances). Please come prepared with ample lighting for your booth in the event you are placed near the main stage under the pavilion.

**PAYMENT TERMS:**

Vendor agrees to pay the rent specified for the booth size and electrical requirements the Vendor selects in this agreement. **All fees are due no later than August 1, 2023.** If rental fees are not paid in full by the deadline, the booth may be offered to another vendor. The Fair Office accepts cash, debit/credit card and personal check or money order. Please make checks and money orders payable to Otero County Fair Association. **NO REFUNDS will be given if vendor cancels within two weeks of the event.**

**CERTIFICATE OF INSURANCE:**

**Vendor agrees to submit a Certificate of Liability Insurance to the Fair Office no later than August 1, 2023. The certificate must confirm a minimum of \$1,000,000.00 of insurance coverage naming Otero County, Otero County Fair Association, and the City of Alamogordo as additional insured** under the Vendor's policy. If all three additional insured requested do not appear on the certificate, or if the coverage does not meet the minimum coverage described above, the certificated will be rejected and may cause the Fair Office to void this rental agreement with the Vendor. Contact the Fair Office at 575-434-0788 for assistance in securing insurance. ALL VENDORS, regardless of type of business, items sold, informational booths, non-profits etc. MUST have insurance as detailed above. There are NO exceptions. Vendors who do not have proof of insurance to the Fair Office by August 1, 2023, may not be allowed to participate in the event.

**HOLD HARMLESS:**

Vendor further agrees to indemnify and hold harmless Otero County, the Otero County Fair Association, the City of Alamogordo, and their respective employees and board members against and claim or action for any cause.

**FOOD VENDOR REQUIREMENTS:**

Every food vendor **must** obtain a food permit from the New Mexico Environment Department (NMED) to be eligible to operate a temporary food establishment during the Otero County Fair. This includes but is not limited to annually permitted restaurant food establishments that do NOT have a catering permit, charitable or non-profit organizations and all food vendors permitted outside the State of New Mexico. For information on permit applications and fees, please contact the NMED Alamogordo Field Office:

**New Mexico Environment Department Alamogordo Field Office**

811 E. First Street Alamogordo, NM 88310

575-437-7115

[https://www.env.nm.gov/fod/Food\\_Program/](https://www.env.nm.gov/fod/Food_Program/)

Food vendors will be required to submit a copy of their NMED food permit to the Otero County Fair Office **no later than August 1, 2023**. Approval of Temporary Food Establishment (TFE) permit applications can take up to 10 business days, therefore, be sure to apply in plenty of time to have an approved certificate to present to the Fair office by the deadline. If you have an annually permitted or unpermitted, self-contained mobile unit (e.g., food trucks and trailers) please contact NMED to discuss your operation and determine if any other additional food permit(s) are required. Please note, fees for permit applications must be made in the form of a check or money order to NMED (i.e., cash is not accepted).

NMED staff may conduct a food establishment inspection of any food booths, trucks, or trailers prior to opening and at any time for the total duration of the Otero County Fair. All rules and regulations must be followed during the total length of the hours of operation during the Otero County Fair. OCFA management will also closely monitor all food vendors. Any food vendor that is not compliant with NMED inspectors or contractual agreements made with the OCFA management or fail to adhere to the Rules and Regulations may be subject to additional enforcement action to include but not limited to closure and/or a **\$250 fee**. Per OCFA, violators will not be allowed to re-apply for subsequent years of the Otero County Fair.

**All food vendors must ensure they have the appropriate permits (if required) from the City of Alamogordo.** The Otero County Fair operates within city limits and vendors who do not have the proper permitting with the City of Alamogordo may be removed from the event. **Please call the City Clerk’s Office at 575-439-4100 to determine your specific permitting requirements.** City staff and/or Fire Department will be onsite during your booth set-up and during the event to inspect for proper permitting. Permitting can take up to two weeks to complete so obtaining this early is necessary. Proof of proper permitting will be due by **August 1, 2023**.

**Food vendors are to sell ONLY the items/merchandise for which they have been approved during the application process; any deviation from the approved menu must be cleared by NMED and OCFA. Any menu changes that have not been pre-approved may result in the loss of participation. ALL SALES OF BEVERAGES ARE PROHIBITED to include soda, water, fresh squeezed fruit drinks, juices, and teas during the Otero County Fair.**

**By signing below, you are stating that you agree to the terms of this application:**

Vendor Name (Please Print) \_\_\_\_\_

Vendor Signature \_\_\_\_\_ Date Signed \_\_\_\_\_

**Office Use Only:**

Application, payment, insurance, and permits complete on (date) \_\_\_\_\_

## **Booth Rental Checklist – Complete and turn in by August 1**

- Completed and signed application turned in.**
  
- Certificate of Liability Insurance for 1MM naming Otero County Fair Association, Otero County, and The City of Alamogordo obtained and turned in. This is required for all booths.**
  
- Food Vendor – City of Alamogordo food vendor permit obtained (575-439-4100) if applicable.**
  
- Food Vendor - New Mexico Environment Department permit obtained (575-437-7115) if applicable.**
  
- Payment for booth made to Fair Office (check, money order, cash, card accepted).**
  
- Need to cancel? Be sure to do so No Later Than September 7, 2023 or you will NOT receive a refund of your booth payment.**

THE OTERO COUNTY FAIR ASSOCIATION BOARD IS PROUD TO WELCOME YOU TO THE  
84TH OTERO COUNTY FAIR AND RODEO

SEPTEMBER 21-24, 2023

Dear Vendors,

The Otero County Fair Association strives to provide a high-quality fair for patrons, volunteers, and vendors. The following rules and guidelines have been put in place to create a safe, comfortable, and enjoyable experience for all; please read all rules and guidelines carefully to be fully informed. Guidelines will not be adjusted on an individual basis.

**DATES TO REMEMBER**

- **TUESDAY August 1, 2023** - Booth applications, payment, permits, and insurance due. Booth placement priority is given in the order the booth applications are received. If you miss the deadline, you may be placed in an area the Fair Office chooses.
- **September 18, 19, and 20**—Vendor Set up and Check in **10:00 am to 6:00 pm**. All vendors must arrive for set-up on these days. Any special set-up arrangements must be approved by the Fair Office.
- **Thursday September 21**— Fair Gates open at 11:00 am.

**PAVILION HOURS**

<b>THURSDAY</b>	<b>SEPTEMBER 21</b>	Gates open from 11:00 am to 11:00 pm
<b>FRIDAY</b>	<b>SEPTEMBER 22</b>	Gates open from 11:00 am to 11:00 pm
<b>SATURDAY</b>	<b>SEPTEMBER 23</b>	Gates open from 11:00 am to 11:00 pm
<b>SUNDAY</b>	<b>SEPTEMBER 24</b>	Gates open from 12:00 pm to 6:00 pm

\*\*Frazier Shows will be operating the carnival on Sunday. Pavilion vendors may stay for Sunday at no additional charge.

Hours are subject to change at the Carnival’s discretion.

**Exhibit building specific guidelines are on page 4**

**BOOTH STAFFING**

A representative from your organization must be available at your booth during the entire time the admission gates are open to the public.

# GENERAL INFORMATION, RULES, AND REGULATIONS

## SET UP AND TEAR DOWN

You are responsible for set-up and tear down of your own booth. **Removal of your booth and contents must be completed no later than the immediate Monday following the County Fair by 12:00 pm.** The Fair Office and facility gates will close promptly on Monday at 12:00 pm and will be closed on the following Tuesday.

Should you fail to remove your property from the fairground's facility by the deadline, you may be assessed \$100.00 per day fee and your property may be retained by the Fair Office until your fine is paid.

## SANITATION

Your booth area should be always kept clean and free of clutter. All Vendors will clean and pick-up their booth area at closing each day. Boxes must be broken down and placed in the garbage receptacles. At the end of each day, an Otero County Fair Association official will inspect each booth to ensure that the area has been properly swept, picked-up, and no evidence of grease, debris, or damage. **Grease MUST NOT BE PUT DOWN THE DRAIN SYSTEM!** Vendors must keep the trash picked up surrounding their booth. A representative from each vendor booth will receive a verbal confirmation upon completion of his or her respective inspection. Vendors who fail to comply may incur a \$75.00 fee, per day and may prevent their ability to return to future events.

## VEHICLES

Parking of service vehicles will NOT be allowed at any time on the Otero County Fair Pavilion site except for loading and unloading. Carts or dollies may be used for restocking supplies to your booth.

## PERSONAL PROPERTY

Faulty electrical equipment belonging to the vendors is not the responsibility of the Otero County Fair Association, or any official on-site electricians working. Costs of any personal vendor equipment repaired or replaced by the Otero County Fair Association, or any on-site electricians will be billed at the time of settlement. Additionally, pavilion booth **vendors must understand the pavilion is NOT a secure area.** Booth items should not be left overnight or unattended. The Fair Office will not be responsible for loss, theft, or damage of any vendor product or personal property left unattended at any time.

## FIRST AID, INFORMATION, LOST & FOUND

There will be a First Aid location on site near the front entrance to the Fair. The Security Operations Center will be located in the Maintenance Room under the Pavilion. Lost and found items (i.e. keys, cell phones, wallets, etc.) need to be turned in to the Security Operations Center each evening. If a child or other vulnerable person is listed/announced as officially missing, contact the Security Operations Center or Law Enforcement **IMMEDIATELY**. Law enforcement will shut down all gates until the child/adult is found.

## ALCOHOL, WEAPONS, AND PETS

**NO ALCOHOL, WEAPONS, OR PETS** are allowed in your booth. Alcohol is strictly prohibited at the Otero County Fair/Pavilion grounds. Your booth contents are subject to inspection by Pavilion Officials at any time. Any Violation of this policy will result in immediate closure of your booth and an assessed fee of \$250.00. Violators will not be allowed to re-apply for subsequent years.

# GENERAL INFORMATION, RULES, AND REGULATIONS

## **LOADING, UNLOADING, AND PARKING**

All vehicles must be off the Pavilion Midway by Thursday the 21st through Saturday the 23rd by 9:00 am and Sunday the 24th before 11:00 am and again after the closing of the Pavilion by 6:00 pm. NO vehicles are allowed on the midway during the Pavilion or Carnival hours of operation. Carts or dollies may be used for restocking supplies to your booth. Parking is provided in the Fairgrounds parking lot, where available. There is no designated Vendor parking, do not park on the closed-off area of Fairgrounds Road or at any surrounding business. You will be towed and responsible for any associated fees.

## **INSURANCE REQUIREMENTS**

A Certificate of Insurance will be required no later than August 1, 2023. **A minimum of \$1,000,000.00 of insurance coverage is required by all vendors, regardless of booth contents.** *Otero County, The Otero County Fair Association, and the City of Alamogordo* are to be listed as an additional insured under your policy. If you need assistance obtaining insurance, contact the Fair Office at 575-434-0788.

## **CASH HANDLING**

Each Vendor is responsible for their own cash receipts and deposits. It is recommended you utilize your local banking establishment when available for night drop bags and keys. The Fair Office does not supply change.

## **ADDITIONAL FEES**

Any damages incurred by the vendor to the event property, including electrical equipment or booth space will be identified at the time of the post-event area inspection. Vendors will be billed for repair or replacement costs.

## **RAFFLE TICKETS**

Raffle tickets are allowed but you must stay within your booth space to sell. If firearms are being raffled, the item may not be given to the winner on Fairgrounds property. Alternative arrangements between seller and raffle winner must be made.

## **BOOTHS AND CANOPIES**

All canopies must be secured **without the use of ground stakes**. Please remember, no advertisements other than what you are specifically approved to market or sell are permitted to be displayed in your booth or on your canopies. Blue camping tarps and clear plastic covered lattice work do not qualify as canopy/tent coverings. Only professional looking awnings and tents will be permitted.

## **OPERATIONS CENTER**

The Otero County Fair Association Operations Center will be in the Fair Office to assist with all Vendor and Public needs. If you need assistance, please come to the Fair Office so we may help resolve any issues.

## **ADA REGULATIONS**

The Americans with Disabilities Act requires that Vendors ensure patrons with disabilities can be readily served from their booths. Please make every effort to accommodate persons with disabilities and their special needs.

**PUBLIC ADDRESS**

The Otero County Fair Association reserves the right to regulate all public address and music systems by concessionaries in the Pavilion to promote a harmonious atmosphere for the benefit of the public. Failure to comply to any regulation in this regard may result in a \$250.00 fine.

**Exhibit Building Rental Terms and Conditions**

The following are the terms for the booth rentals in the Exhibit Building during the 2023 Otero County Fair:

**NO ELECTRICAL SERVICE IS GUARANTEED** inside the building. If available usage must not exceed 110-volts 15 amps.

**SET UP TIMES**

- September 18, 19, and 20 the exhibit building will be open from 8:00 am to 5:00 pm to allow for booth set up. Your booth set up must be completed **NO LATER THAN 5:00** pm on Wednesday the 20th or you may forfeit your space. Any special arrangements for set up outside of these times MUST be approved by the Fair Office.

**BUILDING HOURS**

**THURSDAY    SEPTEMBER 21** Open from 11:00 am to 9:00 pm  
**FRIDAY        SEPTEMBER 22** Open from 11:00 am to 9:00 pm  
**SATURDAY    SEPTEMBER 23** Open from 11:00 am to 9:00 pm  
**SUNDAY        SEPTEMBER 24** Closed

- The building will be open for Vendors at 10:30 am Thursday through Saturday. Entry at this time will be through the southern center door only.
- Your booth must be open for viewing for ALL hours that we are open to the public.
- You should make every effort to always have someone at your booth during the Exhibit Building open hours. If that is not possible, you must be sure to have material for the public to view and/or collect at your booth location in your absence.

**BOOTH REQUIREMENTS**

- You will be required to maintain your area including clean-up at the close of the Exhibit Building.
- Your booth activities must not disturb surrounding booths.
- You may not distribute your material i.e., posters, pamphlets, leaflets, flyers, stickers, business cards etc. anywhere except your designated booth area.
- No verbal or physical solicitation of offering of literature or propaganda will be allowed including “mascots” without the expressed prior written consent from the Fair Office.



## **BOOTH REQUIREMENTS CONT.**

- No individual, group of individuals, business, or organization will be allowed to disrupt or interfere with the operation of any event occurring on the fairgrounds. Should a “mascot” be allowed, it shall remain in its designated booth space.
- Vendors must confine all transactions to their lease space and may not display signs, posters, brochures, advertisements or solicit prospective customers in any location on the fairgrounds except within their properly leased space.

## **BREAK DOWN OF BOOTH AFTER FAIR**

- Vendors may begin breakdown of their booth space on Saturday, September 23rd from 9:00 pm to 9:30 pm. There will be no dismantling of booths before this time. Doing so may jeopardize your ability to participate in future events.
- Vendors may complete breakdown on Sunday, September 24th from 8:00 am to 11:00 and Monday September 25th from 8:00 am to 12:00 pm. The gates will be locked promptly on Monday the 25th at 12:00 pm.
- The Fair Office will be closed at 12:00 sharp on Monday the 25th and all-day Tuesday the 26th.

The Fair Association reserves the right to interpret these rules and times are subject to change without notice.

Violators may be removed from the premises, forfeit rental fees, and be barred from future participation.

Thank you for taking the time to familiarize yourself with our guidelines. We hope this information will help you have a successful time at our event. Should you have any questions please feel free to contact the fair office.

Otero County Fair Association 401 Fairgrounds Road Alamogordo, NM 88310

Office phone: 575-434-0788 Website: oterocountyfair.com Email: oterocountyfair@yahoo.com

Sheila Coca –OCFA Board Vice Chair

Beth Lucero—OCFA Board Secretary/Treasurer

Jessica Heidel—Fair Manager

