

# SOUTH CAROLINA STATE FAIR INDOOR COMMERCIAL & NON-COMMERCIAL EXHIBITOR INFORMATION SHEET

The South Carolina State Fair, in operation since 1869, is the ideal event for businesses and non-profit organizations alike to reach a large and diverse group of people.

Current exhibitors range from various retail businesses to non-profit organizations to local, county and state agencies. Commercial & non-commercial exhibits are housed in two exhibit halls that total 40,000 square feet. Exhibitors selected to participate in the Fair are expected to display their products or services in an attractive and professional manner in the assigned booth area.

The Fair attempts to select exhibitors who will complement the other products & services booked in the exhibit halls. These selections depend on the products/services already booked & the products/services Fair management believes will appeal to the Fair attendee.

## 1. FAIR DATES:

Wednesday, October 13 - Sunday, October 24, 2010

## 2. BUILDING HOURS:

Booths **must** be manned during **all** the following hours -

Monday thru Saturday:	10 a.m. - 10 p.m.
First Wednesday (Opening Day):	3 p.m. - 10 p.m.
First Sunday:	Noon - 10 p.m.
Second Sunday:	Noon - 8 p.m.

**BOOTHS NOT MANNED ARE SUBJECT TO EJECTION FROM THE FAIR WITH NO REFUND.**

## 3. COMMERCIAL EXHIBIT HALLS:

Hampton Building - 25,000 column-less square feet  
Ruff Building - 15,000 column-less square feet  
These buildings have concrete flooring and are **not** air conditioned.

## 4. BOOTH SIZES:

Hampton Building - 10 feet across x 10 feet deep                      Ruff Building - 10 feet across x 9 feet deep

## 5. BOOTH PACKAGE:

Includes 8' high back drape and 3' high side drape. An 8 1/2 x 11 name & number identification sign and a single phase, 110 volt, 20 amp outlet are included as well. The Fair does not provide any tables, chairs, carpet, etc. You may bring your own or rent them from the on site decorating company. Information regarding the decorator and guidelines for booth displays is included in the Exhibitor Guidelines, which is provided if a contract is issued.

## 6. BOOTH FEES:

In-line booth - \$400.00                      Corner booth - \$500.00

## 7. ADDITIONAL FEES:

**a. Insurance Fee:** \$110.00. Each exhibitor is required to be covered by the Fair's insurance policy during the run of the Fair. This insurance requirement is **waived only for those insured through Philadelphia Indemnity Insurance Company**, the Fair's insurance carrier.

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## 7. ADDITIONAL FEES: (con't.)

### b. Exhibitor Passes:

Free exhibitor passes are not included in the cost of a booth. Passes for employees staffing a booth must be purchased. Listed below are options available to exhibitors. (Parking in fairgrounds public lots is free, with no guarantee of availability.)

1) Single Admission Ticket - \$3.00 Discount off the regular General Admission price.

Admits one person one day through the public gates. Available the Monday and Tuesday prior to Fair opening.

2) Season Admission Pass - \$50.00

Admits one person through the public gates each day of the Fair. Available the Monday and Tuesday prior to Fair opening.

3) Parking Pass - \$105.00 (Includes parking space in exhibitor lot & admission.)

**Admits one person and one car** into the exhibitor parking lot behind the Hampton & Ruff Buildings. Pass covers the admission and parking costs for the **car and driver** for the duration of the Fair. **Parking passes will be picked up from the Building Superintendent upon checking in on the first day of setup.** If passes are requested, only one will be billed on the contract. Additional pass requests will be filled as space in the lot permits. If additional spaces are assigned, they must be paid for when picked up. **The exhibitor parking lot will not contain reserved spaces. All parking spaces will be filled on a first come, first serve basis.**

### c. Business Licenses: \$24.20 - \$48.40

Exhibitors engaged in or intending to engage in any business as a result of their booth must have a City of Columbia business license. For businesses that are located within the city limits, the cost is \$24.20. For businesses that are not located within the city limits, the cost is \$48.40. These fees are collected by the City of Columbia during the Fair. For more specific information, please call The City of Columbia Department of Licensing: 803-545-3345.

## 8. CONTRACTS:

Contracts issued are based on the premise that an exhibitor will set up an attractive, professional display; will offer a unique product of good quality; will meet financial responsibilities and all contractual obligations by specified date; and will conduct business in an ethical and professional manner. Once a contract has been issued, the exhibitor has 21 days in which to sign and return it to the Fair. At that time, the full amount specified on the contract is due. Generally, this includes the booth and insurance fees, as well as the reserved parking pass (if requested). A contract can be revoked if any of the terms and stipulations of the Space Rental Contract and/or Exhibitor Guidelines are violated. A revoked contract results in a forfeiture of all fees, rights and privileges granted.

## 9. PRIZE DRAWINGS & GIVEAWAYS:

Drawings and giveaways must be approved by the Fair office prior to the Fair. Raffles are not permitted. Please call the Fair office to request a giveaway/prize drawing form if your participation is contingent upon being able to conduct a drawing.

## 10. QUESTIONS & COMMENTS:

Please forward questions or comments to Lauren M. Funderburk, Director of Commercial Exhibits, PO Box 393, Columbia, South Carolina. Tel: 803-799-3387 ext. 15, Fax: 803-799-1760

E-mail: [laurenf@scstatefair.org](mailto:laurenf@scstatefair.org)

The South Carolina State Fair recognizes that the Fair is a forum for the exchange of ideas, yet the Fair reserves the right to regulate all activities, concessions, and exhibits on the Fairgrounds. Participants shall comply with all the applicable city, county, state and federal laws, and be familiar with the procedures and information set forth in the Space Rental Contract and Exhibitor Guidelines.