



PROMOTER'S INFORMATION PACKET FOR PUBLIC EVENTS

The ASSOCIATION finds each event held here to be unique and reviews every option when creating an Agreement of any sort.

Be as thorough as possible when booking your event and the ASSOCIATION will do the best job possible to see that it is successful!

STEP ONE Submit an Event Request Form with a Letter of Introduction. This letter should include the following information:

- 1 Describe who the 'PROMOTER(s)' are and their role in the event
- 2 Describe the event
- 3 Describe other key people in promotion/production
4. 3 references from previous venues used upon receipt of the request form and letter, the Event Coordinator will submit them to the CEO and the Board of Directors for approval. Rental requests are reviewed on a "first-come, first served" basis at the discretion of management.

STEP TWO A quote for the costs will be generated and given to PROMOTER.

- This quote is a non-binding document that includes the cost of each line item of grounds, buildings and equipment requested with quantities from the standard "rack" rates.

STEP THREE A deposit must be paid to the order of the Monterey County Fair & Event Center to secure the dates and areas of use for the event.

- Security Deposit rates are as follows and will be itemized on the quote:
\$500.00 *building rentals*
\$1,000.00 *medium sized events based on facility usage & estimated attendance*
\$3,000.00 *large events based on facility usage & estimated attendance*
- Deposit can be paid via cash, credit card, business check, banker's check or money order.
- This deposit is only refundable after the event has taken place.
- If PROMOTER cannot keep the date of the event, PROMOTER may transfer the deposit one time to a new date within the calendar year.

STEP FOUR An Agreement will be written by the Event Coordinator and executed by the CEO of the Association and presented to PROMOTER or the primary contact for signature.

- Amendments or changes to the areas of use and equipment rented are acceptable after Agreement is signed.
- Calendar date changes to the event require that a new Agreement be executed.
 - A \$25 replacement fee will be assessed to change the date or replace a lost Agreement.

STEP FIVE Payment deadlines, Rules & Regulations and all other requirements and deadlines as set forth in the Agreement must be acknowledged and adhered to.

- It is the promoter's responsibility to educate themselves of requirements. At any time if PROMOTER has questions, need clarification or additional information it is their responsibility to ask and obtain what it is they are seeking.
- Failure to acknowledge or adhere to the requirements and rules set forth may cause additional assessment of fees or forfeiture of deposit.

FREQUENTLY ASKED QUESTIONS

PAYMENTS FOR RENTAL

A deposit is required at the time of confirming a date for the use of any building/grounds rental or service.

The total rental amount specified in the Agreement is due no later than thirty (30) days prior to moving onto the Fairgrounds, unless otherwise specified.

PROMOTER will be penalized a minimum of 1.5% of the outstanding payment and/or balance owing, if payments are not made as specified in the Agreement.

Please note that if payments are not made as specified in the Agreement, the ASSOCIATION reserves the right to cancel the event within 30 days of the date and all monies will be forfeited.

Should the PROMOTER cancel the event within thirty (30) days prior, 50% of the money paid (excluding deposit) will be refunded upon approval from the ASSOCIATION.

Deposit is refundable within thirty (30) days after the event, provided no additional fees have been assessed.

- **CHANGE OF DATE**

A \$25 replacement fee will be charged for lost contracts or to change the date after a contract has been signed.

- **CANCELLATIONS**

Cancellations made any time prior to the date of the event will cause the PROMOTER to forfeit the entire amount of the deposit.

TICKET FEES AND TICKET SALES

TICKETING FEE/VENUE FEE (for events over 3,000 attendees)

Events expecting a paid attendance of 3,000 or more are required to add a \$1.00 Venue Fee to the ticket price of the event gate ticket. This fee is not applicable to tickets for “extra events” within the main event.

RENTER is required to complete an Event Re-Cap Report and return it to the ASSOCIATION no more than 48 hours after the conclusion of the event. The RENTER will be invoiced \$1.00 per ticket sold based on the information provided on the re-cap. Payment of said fee is due no later than 1 week from the conclusion of the event. All revenues generated from this fee will be used for capital improvements to the property.

The Association can be used as a Ticket Sales Outlet. A \$4.00 convenience fee will be added to the price of each ticket sold through the Event Center Office, which is paid by the purchaser.

The Association does NOT have ticket printing services. A referral can be provided upon request

LIABILITY INSURANCE

All PROMOTERS, Concessionaires and Exhibitors will be required to provide evidence of insurance protecting the legal liability of the ASSOCIATION and the Event Center from occurrences such as bodily injury and property damage. Additional information, including the amount of coverage, required items to be listed on the Certificate of Insurance and alternative sources for insurance can be obtained from the Event Coordinator.

- Special Event insurance coverage through the Fairgrounds is subject to approval.
 - Not all types of events or all genres of music can be covered by the Fairgrounds
 - The rate for the policy depends on the number of attendees.

STAFFING

There is no other representative of the Association available during the event other than the Maintenance/Production staff and hired security.

- If there is a problem on the day of the event, PROMOTER would contact the Maintenance Staff.
 - Regular Maintenance hours are from 8:00 a.m. to 4:30 p.m., with the exception of holidays.
 - The rate of pay for regular Maintenance services is \$35.00 per hour.
 - Skilled labor (electrical, construction, tractor or forklift) rates are \$75.00 per hour.
 - Any time ASSOCIATION or Maintenance staff is on duty after 4:30 pm, the rate of pay is \$55.00 per hour.
- The ASSOCIATION and/or Maintenance staff has complete access to all areas/building(s) rented and may enter the assigned building(s) at any time during the event.

FOOD/BEVERAGE/CATERING POLICY

There shall be no food or beverage sold on the Fairgrounds without prior approval.

No ice chests, cans, bottles or containers are allowed on the grounds by Attendees.

- PROMOTER is responsible for posting signage and enforcing this rule.

The ASSOCIATION works with a group of Preferred Caterers, listed below. Only the Caterers on this list are permitted to cater private events on Event Center grounds unless other arrangements have been made in advance and approved in writing by the CEO.

Current Preferred Caterers:

Aqua Terra Culinary	(831) 657-9790 www.aquaterraculinary.com
Events by Classic	(831) 647-0114 www.eventsbyclassic.com
Kona Jerry's BBQ Catering	(831) 917-1740 www.konajerrys.com
Grapes of Wrath	(831) 649-3445 www.grapesofwrath.com
Lalla Catering	(831) 920-1691 www.lalla-catering.com
Maha's Catering	(831) 915-4600 No website
Michaels Catering & Wild Thyme Deli	(831) 884-2400 www.michaels-catering.com
Tarpy's Roadhouse Catering	(831) 655-2999 www.taryps.com
Unlimited Service Catering	(831) 261.5088 No website

Kitchens are available to rent for private use as well. Please speak with the Sales & Event Coordinator for more information about on site kitchens.

ALCOHOL POLICY

The Monterey County Fair Heritage Foundation holds the exclusive liquor license for the grounds and are the only people allowed to sell or serve alcohol on the premises. This includes both public and private events.

It is unlawful for any person(s) or organization(s) to bring alcoholic beverages on these premises;

- Liquor shall be confiscated and a fee of \$500.00 will be charged to PROMOTER'S Agreement.

The sale of beer or alcoholic beverages may be rescinded at any time it is deemed necessary for public health and safety.

Liquor service will discontinue one hour before the conclusion of the event.

VENDORS

The Association does not limit or prohibit the variety or number of outside vendors that the Promoter solicits for their event.

The Association does not charge a fee for sub-letting vendor space.

The Association does not charge a percentage of sales from Vendors except for Food Concessions.

CRAFT / COMMERCIAL VENDORS

All Vendors must abide by the insurance requirements as stated in #2 of Rules & Regulations. Additionally all vendors must poses a valid State of CA resellers permit and City of Monterey Business License. It is the PROMOTER'S responsibility to collect and verify validity of the above items.

FOOD & FOOD VENDORS

Should an outside Caterer(s)/Food Concessionaire(s) be contracted to sell food and non-alcoholic beverages for an event, it is the PROMOTER'S responsibility to inform them that the Agreement signed between the PROMOTER and the ASSOCIATION obligates the outside Caterer to pay the ASSOCIATION a minimum guarantee of 22.5% vs. \$200.00 (greater value) of all gross food sales after taxes are removed;

- Cash register tapes, sales receipts, or invoices must support sales figures.
- Food Vendors must abide by the insurance requirements as stated in #2 of Rules & Regulations.
- Food Vendors must possess a current Monterey County health permit as well as valid State of CA resellers permit and City of Monterey Business License.
- It is the PROMOTER'S responsibility to collect and verify validity of the above items.

NOTES

SECURITY SERVICES

Licensed and bonded uniformed guards must be present during all events to observe and report, and to respond to medical and evacuation emergencies. If more than 4 guards are required, a supervisor must be contracted. Proof of Agreement and communication with the Monterey Police Department is required for public events expecting attendance of 1,000 or more.

The ASSOCIATION works with a group of preferred security companies, listed below. Only companies on this list are permitted to operate on Event Center grounds. For public events expecting fewer than 1,000 attendees, security services must be booked through the ASSOCIATION unless other arrangements have been made in advance and approved in writing by the CEO.

Andy Frain Services	(831) 233-8008
ASSET Security Inc.	(831) 262-7764
Intact Protective Services	(831) 763-2594
J&E Private Security	(831) 422-1647
Miller Event Management	(805) 547-9526
Monterey Private Security	(866) 723-3171
Uretsky Security	(831) 324-0687

SOUND ORDINANCE/CURFEW

The Monterey County Fair & Event Center is sequestered in a residential zone; it is our desire to be good neighbors and avoid any conflicts with the Neighborhood ASSOCIATION, therefore the following sound curfews and specifications must be adhered to and written into all artist agreements. Failure to comply will result in possible early termination of event and forfeiture of all sound deposits.

SOUND DEPOSITS

A sound deposit will be collected for any event with outdoor music. Sound Deposit Rates are as follows:
\$500.00 for performances on Payton Garden Stage
\$2,000.00 for performances taking place in the Pattee Arena or on the Salinas Lawn Stage

SOUND CURFEW

No outdoor performance or sound checks may begin before 10:00 AM and all performances must end by 10:00 PM unless other arrangements have been made in advance and approved in writing by the CEO. All indoor performances must end by 12:00 Midnight. No exceptions will be made unless approved in advance and in writing by the CEO and Board of Directors.

SOUND TECHNICIAN

An on-site sound technician is required for large events with performances on the Salinas Lawn or Pattee Arena stages and as mutually agreed upon by RENTER and ASSOCIATION. The sound technician will monitor decibel levels and work with the audio vendor should levels exceed the below specifications. The cost of this technician is the responsibility of the promoter and will be outlined in the Rental Worksheet. The technician will submit reports to MCFEC indicating DB levels throughout the event.

SOUND/EQUIPMENT/STAGING SPECIFICATIONS

General:

The overall intent and purpose of this document is to implement and deploy the “Best Available Technology (BAT)” to reduce or eliminate noise complaints from the surrounding residential neighbors. It is the responsibility of the audio vendor to use BAT. BAT will be implemented and deployed without compromising patron’s enjoyment of the Monterey County Fair & Event Center (MCFEC). BAT for the purposes of this document is understood to mean the use of state of the art equipment, methods and processes to reduce noise impact on surrounding residential neighborhoods.

MCFEC has an existing noise ordinance in place. The ordinance states that the noise limit is 94dba at 100 feet from the source at any location within the fairgrounds. The noise specifications are for the MCFEC outside performance venues. To comply with this limit several methods for achieving the limit will be outlined.

The focus of this document is to provide equipment and operational specifications for audio vendors to operate sound systems in MCFEC. The following list are what vendors can use to comply with the specified limits;

1. Sound system focus angles (software and or rigging hardware)
2. Sound system trim heights
3. Speaker coverage angles
4. Subwoofer polar patterns (beam shaping)
5. Audio system sound pressure levels (SPL) limits.

There are two configurations for sound system setup in the Salinas performance area. They are configuration 1 and configuration 2. Both configurations are outlined later in this document.

MCFEC considers the noise intrusion of a residential home particularly important and sensitive. Residential homes are within close proximity to the performance venues. As such MCFEC has adopted the aforementioned noise limit and the specifications outlined in this document to reduce the noise impact on the surrounding residential areas. The noise level directly outside the fairgrounds (please refer to the attached Google maps) is critical. The level at location 2 (approximately 2,250 feet) from the Salinas Stage as an example should be no higher than 48dba when the sound system’s level is 94dbA at 100 feet.

The most effective way to control noise is to control the source of the noise. There are three areas of noise sources within MCFEC (Salinas Stage Area, Pattee Arena and Garden Stage Area). Source control options include speaker system type, turning or redirecting sound sources, vertical and horizontal pattern control, and control of system SPL. A second option is path control. Path control options include sound walls, PA trim heights, sound system Pattern control, etc. Source and path control are both methods that must be utilized.

The specifications for equipment and equipment performance in this document will not be specific to a particular manufacturer of sound systems or measuring instruments. It however will require each vendor to adhere to the limits and specifications for deployment of their equipment.

The specifications outlined may require a structural engineer. Load limits on truss systems and existing roofs are the responsibility of the audio vendor. In regards to weight and load limits for systems used in MCFEC, it is recommended that audio vendors consult a structural engineer or the provider of the truss system prior to an event.

The subwoofer system is a key component in the operation of professional sound systems within MCFEC. Specific manufacturers will not be recommended or specified. The goal is to have even low frequency coverage within the performance area without impacting the residential neighborhood.

There are several manufacturers that offer downloadable loudspeaker prediction software. It is recommended that each vendor prepare their audio system predictions prior to their event.

Noise Measurements:

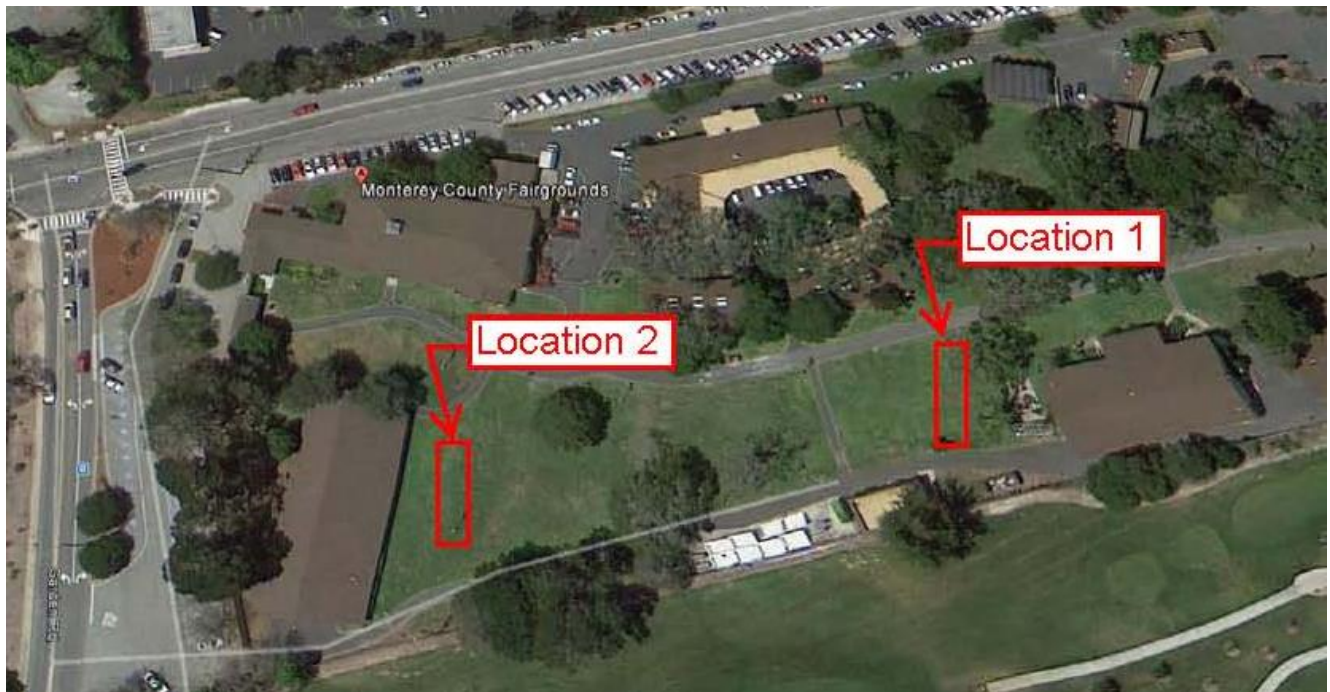
During outside performance events at the Salinas area the SPL will be measured. The SLM meter will be placed 100' from the front of the stage and record measurements three times during the event. In addition four residential locations will be monitored three times during events. The meter must have a current calibration certificate and must have the following features:

1. Class 1 type integrating meter
2. Time History Logging
3. Octave band analysis (1/1 and 1/3)
4. A, C and Z frequency weighting (simultaneously)
5. RMS Time Weighting (slow, fast or impulse)

A noise report will be issued to MCFEC to review and evaluate. MCFEC will review the report for compliance and vendor noise exceedance. The report will allow MCFEC to immediately review complaints from residents and give vendors feedback on exceedance levels and when they have occurred. Included with this document is an example of a report.

The Monterey Airport is very close to MCFEC and the residential area being measured. The incidences of aircraft taking off and landing will impact noise measurements during events. When this occurs those exceedances will be eliminated from the final measurements.

MCFEC NOISE/EQUIPMENT SPECIFICATIONS FOR SALINAS LAWN STAGING



System Specifications:

It is recommended that the stage face West, towards Hwy 68 (Configuration 1). This configuration offers the best noise solution and the least impact on residents. Flown or ground stacked systems and subwoofer arrays (with a cardioid polar pattern) will have significantly reduced output at the rear of each system. The area (l x w) of the Salinas Stage area is approximately 400' x 175'. In regards to deploying subwoofers left/right subwoofer configuration cannot be used. This configuration will produce comb filtering and create a power alley.

Configuration 1

Salinas Performance Area (Stage Facing West)

Note: please refer to the above Google Earth Salinas Stage map (configuration 1).

The SPL limit at this location is 94dbA at 100' from the stage.

1. For configuration 1 ground staked line array systems are acceptable
2. Trapezoidal speaker systems flown or ground stacked cannot be used.
3. The sound system must have the ability to either control vertical speaker patterns via software or angles on the speaker system's rigging
4. The minimum trim height for a flown sound system will be no lower than 20 feet.
5. The maximum sound system trim height should be between 20' – 25'.
6. The subwoofer array configuration in configuration 1 must produce a cardioid pattern (greatest attenuation directly behind the array) or Hyper-cardioid (greatest attenuation diagonally off-axis in either horizontal direction). See figure 1 below.
7. In order to have adequate coverage within the performance space 8 – 10 line array boxes per side should be deployed.

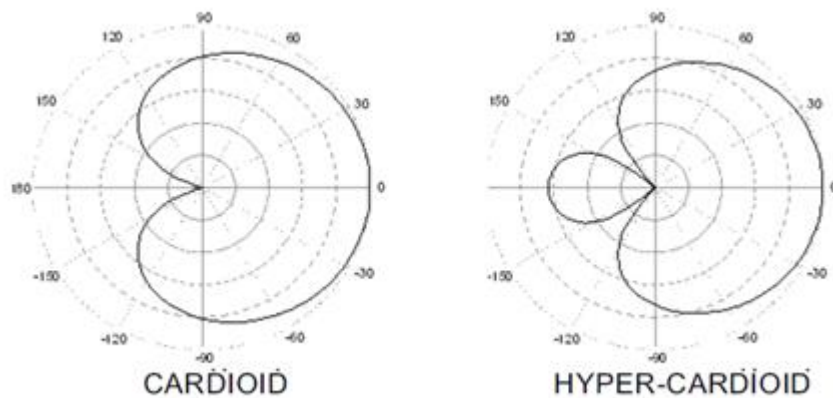


Figure 1

Configuration 2

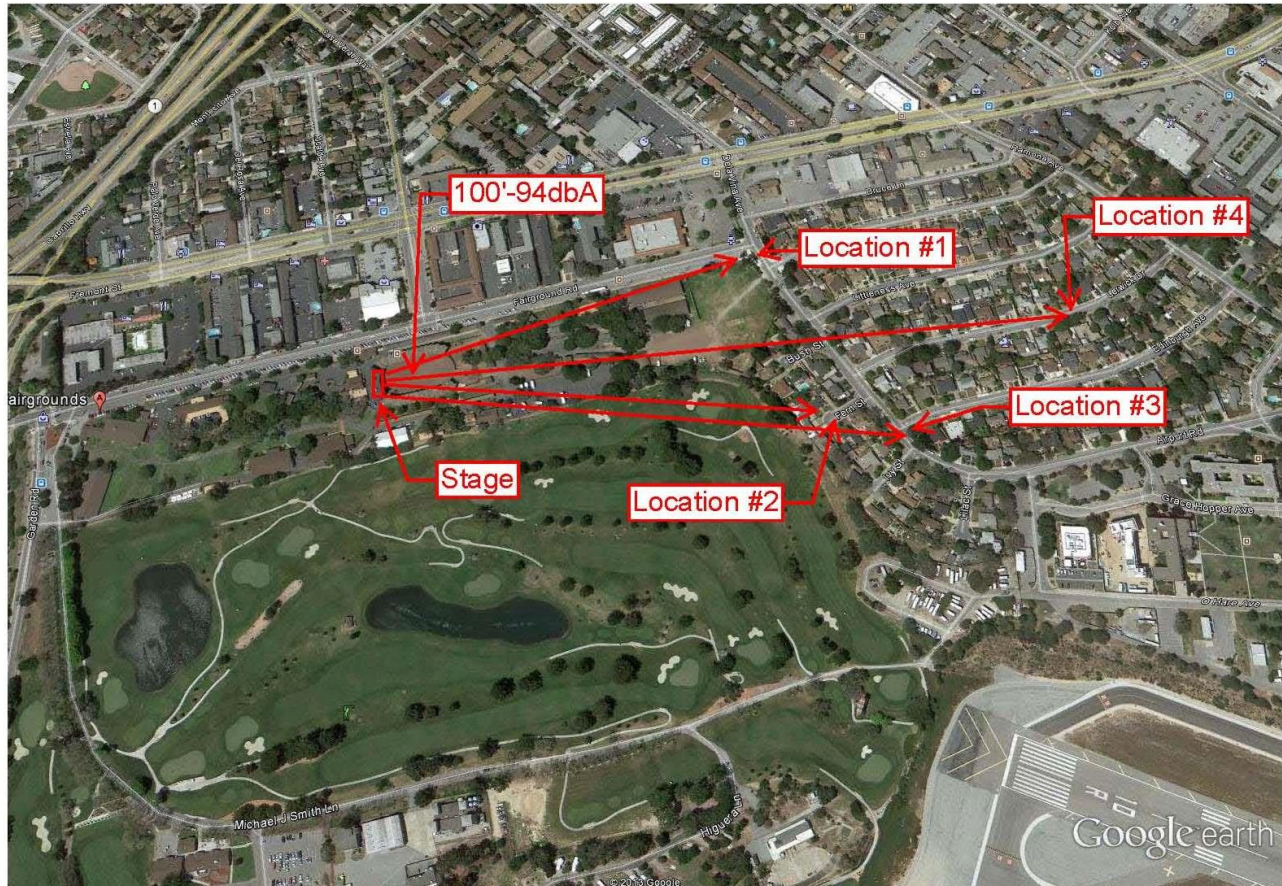
Salinas Performance Area (Stage Facing East)

Note: please refer to the attached Google Earth Salinas Stage map (configuration).

The SPL limit at this location is 94dbA at 100' from the stage.

1. For configuration 2 ground staked line array systems or trapezoidal speaker systems flown or ground stacked cannot be used.
2. All sound systems must have the ability to either control vertical speaker patterns via software or angles on the speaker system's rigging.
3. The minimum sound system trim height must be no lower than 20 feet.
4. The maximum sound system trim height should be between 20' – 25'.
5. The subwoofer array configuration in configuration 2 must produce a cardioid pattern (has the greatest attenuation directly behind the array) or Hyper-cardioid (with greatest attenuation diagonally off-axis in either horizontal direction). See figure 1.
6. In order to have adequate coverage within the performance space 8 – 10 line array boxes per side should be deployed.

MCFEC NOISE/EQUIPMENT SPECIFICATIONS FOR PATTEE ARENA



General:

The overall intent and purpose of this document is to implement and deploy “the best available technology” to reduce or eliminate noise complaints from the surrounding residential neighbors. It is the responsibility of the audio vendor to use “the best available technology” without compromising the patrons’ enjoyment of the Monterey County Fair & Event Center (MCFEC) or adversely impacting the surrounding neighbors.

MCFEC has an existing noise ordinance in place. The ordinance states that the noise limit is **94dbA at 100 feet** from the source. The noise specifications are for the MCFEC outside performance venues. This document is written to provide equipment specifications, operational specifications and guidelines for audio vendors to operate sound systems in Pattee Arena.

MCFEC considers the noise intrusion of a residential home particularly important and sensitive. Residential homes are within close proximity to the performance venues. As such MCFEC has adopted the aforementioned noise limit and the specifications outlined in this document to reduce the noise impact on the surrounding residential areas. The noise level directly outside the fairgrounds is critical. Audio vendors must adhere to and constantly be mindful of the potential noise impact of their event on the surrounding residents.

The most effective way to control noise in the Pattee Arena is to control the source of the noise. Source control options include speaker system type and configuration, redirecting sound sources, vertical and horizontal Pattern control, and control of system SPL. The specifications for equipment and equipment performance in this document will not be specific to a particular manufacturer of sound systems or measuring instruments. It however will require each vendor to adhere to the limits and specifications for deployment of their equipment.

The specifications outlined may require a structural engineer. Load limits on truss systems and existing roofs are the responsibility of the audio vendor. In regards to weight and load limits for systems used in MCFEC, it is recommended that audio vendors consult a structural engineer or the provider of the truss system prior to an event.

The subwoofer system is a key component in the operation of professional sound systems within MCFEC. Specific manufacturers will not be recommended or specified. The goal is to have even frequency coverage within the performance area without impacting the residential neighborhood. Historically low frequency energy (noise) is the most reported complaint received by MCFEC. Low frequency energy (noise) is not affected by temperature and humidity as much as higher frequencies (above 2kHz). So the deployment of the subwoofer system is one of the most critical elements of audio systems within MCFEC. It is strongly recommended that vendors use cardioid or super cardioid subwoofer configurations. The specifications outlined here are very important particularly in this geographical region. The weather Patterns can and will change dramatically throughout a typical day. Pattee Arena is closer to the residents than any of the other performance venues. There are barriers between the residential area and the sound source in the arena. These barriers are the walls of the arena, MCFEC buildings and trees. However these barriers are not designed for acoustical purposes. So it is important that the steering/focus point of the audio system be adhered to. Pattee Arena is approximately 250' long and 130' wide.

Noise Measurements:

During outside performance events at the Pattee Arena the SPL will be measured. Because of refraction (bending or curving) of sound, constantly changing wind patterns and temperature gradients, measurements will be performed 3 times a day during the event. The SLM meter will be placed 100' from the front of the stage. Four residential locations will also be monitored three times during events. The measurement meter must have a current calibration certificate and must have the following features:

1. Class 1 type integrating meter
2. Time History Logging
3. Octave band analysis (1/1 and 1/3)
4. A, C and Z frequency weighting (simultaneously)
5. RMS Time Weighting (slow, fast or impulse)

A noise report will be issued to MCFEC to review and evaluate. MCFEC will review the report for compliance and vendor noise exceedance. The report will allow MCFEC to immediately review complaints from residents and give vendors feedback on exceedance levels and when they have occurred. Included with this document is an example of a report.

The Monterey Airport is very close to MCFEC and the residential areas being measured. The incidences of aircraft taking off and landing will impact noise measurements during events. When this occurs those exceedances will be eliminated (masked) from the final measurements.

System Specifications:

Flown or ground stacked systems and subwoofer arrays (with a cardioid polar pattern) are highly recommended. A left/right subwoofer configuration is not recommended. This configuration will produce comb filtering and create a potential power alley.

System Configuration

Note: please refer to the above Google Earth Pattee Arena map (System Configuration). The arena is approximately 250'x130' with overhangs over the side seating areas.

The SPL limit at this location is **94dbA** at 100' from the stage.

1. Ground staked line array systems are acceptable
2. Trapezoidal speaker systems flown or ground stacked are not acceptable.
3. The sound system must have the ability to either control vertical speaker patterns via software or angles on the speaker system's rigging
4. The minimum trim height for a flown sound system will be no lower than 20 feet.

5. The maximum sound system trim height should be between 20' – 22'.
6. The subwoofer array configuration must produce a cardioid pattern (greatest attenuation directly behind the array) or Hyper-cardioid (greatest attenuation diagonally off-axis in either horizontal direction). See figure 1 below.
7. In order to have adequate coverage within the performance space a maximum of 8-10 line array boxes per side should be deployed.
8. When preparing speaker predictions and deploying sound systems, the maximum distance for coverage should be no farther than ~250'.
9. A copy of the speaker system predictions/plot and coverage angles must be provided to MCFEC 10 business days prior to installing the system in Pattee Arena. Note: There are several manufacturers that offer downloadable loudspeaker prediction software programs.

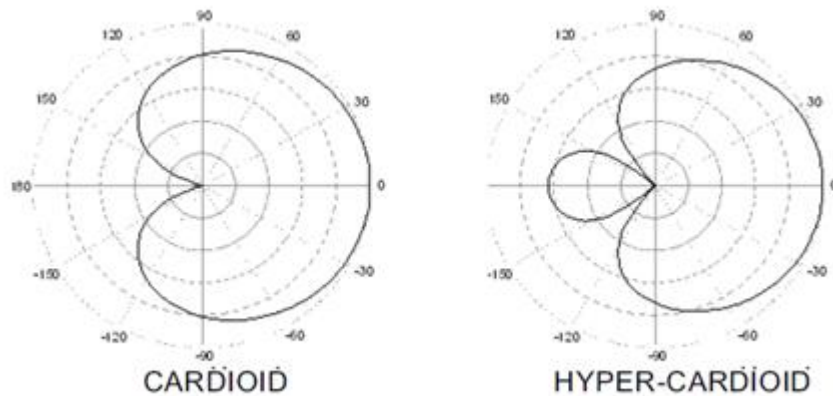


Figure 1



Festival Fern St. Culdesac
Cypress Measurement 3 Aug 25, 2013

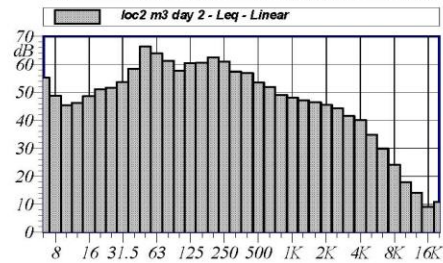


Measurement Name: loc2 m3 day 2
Location: Monterey Fairgrounds
Instrumentation: 831 0003354
Duration: 2437.0 40 minutes and 37 seconds
Operator Name: Delicate Productions
Measurement Time: 8/25/2013 9:27:46 PM
Over SLM: 0 Over OBA: 0

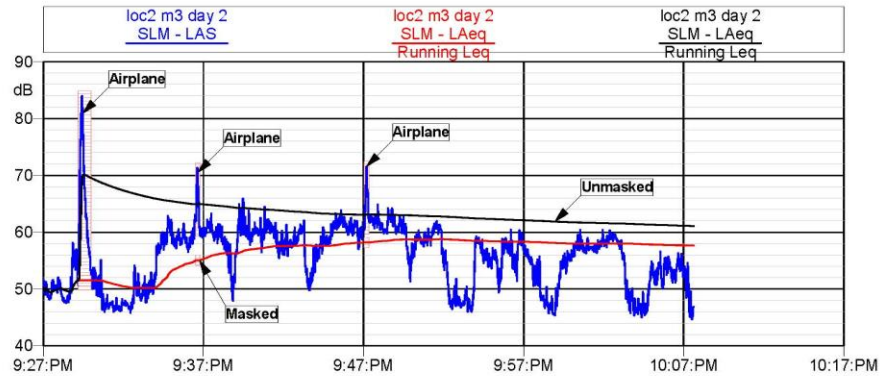
L1: 67.9 dBA L5: 62.6 dBA
L10: 61.4 dBA L50: 56.8 dBA
L90: 47.4 dBA L95: 46.6 dBA

$L_{Aeq} = 61.1$ dB (Unmasked)
 $L_{Aeq} = 57.6$ dB (Masked)

loc2 m3 day 2 Leq - Linear			
	dB		dB
6.3 Hz	55.3 dB	100 Hz	57.8 dB
8 Hz	48.7 dB	125 Hz	60.5 dB
10 Hz	45.4 dB	160 Hz	60.6 dB
12.5 Hz	46.2 dB	200 Hz	62.5 dB
16 Hz	49.6 dB	250 Hz	61.0 dB
20 Hz	51.1 dB	315 Hz	57.4 dB
25 Hz	51.6 dB	400 Hz	56.9 dB
31.5 Hz	53.6 dB	500 Hz	53.5 dB
40 Hz	56.4 dB	630 Hz	51.9 dB
50 Hz	66.3 dB	800 Hz	49.1 dB
63 Hz	63.9 dB	1000 Hz	48.0 dB
80 Hz	61.3 dB	1250 Hz	47.1 dB
		1600 Hz	46.5 dB
		2000 Hz	45.5 dB
		2500 Hz	44.3 dB
		3150 Hz	41.5 dB
		4000 Hz	40.1 dB
		5000 Hz	34.9 dB
		6300 Hz	29.9 dB
		8000 Hz	24.1 dB
		10000 Hz	17.9 dB
		12500 Hz	14.1 dB
		16000 Hz	9.0 dB
		20000 Hz	10.9 dB



Annotation: loc2 m3 day 2



NOTES

TELEPHONES/INTERNET ACCESS

MCFEC does not have an in house IT department. Should IT service be required (phone lines for outside communication, credit card use, hard line internet etc.) it is the responsibility of the PROMOTER to discuss these needs no less than 30 days in advance with the Sales & Event Coordinator and make arrangements with an outside service provider.

- PROMOTER must make arrangements with the ASSOCIATION before doing so and will be expected to make payment arrangements independently for said services.
 - SHOULD ASSOCIATION allow pass-through of an outside vendor charge a 10% fee will apply. Any such agreement must be made in advance and approved by the CEO.
 - PROMOTER must give their billing address to the provider of these services – DO NOT use the ASSOCIATION address for billing.
- Violations to this rule will result in a fee charged to PROMOTER’S Agreement. Wireless Internet access is available in specified areas of the grounds and buildings. Requests for wireless internet access must be submitted no less than 10 days prior to any event date or may not be guaranteed.
- A \$100 fee per WiFi access point will be assessed to the Promoter’s Agreement.

ADVERTISING /SIGNAGE/ FLIERS

PROMOTERS must refer to the venue as the Monterey County Fair & Event Center in all advertising.

PROMOTER may NOT use the Fairground phone numbers on any advertising and/or promotional materials without prior approval by the ASSOCIATION.

PROMOTER may NOT use any advertising accounts established under the ASSOCIATION.

PROMOTER may NOT use the ASSOCIATION for billing address for advertising or promotional costs.

Distribution of “fliers” soliciting products or services on the Fairgrounds is forbidden. The posting of any signs on the Fairgrounds will be prohibited unless PROMOTER seeks prior approval and it is granted by the ASSOCIATION.

Violations to this rule will result in a fee charged to PROMOTER’S Agreement.

NOTES _____

DRIVING/PARKING

The speed limit on the fairgrounds is 5 mph. **Driving is permitted on paved roadways only.** Any vehicles, forklifts, etc. that need to drive on the lawn MUST have prior authorization from Maintenance staff. Any lawn damage will be charged to PROMOTER'S Agreement. Parking on the lawn area is prohibited. The Maintenance staff must clear any driving on or unloading from a lawn area. The only exception will be R.V. groups who have been placed in a designated area. The ASSOCIATION and Maintenance staff will monitor this with regularity.

Should an event expect attendance beyond what on site and on street parking will allow, PROMOTER is responsible for rental of off site parking lots and staffing said lots. Additionally, the City of Monterey Parking Program may apply. See the Sales & Event Coordinator for more information and to see if this is applicable to your event. The Event Coordinator can assist with rental of these lots.

DOCUMENTATION

The following is a list of documentation which PROMOTER will be required to obtain and submit to the Association for the event:

1. PROOF of contract and complete payment for the following services:
 - a. City of Monterey Police Department – foot patrol inside event (if applicable)
 - c. Security Services from licensed/bonded company
 - d. Portable toilets services (one toilet per 50 attendees, and handicap access incl.) – (if applicable)
 - e. Janitorial services during the event (bathroom supplies included in agreement)
2. EMERGENCY RESPONSE AND PUBLIC SAFETY PLAN
3. SET UP/Work Order must be completed and submitted to ASSOCIATION fifteen (15) working days prior to opening of event.
 - a. A walk-through orientation will be scheduled four (4) days prior to event opening.
4. INSURANCE coverage in compliance MCFEC specifications.
5. VENDOR LIST including merchandise, food, information & non-profit concessions. The list must be in this office ten (10) days prior to event and include names, addresses and phone numbers for all vendors.

RE-BOOKING OF DATES FOR ANNUAL EVENT

The ASSOCIATION does not guarantee any renter the use of future equivalent dates unless a multi-year agreement is in place. The ASSOCIATION will review the success of each event, including production, promotion and management of, and rule and regulation compliance when considering future bookings. The ASSOCIATION reserves the right to refuse rental should an event not serve in the best interest of the ASSOCIATION or the community.

NOTES_____

RENTAL RATES & INFO

BUILDINGS & GROUNDS

Pattee Arena	28,000 square foot outdoor arena ideal for large concerts, rodeos and horse shows. Elevated seating on both sides of the stage and three dressing rooms. Seated Capacity: 5,800 Standing Capacities: 10,000 Rate: \$3,500 Concert/\$900 Horse Show /day
Jack Payton Stage	Ideal for small outdoor concerts and festivals. Rental includes 4 sets of bleachers and 30 benches and three small dressing rooms. Max capacity: 2,500 Rate: \$1,500/day
Manicured Lawns	Provide the ideal setting for festivals, picnics and car shows. Main Lawn Rate: \$1,200.00/day Payton Stage Lawn Rate: \$400.00/day
Vendor Arcade	(Outdoor commercial area) 42 vendor booths ideal for Farmer's Markets and craft vendors during festivals. Rate: \$500.00/day
Permanent Food Booths	Seven permanent food booths each with different amenities including ovens, deep fryers, refrigerators and freezers. Rate: \$150.00 1 st day, \$50.00 each day thereafter
Island Pond Area	Picnic area near the permanent food booths. Rental includes picnic tables. Rate: \$750.00/day
Barns & Auction Ring	Ideal for livestock and animal shows. Cattle Barns Rate: \$200.00/day Swine Barn Rate: \$400.00/day Auction Ring Rate: \$100.00/day
Carnival Grounds	Ideal for Carnivals and Circuses. Can also be used for event parking. Rate: \$750.00/day
Monterey Room	7,000 square feet, carpeted, permanent dance floor, P/A system & built-in bar. Seated Dinner: 400, Reception/Dance: 700, Theater: 600 Rate: \$1,100.00/day
Monterey Kitchen	Large commercial kitchen Rate: \$400.00/day
Salinas Room	7,000 square feet, non-carpeted, tall vaulted ceilings, electrical drop boxes and built-in P/A system. Seated Dinner: 400, Reception/Dance: 700, Theater: 600 Rate: \$750.00/day
King City Room	7,000 square feet, non-carpeted, vaulted ceilings, electrical drop boxes and built-in P/A system. Max. Capacity: 1,000 Rate: \$750.00/day

Turf Club & Patio 5,500 square feet, restaurant style space. Carpeted, dark wood beams, fireplace, built-in bar, P/A system and large outdoor patio.
Indoor Seated Capacity: 125 In & Out Seated: 200 In & Out Strolling: 300
Rate: \$800.00

Turf Club Kitchen Large Commercial Kitchen
Rate: \$500.00/day

Turf Club Patio 2,500 square foot outdoor patio with tables & chairs
Rate: \$200.00/day

East Art & West Art 2,000 square foot non-carpeted rooms ideal for classroom environment and small parties.
Rate: \$300.00/day

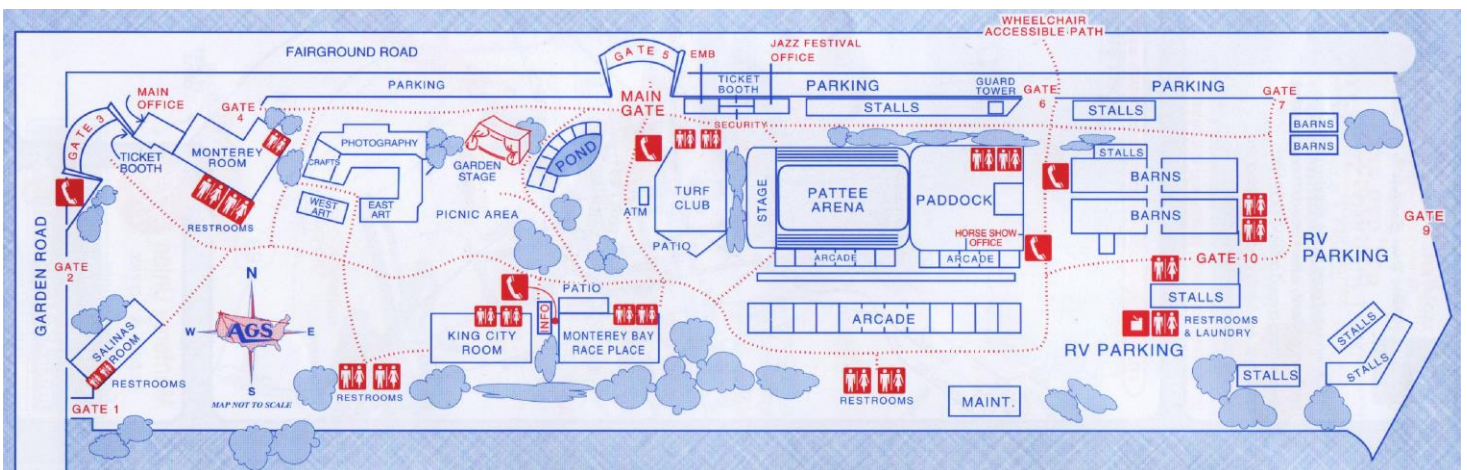
Craft Room 1,500 square foot carpeted room ideal for classroom environment or temporary office/storage space.
Rate: \$200.00/day

Events Management Building & Ticketing Windows
Small office space and 4 ticket windows located near Gate 5. Ideal for event management headquarters.
Rate: \$150.00/day

Ticket Booths Located at gates 3 and 5.
Rate: \$55.00/day

RV Park 55 Full Hook Up sites with 20/30/50 amp service, showers and coin operated laundry.
Rate: \$50/night per space – See event coordinator for buy out rates. Varies by dates.

Oak Tree Ring Dirt lot located just under the RV Park. Ideal for parking.
Rate: \$200.00/day



(Map is not to scale)

EQUIPMENT & UTILITY RATES

Aluminum Benches	\$12.00 each. 19 feet each
Aluminum Bleachers	\$75.00/set. 50 seats per set
BBQ Grills	\$25.00
Barricades	\$10.00 per section. 8 foot sections
Chairs	\$1.00 each. Stacking (indoor only) or metal folding \$2500 Arena Chair Set Up
Clothing Racks	\$10.00 each
Glass Cases for Food	\$30.00. (8' x 5')
Glass Cases/Jewelry	\$30.00. (8' x 3')
Livestock Panels	\$10.00 each
Permanent or Portable P/A System	\$40.00. Permanents in Monterey, Salinas & Turf Club Buildings
Picnic Tables	\$12.00 each
Pipe & Drape	\$1.00 per foot. Black. 4', 8' or 12' sections.
Podium	\$20.00
Portable Bar	\$150.00
Power Pedestal	\$30.00
Projector	\$75.00
Projector Screen	\$25.00
Rolling Carts	\$5.00. 2 shelves.
Rolling Screen Partitions	\$12.00. 8' L x 6.6' H.
Saw Horses	\$10.00 each
Staging	\$12.00 per section. 4'x8'x6" sections on 2' or 3' risers.
Tables	\$11.00 each. 6' Banquet, 8' Banquet, 6' Rounds, 5' Rounds, 2' Round Cocktail and Cabaret
Ticket Boxes	\$6.00
Wine Barrel Tables w/ Umbrella	\$50.00
Yellow A-Frame Barricades	\$5.00 each
 Water & Drag	 \$30.00 per 1,600 gallon truck load + labor
Water for Tenting Drums	\$10.00 per 55 gallon drum
Staging Barricades	\$25.00 per barricade

**NOTE – Before tapping into water source renter is responsible for getting approval from the Grounds Supervisor who will advise on source location. Failure to do so may result in a \$500 fee charged to RENTER.*