

Central Valley Vendor Fair Information Packet

A Collaborative Production by:

- EDU eXchange
- Panther Prowls (S.F. Fetish Flea)
- Rough Cut Leather
- E-Ville Designs

Thank you for your interest in participating in the inaugural Central Valley Vendor Fair.

Event Date: Saturday, October 10, 2026

Our Mission

Our vision extends beyond creating a single-day shopping event. We are building a collaborative vendor community that supports artisans, vendors, and community businesses throughout the central valley and beyond year-round.

Through education, networking, collaboration, and sustainable commerce, we seek to strengthen the Alternative Relationship Lifestyle communities, the businesses that serve them, and the organizations that help those communities thrive.

We invite you to become a Participating Vendor and help establish what we hope will become a long-standing Northern California tradition.

Why Participate?

The Central Valley Vendor Fair was designed with vendors in mind. Rather than simply renting table space, our goal is to create lasting relationships between vendors, customers, educators, artisans, and community organizations.

Participating Vendors benefit from:

- Affordable vendor space
- Vendor Participation Credits (VPCs)
- Opportunities to demonstrate products and craftsmanship
- Year-round business promotion
- Networking with fellow vendors
- A collaborative environment focused on long-term community growth

Vendor Space

Vendor Space Fees:

- One 6-foot table space – \$40
- Two 6-foot table spaces – \$80

Additional tables may be available depending upon venue capacity.

Vendor Participation Credits (VPC)

We believe vendors who actively help build the event should be rewarded for doing so.

Participating Vendors may earn Vendor Participation Credits (VPCs) through the following activities:

Activity| Credit

Early Registration| \$5

One approved promotional contribution| \$20

One approved 15–20 minute vendor demonstration| \$10

Each confirmed vendor referral| \$10

Vendor Participation Credits may be used toward:

- Vendor space for the current event
- Additional vendor tables
- Vendor space for any Central Valley Vendor Fair held within twelve (12) months

VPCs have no cash value, are non-transferable, and expire twelve (12) months after they are earned.

Vendor Demonstrations

Participating Vendors are encouraged to present a brief 15–20 minute demonstration showcasing their products, craftsmanship, techniques, or expertise.

Demonstrations allow attendees to better understand your products while creating additional opportunities for customer engagement.

Approved demonstrations earn 10 VPCs.

Promotional Contributions

Participating Vendors are encouraged to contribute one product, or promotional item.

These items will be used throughout the year for:

- Community Event raffles
- Community outreach
- Promotional campaigns
- Future fundraising activities
- Development of future Central Valley Vendor Fairs

Approved promotional contributions earn 20 VPCs.

Vendor Referral Program

Know another vendor who would be a great addition?

Invite them.

For every vendor you refer who registers, is approved, and pays in full, you will receive 10 VPCs.

Growing the event benefits everyone.

Vendor Promotion Program

Our goal is to offer continued support for vendors long after the event ends.

Participating Vendors are encouraged to provide:

- Website
- Online Store
- Facebook
- Instagram
- FetLife
- Other business pages

These resources may be promoted through Central Valley Vendor Fair communication channels throughout the year, helping attendees continue supporting participating vendors between events.

Vendor Requirements

Participating Vendors are expected to:

- Comply with all applicable federal, state, and local regulations.
- Products are 85% hand made, or items for re-sale giving a 'second life'
- Maintain a professional, safe, and welcoming booth.
- Respect fellow vendors, attendees, volunteers, and venue staff.
- Complete setup before opening.
- Remain open during event hours.
- Leave their vendor area clean at the conclusion of the event.

Vendor Selection

Submitting an application does not guarantee acceptance.

Applications are reviewed to help maintain a diverse, balanced, and high-quality vendor experience.

The Central Valley Vendor Fair reserves the right to approve or decline vendor participation.

Event Information

- Rain or Shine Event
- Outdoor and covered vendor spaces
- Hard surface vendor areas
- Some surfaces may not be perfectly level
- Overnight accommodations may be available through the venue on a first-come, first-served basis

Additional setup instructions and event schedules will be provided to approved vendors prior to the event.

Building Something Together

The Central Valley Vendor Fair is built on collaboration.

By bringing together Panther Prowls, Rough Cut Leather, EDU eXchange, E-Ville Designs, participating vendors, volunteers, and attendees, we are working to create more than a successful event—we are building a stronger, more connected community.

Participating Vendors who provide their website and social media information may be featured throughout the year on Sacramento Vendor Fair promotional platforms.

What Happens Next?

- Submit your application.
- Applications are reviewed.
- Approved vendors receive confirmation and payment instructions.
- Vendors receive event details, setup information, and demonstration schedules.

Help Us Grow

The success of the Central Valley Vendor Fair is built through collaboration. Participating Vendors are encouraged to share the event with friends, customers, and their communities through social media, newsletters, websites, and word of mouth.

Every new attendee strengthens our vendor community, increases opportunities for participating businesses, and helps ensure the continued success and growth of future Central Valley Vendor Fairs.

We look forward to working with you and helping your business grow and helping build Central Valley's premier Alternative Relationship Lifestyle Vendor Fair.

For any Questions, comments, or concerns please email. CVVFCalifornia@gmail.com

~ In Light and Leather ~
Your CVVF team