



Southern NM State Fair & Rodeo
PO Box 1145
Las Cruces, NM 88004

February 27, 2026

Dear Potential Vendor,

The Southern New Mexico State Fair and Rodeo is excited to be celebrating our 60th annual event this year. Fair dates will be September 30 – October 4. We are already planning our entertainment and activities to provide an even bigger event than last year and another great experience for everyone. We invite you to join us and look forward to receiving your application.

The Southern New Mexico State Fair & Rodeo Board continuously strives to make improvements in order to remain a top event in the state. Everyone's input contributes to making decisions that will better all the divisions of the fair. If you have suggestions or feedback, please contact me via email or phone.

Please review the attached documents for updates and changes. As a reminder, Dona Ana County must also be listed as an additional insured. Please see the insurance section of our policies for specific information.

The new fire safety requirements for cooking appliances in food trailers/trucks will be in place this year. You may contact Dona Ana Fire Rescue at 575-647-7921 for information on the new requirements.

Thank you,
The Southern New Mexico State Fair and Rodeo Board

Contact Information

SNMSF&R Vendor Department
PO Box 1145
Las Cruces, NM 88004
vendors@snmstatefairgrounds.net

Travis Brown
Fair Manager
575-636-7098

2026 Vendor Application

Application also available at <http://www.snmstatefairgrounds.net/vendors.html>

Fair dates- September 30 – October 4, 2026

Booth Name:

Contact Person:

Email:

Phone:

Address:

City:

State:

Zip Code:

If eligible to receive a refund on your deposit make check payable to:



PLEASE SEE VENDOR PROCEDURES FOR FEES AND OTHER IMPORTANT INFORMATION

* Place size of booth on desired location *

Special Events Building _____

Outdoor Non Food _____

Outdoor Non-cooking Food _____ (include menu with application)

Outdoor Cooking Food _____ (include menu with application)

Vendor trailer dimensions if applicable: Length with hitch _____ Width _____ Height _____

Purchase insurance from SNMSFR: Yes / No (circle one)

RV Space if available: Yes / No (circle one) Length of RV _____ # slide outs _____

Requests to move locations from prior year and or requests by new vendors for specific areas will be given priority based on date of full payment.

Do not include payment with your application. You will be invoiced once the application is approved.

Applications may be mailed to: SNMSFR
PO Box 1145
Las Cruces, NM 88004

or emailed to:
vendors@snmstatefairgrounds.net

Information and Procedures

The following procedures must be followed. Violation may cause cancellation of contract and forfeiture on all monies as well as expulsion from the fair grounds. Your equipment may not be able to be removed until the fair ends.

Vendor Space Rental Costs

10X10 Special Events Bld. - \$50.00 a day or \$125 for 3 days + \$100.00 Refundable Deposit.
Additional space can be purchased if needed.

10X10 Outdoor Non-Food - \$300.00+ \$200.00 Refundable Deposit
\$30.00 per additional foot of frontage over a 10 x 10 space

10X10 Outdoor Food Non-Cooking - \$400.00 + \$ 200.00 Refundable Deposit
\$40.00 per additional foot of frontage over a 10 x 10 space

10X10 Outdoor Food Cooking - \$500.00 + \$ 200.00 Refundable Deposit
\$50.00 per additional foot of frontage over a 10 x 10 space

10X10 Non-Profit - \$100 + \$100.00 Refundable Deposit (must provide proof of non-profit status)

Insurance

Fair insurance is \$125.00 for a specific location. There is an added charge of \$60.00 for each additional separate location.

If not purchasing insurance through the fair, a copy of your insurance certificate must be provided prior to September 15, 2026. A Certificate for liability in the amount of \$2,000,000.00 is required.

Your insurance certificate must name both the Southern New Mexico State Fair & Rodeo and Dona Ana County as additional insured as shown below.

Southern New Mexico State Fair & Rodeo
PO Box 1145 Las Cruces, NM 88004

Dona Ana County
845 N. Motel Blvd. Las Cruces NM, 88007

Compliance with Health Orders, Restrictions, COVID Safe Practices

All vendors will be required to adhere to any mandatory health orders, restrictions, regulations, or other requirements in place at the time of the event.

RV Spaces

RV Space \$125.00. Limited spaces are available. If you are awarded an RV space you will be assigned a space number at check in.

Fees and Late Charges

A \$35.00 FEE will be applied for any returned check.

FULL PAYMENT DUE BY SEPTEMBER 1, 2026. A \$50.00 late charge may be applied if not received by said date.

The Fair grants a refund on space rent, deposit and other payments less a \$35.00 handling fee and any applicable credit card fees, provided the notification of cancellation is in writing and postmarked by or received prior to July 31, of the current year. Cancellations received from August 1 – 31 may be eligible for a refund, less deposit, if space is re-sold. Any and all monies postmarked or received after September 1 are non-refundable. Refunds will normally be mailed within ninety (90) days of the approval date of the request.

Extra Fair Admission Tickets

Outdoor vendors will be provided with a maximum of 25 tickets for themselves and their workers; 15 tickets for Commercial Building vendors. All additional tickets must be purchased at \$10.00 each. ONE ticket gets ONE vendor into the main/front gate a single day. Tickets are NOT to get a vehicle onto the grounds nor to park on the grounds.

Gate Entrance and Parking

Vendor vehicles will be let in and out through the East Gate before and after fair operating hours for loading/unloading and restocking. No vendor vehicle is allowed on the fairgrounds after the fair is opened unless authorized. All vehicles must be off the grounds by 8:45 a.m. each morning.

No Vendor Parking Passes- Parking for vendors will be outside the gates in the main parking lot. Unauthorized vehicles parked on the grounds after the fair opens may be towed at the vendors expense. Towing charge must be paid directly to the towing service to recover vehicle.

Vendors who are awarded an RV space may not be able to park their personal vehicle next to their RV space due to limited space in the RV area.

Vendor Supplies

All supplies including food may only be transported onto the fair grounds by vehicle before and after fair hours. Vehicles will normally enter through the East Gate.

If you need to bring in supplies or food during fair hours, a non-motorized device must be used to transport supplies through the front gate.

Ice and Beverages

Ice must be purchased from the SNMSF&R and will be sold by ice attendants who will be driving around the fair grounds. You may also call in your order at the fair office.

Beverages that are not sold by the sponsored provider, when a beverage sponsor is provided, will be limited. If you have a beverage you would like to sell which is not available through the beverage sponsor you must include the beverage on the menu provided with your application.

Weather

The Fair Manager or his/her designee has the discretion to allow the grounds to stay open during inclement weather. All vendors must remain open unless allowed to close. Failure to remain open is cause for loss of deposit. There will be no refunds for inclement weather.

The Fair Manager or his/her designee has the discretion to close the grounds and all operations during inclement weather. Failure to adhere to such directives is cause for loss of deposit and loss of privilege to remain open for remainder of the event.

Menu

A menu or list of products must be submitted with your application. If a product is not approved, you will be notified.

There will be no debate or exceptions on the approved menu due to limitations being made. During the fair you may **NOT** add items to your menu. You may only sell those items on your approved menu.

Each item or specific food may be limited based on a first come first serve basis.

Prohibited Items

Firearms, toy guns, air guns, paint ball guns or any similar product may not be offered for sale or be placed on display.

Products containing vulgar language, nudity, ethnic or religious slurs or similar material may not be offered for sale or be placed on display.

The Fair Manager has final authority to determine the appropriateness of any item being offered for sale or display. Failure to comply with a request to remove an item is grounds for immediate closure for the remainder of the fair.

Set Up Times for Vendors

Set up for outdoor booths begins at 8:00 am on Monday and/or Tuesday. Vendors must be prepared to open by 10:00 am on Wednesday unless otherwise authorized by the Fair Manager. All vehicles must be OFF the grounds and outside the gates by **8:45 a.m.** on Wednesday unless authorized.

Special Events Building set up will begin at 1:00 pm on Thursday. All booths must be prepared to open by 1:00 pm on Friday unless otherwise authorized by the Fair Manager. Vehicles may enter through the East Gate prior to 8:30 am. Vehicle entry and exit after 8:45 am must be coordinated through the Fair Manager.

All vendors are required to park in the front/public parking lot and enter through the Main Gate unless otherwise authorized by the Fair Manager.

Vendor space

All vendors must be open during required times. Failure to remain open may result in loss of deposit and/or closure of booth for remainder of fair.

Vendors cannot change their assigned space unless authorized by the Fair Manager.

Booths must be neat in appearance and be made of quality materials. (Fair reserves the right to reject any booth that is not of quality appearance with no refund on fees paid).

We have security personnel in and out of uniform patrolling the fairgrounds during the event dates. However, vendors are responsible for the protection of their property and the Fair is not responsible for security at individual spaces.

Vendors must furnish all materials necessary to connect water and electricity for their space. All materials and equipment furnished by the Fair for utility service orders remain Fair property and are to be removed only by the Fair at the close of the event. Should a vendor damage or break the Fair's connection, the vendor is responsible for the cost of repair or replacement.

Grease and Waste Water

Drain lines shall not discharge or allow discharge of any wastewater or grease on the ground, around or under buildings or otherwise create a nuisance and hazard.

Clean-up of any accumulation of wastewater will be discarded in available containers. This will be strictly enforced. Vendors must provide grease containers. If there are any grease stains after fair, deposit will not be refunded. The dumping of any product, solid material or liquid other than wastewater into the provided containers is prohibited and may result in loss of deposit and closure of booth.

Vendor Deposit

Eligibility to receive a refund is at the discretion of the Fair Manager. Deposits may be withheld for failure to adhere to these procedures or violation of items contained in the vendor contract.

If eligible for a deposit refund, checks will normally be available at check out on Sunday afternoon or will be mailed by November 1 of the current year. Deposit must be received to reserve space at the Southern New Mexico State Fair & Rodeo.

Pets

Only qualified service animals, livestock on exhibit or trained animals for scheduled acts will be permitted on the fairground unless otherwise approved.

Raffles and Drawings

All drawings, give-away offers, free registrations or similar inducements must be approved by the Fair prior to the Wednesday opening. Under no circumstances may

vendors use the name or implicate the Southern New Mexico State Fair & Rodeo in a promotion of any type.

Drugs and Alcohol

Drug and alcohol use is prohibited by vendors or personnel associated with a vendor's operation while on site during fair hours. Those found in violation of this section will be escorted off the fair grounds and may be prohibited from returning the following year.

Deliveries

Approval to have packages delivered to the fair office must be received prior to shipment. The Fair or its employees and volunteers are not responsible for lost, damaged or returned packages.

Electrician

The Fair's electrician reserves the right to refuse to connect service to a booth that is not safe or wired according to code. Under no circumstances shall anyone other than the Fair electrician make electrical connections to distribution panels. The electrician will be available during business hours to connect or repair any issues with the power system, but shall not repair or adjust any appliances or equipment.

Courtesy to Others

Vendors must be courteous to fair patrons, other vendors, fair board member, fair manager, anyone volunteering, or hired by the fair. Any vendor that is disrespectful to anyone may be removed from the grounds.

Security

Vendors are responsible for the protection of their property and the Fair is not responsible for security at individual spaces.

Move Out & Tear Down Schedule

Tear down may not begin until the fairground closes Sunday afternoon unless authorized by the Fair Manager. Vehicles will not be allowed on the grounds until 30 minutes after closing or until determined safe.

CRS #

As required, a vendor must have a CRS # before obtaining permits and licenses. Contact the New Mexico Taxation and Revenue Department to obtain a CRS #.

NMTR - Las Cruces Office
2540 El Paseo Building 2
Las Cruces, NM 88004
575-524-6225
www.tax.newmexico.gov

Dona Ana County Vendor License Required

A vendor license is required prior to the opening of the SNMSF. Please click on the link (<https://www.donaanacounty.org/departments/elected-officials/clerk/business-registration>) and scroll to the bottom of page to find "Vendor License Application Form." Complete and send into our office along with payment to the address below. If you have any questions please feel free to contact their office at 575-647-7421 and ask for business registrations.

Doña Ana County Clerk's Office
845 N. Motel Blvd
Las Cruces, NM 88007
Attn: Business Registration

Food Handlers Permit

All food vendors must meet health requirements to obtain a food license. You can obtain a license through the New Mexico State Environmental Department. Please contact them directly if you have any questions at 575-288-2050. Get more information at www.env.nm.gov. Also, the application is on the fair web site under Temporary Food Service Permit.

Propane Tanks

The purpose of the New Mexico Regulation and Licensing Department is to provide protection of life and property. Please see the Southern New Mexico State Fair & Rodeo website to download the rules and regulations of LP Gas. If vendor does not have access to fair website and would like a copy, contact fair office at 575-524-8602 to have a copy emailed or mailed. Please also see Fire Safety Guidelines on website to obtain additional important information on propane tanks.

Fire Safety

Listed below are just a few important guidelines for fire safety. For detailed information, download and print the Fire & Emergency Service guidelines from the fair's website. If unable to obtain a copy through the website, contact the fair office at 575-524-8602. If you have more questions on the guidelines, contact the Dona Ana County Fire and Emergency Services at 575-647-7921.

Fire Safety-Outside Food Cooking Vendors

Smokers or grills must be 10 ft away from any building (Special Events Building).

Main Street-Smokers or grills cannot be directly under a tree. They must be 5 ft from under a tree.

Vendors that are not next to the Special Events Building, must keep grills, smokers, etc... 3 ft. from tent.

Electric plates must be 3 ft. from netting

Fryers may not be placed on tarps

Hours of Operation

Vendors must be open during the following hours. Failure to comply may result in loss of deposit and/or removal from the fair grounds.

Outdoor Vendors

Wednesday	10:00 am to 10:00 pm
Thursday	10:00 am to 11:00 pm
Friday – Saturday	10:00 am to 12:00 am
Sunday	11:00 am to 6:00 pm

**Vendors have the option of opening at 9:00 am each day

**Vendors not selling food or merchandise may close after 9:00 pm Wednesday and 10:00 pm on Thursday – Saturday.

Special Events Building

Friday	1:00 pm to 10:00 pm
Saturday	10:00 am to 10:00 pm
Sunday	10:00 am to 6:00 pm

The Southern New Mexico State Fair Board and Staff have the right to remove any vendor from the grounds at any time.

By signing below you acknowledge you have read the fire safety guidelines on the fair website and will adhere to the guidelines as applicable. You further agree to the above rules and guidelines provided in this document and acknowledge the Southern New Mexico State Fair and Rodeo or their designee have full authority to interpret and apply these rules as deemed appropriate.

Print Name _____

Signature _____ Date _____