



**STAND-BY SELLERS INFORMATION SHEET  
COLLEGE OF THE DESERT ALUMNI ASSOCIATION  
STREET FAIR  
43-500 Monterey Ave. Palm Desert, CA 92260  
(760) 636-7957**



**PROCESS:**

1. Stand-by merchants must be in line by 5:30 a.m. at the Alumni Centre Box Office for a lottery style drawing. Merchants arriving after this time will not receive a lottery number and will receive a space based on availability after all others have been assigned.
2. The application obtained on the day of sale is completed and collected. Lottery numbers are then assigned. Only one member per family or business group may draw a number. At this time you must present:
  - A copy of your **California Resale Permit** with the college address on it (see above) along with the **Seller's Driver's License. THIS MUST BE DISPLAYED IN OPEN VIEW OF THE PUBLIC DURING BUSINESS HOURS**
  - A copy of your **proof of liability insurance**. The policy must name College of the Desert AND COD Alumni Association as additional insured. You must bring a copy for us to keep each day. If needed, liability insurance may be purchased at the Street Fair for \$10.00 a day.
3. Merchants are assigned spaces in the overflow area. At this time the space fee must be paid by cash or credit card. The daily fees, which include a \$2.00 City of Palm Desert open-air seller's fee are as follows:

**October, November, December, April, and May: 80.00**  
**January, February, and March: \$90.00**  
**June, July, August, September: \$35.00**

**REMINDERS:**

**Selling Space:** Sharing of any space is not permitted. Please do not approach any regular monthly merchant or other stand-by merchant asking to share their space. If anyone is observed selling from an unauthorized space, they will be permanently terminated from selling at the Street Fair.

**Parking:** After a space is assigned, merchants should bring their vehicle in to unload and move it to merchant assigned parking before 7 a.m.

**Rules and Regulations:** It is the merchant's responsibility to ask for a copy of the Street Fair Rules and Regulations at the time you receive your application. All rules and regulations apply to stand-by merchants as well as monthly merchants. Monthly merchants and/or their associates are not permitted to secure stand-by spaces. Management reserves the right to limit items sold by merchandise selection. Standby merchants who are not awarded a selling space may not work on the same day in a monthly merchant's booth.

**Space Assignments:** All stand-by merchants are considered temporary merchants and, receive a random selling space assignment. Stand-by merchants have no claim to any particular selling space assignment on a repeat basis.

**Food Merchants:** No food or produce merchants will be allowed in on stand-by.

**Massage Merchants:** All massage therapists must comply with specific rules and have all required permits and licenses.