



**STAND-BY SELLERS INFORMATION SHEET  
COLLEGE OF THE DESERT ALUMNI ASSOCIATION  
THE STREET FAIR**

**43-500 Monterey Ave. Palm Desert, CA 92260  
(760) 636-7957**

**PROCESS:**

1. Stand-by merchants must be in line by 5:45 am at the Alumni Box Office with a completed Stand-by application in preparation for a lottery style drawing. Applications will be collected and once roll is taken you will be called to the window based on your lottery number to receive a space for the day. Only one member per family or business group may draw a number.

When called to receive your space assignment you must present:

- A copy of your **California Resale Permit** with the college address on it along with the **Seller's Driver's License**. **YOUR CALIFORNIA RESALE PERMIT 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.

2. Merchants are then assigned spaces in the overflow area. Management may also assign stand-by merchants to reserved spaces when a monthly merchant is absent based on the overall attendance that day. 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: \$75.00**

**January, February, and March: \$85.00**

**June, July, August, September: \$40.00**

**REMINDERS:**

**Space Assignments:** All stand-by merchants are considered temporary merchants and, receive a random selling space assignment. Your lottery number does not determine location. Stand-by merchants have no claim to any particular selling space assignment on a repeat basis and may not request certain spaces. Management will make decisions on where merchants are placed at their sole discretion. You may not return to the window to request a different space once you have been given your assignment.

**Booth Sharing:** 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 am. If your assigned space can accommodate your vehicle, you may park it behind your setup. All cars parked in The Street Fair must be covered on all sides.

**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.

**Rules and Regulations:** It is the merchant's responsibility to ask for a copy of The Street Fair Rules and Regulations. 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. Stand-by merchants who are not awarded a selling space may not work on the same day in a monthly merchant's booth.