La Feria Event Participant Guidelines

Casetas Vendors Exhibitors Sponsors Brand Activations

These guidelines establish the operating, design, safety and service standards for every third-party space at La Feria. All participating companies, their staff and their contractors must follow this document together with the event agreement, venue rules and instructions issued by the La Feria Operations Team.

The objective is simple: protect the guest experience, preserve the visual identity of La Feria and ensure that every space opens safely and on time.

Event information	Details
Event name	La Feria _____
Event date	_____
Venue	_____
Participant company	_____
Assigned space	_____
On-site lead and mobile	_____

Document status | 2027 Edition | Version dated September 28, 2026

Operational requirements may be updated when required by the venue, fire marshal, health department, alcohol authority, police, insurer or other governing authority. The latest written instruction issued by La Feria controls, subject to the order of authority in Section 1. Event-specific deadlines and schedules will be provided in the Participant Operations Bulletin(s) (each, an “Operations Bulletin”).

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1 Purpose and application

These standards apply to all organizations occupying, operating, servicing or producing a space at La Feria, including caseta hosts, food and retail vendors, exhibitors, sponsors, agencies, decorators, caterers and activation contractors. The contracting participant is responsible for distributing the rules to every member of its team and remains accountable for their work.

Order of authority

1. Applicable laws, permits and directions from public authorities.
2. Venue rules and requirements.
3. The signed event agreement and approved proposal.
4. These guidelines and applicable Operations Bulletins.
5. Written direction from the La Feria Operations Team on site.

If requirements conflict, participants must notify La Feria before proceeding. No verbal approval from a vendor, subcontractor or venue employee changes the participant's obligations unless confirmed in writing by La Feria.

2 Participant categories

Category	Primary purpose	Typical footprint	Key operational focus
Caseta	Hosted cultural, social or hospitality space	20 x 20 ft or 20 x 30 ft unless contracted otherwise	Décor, access control, hosted service, entertainment and capacity
Food and beverage vendor	Preparation or service of food and non-alcoholic beverages	10 x 10 ft or 10 x 20 ft unless contracted otherwise	Health permits, fire safety, sanitation, menus and service speed
Retail or artisan vendor	Sale or display of approved products	10 x 10 ft or 10 x 20 ft unless contracted otherwise	Merchandising, inventory, POS and visual presentation
Sponsor or brand activation	Brand engagement, sampling, display or lead generation	As contracted and approved	Brand integration, guest flow, data collection, equipment and staffing

3 Quick reference

Requirement	Standard
Stay inside assigned footprint	All décor, queues, signs, storage, furniture and equipment must remain within the approved space unless a written exception is granted.
Submit before building	Plans, menus, utilities, insurance, permits, deliveries and contractor details require approval by the applicable deadline.
No structural changes	Do not drill, nail, staple, paint, tape or fasten to venue surfaces, tents, poles, fencing, landscaping or event infrastructure without written approval.

Requirement	Standard
No outside alcohol	Alcohol may only be supplied, sold and served through the event-authorized program and licensed partners.
Keep exits clear	Fire lanes, exits, extinguishers, aisles, utility access and emergency routes must remain unobstructed at all times.
Open on time	Spaces must be staffed, clean, stocked and guest-ready before the published opening inspection.
Remove everything	Participants must remove all property and waste by the dismantling deadline. Abandoned items and damage may be charged.

4 Required submissions and approvals

Each participant must appoint one decision-maker who is reachable before and during the event. Submissions are not approved until La Feria confirms acceptance in writing. Changes after approval must be resubmitted.

Submission	Who submits	Minimum content
Participant profile	All	Legal and public name, primary contact, mobile number, billing information and category.
Certificate of insurance	As required by La Feria	Required limits, additional insured wording and policy dates as stated in the agreement or Operations Bulletin.
Space plan and rendering	Casetas and activations; vendors when requested	Dimensions, entrances, furniture, signage, décor, equipment, storage, queue and accessibility clearances.
Utility request	Anyone requiring power, water, drainage, internet or special service	Equipment list, quantity, voltage, amperage, plug type, continuous or intermittent load and connection location.
Food and beverage package	Food or beverage operators	Menu, prices, service method, equipment, certifications, permits, propane or cooking details and waste plan.
Activation plan	Sponsors and activations	Guest journey, staffing, sampling, prizes, data capture, sound, vehicles, structures and branded assets.
Entertainment request	Any participant hosting performance or amplified content	Format, performers, schedule, footprint, sound needs and content description.
Delivery and contractor list	All with deliveries or third parties	Company, driver or lead, mobile, vehicle details, arrival window and scope of work.

No assumption of approval

Payment, prior-year participation or inclusion in a sponsor proposal does not approve a design, product, menu, sampling activity, vehicle, giveaway, performance or contractor. Only the approved scope may be installed or operated.

5 Site access and credentials

- Access is limited to the assigned installation, event and dismantling windows. Early or after-hours access requires written approval.
- Every worker must use the designated check-in point and wear the credential issued for their role.
- Credentials are personal, non-transferable and do not serve as guest tickets.
- Minors may not participate in installation or dismantling unless expressly authorized and legally permitted.
- Closed-toe shoes and suitable work clothing are required during installation and dismantling.
- The participant is responsible for its staff, temporary labor, caterers, decorators, delivery teams and other contractors.

Vehicle movement

- Use only the assigned entrance, route and unloading area. Hazard lights must remain on while vehicles are in operational zones.
- Drivers must obey staff, posted speed limits and escort requirements. Pedestrians and event vehicles always have priority.
- Unload promptly and relocate the vehicle to approved parking. Vehicles may not remain beside a space unless contracted as part of an activation.
- Parking, loading and vehicle credentials do not guarantee space availability and may be revoked for unsafe operation.

6 Installation and dismantling

Phase	Participant standard
Before arrival	Confirm approved plan, access window, credentials, delivery route, labor and all required tools. Label shipments with participant name, space number and on-site contact.
Unloading	Keep aisles and fire lanes open. Do not stage freight in another participant's space or leave property unattended in common areas.
Installation	Build entirely within the footprint. Protect venue surfaces and event infrastructure. Maintain a tidy worksite and remove packaging continuously.
Inspection	Complete all work by the inspection deadline. A representative with authority to correct issues must be present.
Event close	Do not pack, move carts or remove displays while guests remain in the event area or until release is announced.
Dismantling	Remove all inventory, décor, equipment, fasteners, tape, trash and grease. Leave the space broom-clean and in its original condition.

Deliveries and storage

- La Feria and the venue do not accept, sign for, store or safeguard participant shipments unless a written arrangement says otherwise.
- All property must fit inside the assigned space or approved back-of-house storage. Guest aisles, tent perimeters and service corridors are not storage areas.
- Use stable shelving and keep heavy items low. Secure cylinders, tall displays and stacked inventory against movement.
- Participants bear the risk of loss, theft, spoilage or damage to their property.

Restricted work

- No spray painting, open-flame finishing, welding, grinding, cutting that produces sparks, or hazardous chemical use on site without an approved permit and hot-work procedure.
- No forklifts, lifts, generators, utility vehicles or heavy equipment unless approved and operated by an authorized provider.

7 Space design and decoration

Each space should feel intentional, welcoming and aligned with the character of La Feria. The front elevation must remain visually open enough for guest engagement and operational oversight. Decorations must be professionally installed, stable and maintained throughout the event.

General design rules

- Respect the contracted footprint, height limit, sightlines and neighboring participants.
- Conceal boxes, coolers, cables, cleaning products and personal belongings from public view.
- Use finished, clean materials. Raw backs of signs, loose fabric, exposed fasteners and damaged furniture are not acceptable.
- Floral, fabric and decorative materials must meet applicable flame-resistance requirements. Documentation may be requested.
- Do not use confetti, glitter, feathers, loose sand, hay, straw, rice, open water features or materials that scatter unless approved.
- Balloons, inflatables, haze, smoke, lasers, pyrotechnics, candles and open flame require prior written approval and may be prohibited.
- No décor may block sprinklers, detectors, ventilation, signage, exits or access to electrical panels and fire equipment.

Caseta standards

Element	Minimum expectation
Footprint	Standard sizes are typically 20 x 20 ft or 20 x 30 ft, unless the agreement confirms another size. Combining spaces does not authorize removal or modification of structural elements.
Included package	Use only items listed in the agreement. A typical package may include basic lighting, fan, folding chairs, round tables with linens, named façade and stanchions; inclusions vary by edition.
Façade and identity	Keep the official caseta name visible. Additional branding must be approved and should integrate with the Feria aesthetic.
Interior	Provide a coherent seating and circulation plan. Maintain a clear entrance, safe access to exits and sufficient space for service.
Décor	Traditional or contemporary interpretations are welcome when tasteful, secure and compatible with the event environment.
Access control	If the caseta is private or ticketed, the host must manage entry within its footprint without obstructing the aisle.
Programming	DJs, musicians, performances and speeches require advance approval and must comply with the event sound schedule.

Vendor standards

- Display the approved business name, products and pricing clearly.
- Use table coverings or finished counters that reach the floor on public-facing sides when storage is placed underneath.
- Keep merchandising below approved height and prevent racks, signs or samples from extending into aisles.
- Sell only approved products. Counterfeit, offensive, unsafe, unlicensed or materially different merchandise may be removed.

Brand activation standards

- Design the guest journey for safe entry, participation and exit without creating a queue in the main aisle.
- Interactive elements, contests, photo moments, games, sampling and giveaways must match the approved concept.
- Vehicles must arrive with minimal fuel as required by authorities, have batteries disconnected when directed, use approved drip protection and keep keys accessible to event management.
- Large structures, overhead signs, truss, suspended items and ballast require stamped or manufacturer documentation when requested.

8 Technical services and utilities

Only approved providers may connect to event or venue utilities. Participants may not open panels, alter distribution, share circuits, connect to another space or run services across aisles without authorization.

Electricity

- Submit the true operating load for every appliance, light, refrigerator, warmer, POS device, charger and piece of equipment.
- Use grounded, listed equipment and heavy-duty commercial extension cords rated for the load and environment. Household power strips and damaged cords are prohibited.
- Cables must be secured and protected from traffic, water and pinch points. Connections must remain accessible for inspection.
- High-load equipment may require a dedicated circuit at the participant's cost. Unapproved equipment may be disconnected.

Water drainage and ice

- Potable water, sinks, gray-water removal and drainage must be ordered when required. Do not pour liquids, grease or ice onto floors, soil, landscaping or storm drains.
- Participants must use approved ice sources and food-safe handling practices. Event-supplied ice is subject to ordering procedures and availability.

Internet and sound

- Cellular and wireless service can vary. Order dedicated connectivity when business-critical and test devices before opening.
- Speakers must face inward and remain at a level that permits conversation in neighboring spaces. La Feria may require immediate reduction or shutdown.
- Microphones, DJs, live music, projection and screens require approval and must follow programming and music-rights requirements.

9 Fire life safety and emergency requirements

All installations are subject to inspection and approval by the applicable authority. Passing a previous event or venue inspection does not guarantee approval at this event.

Area	Requirement
Egress	Maintain required aisle, doorway and exit widths. Doors and exit paths may not be locked, curtained, disguised or obstructed while occupied.
Fire extinguishers	Provide the correct type and rating where required, mount or place visibly, and keep inspection tags current.
Cooking	Submit equipment and fuel details. Provide suppression, hood, extinguisher, separation and barriers as required by the fire marshal and health authority.
Propane and fuel	Advance approval is mandatory. Cylinders must be secured, protected and located as directed. Spare cylinders may not be stored in the space.
Tent safety	Do not alter, load or attach to tent framing. Maintain required clearances from fabric and comply with occupancy limits.
Weather	Secure lightweight items and follow shutdown or evacuation instructions. Outdoor elements must be designed for expected conditions.

Emergency conduct

- Call emergency services when there is an immediate threat, then notify La Feria Operations or Security.
- Do not move an injured person unless necessary to prevent greater harm. Keep the area clear for responders.
- Report fire, smoke, gas odor, electrical arcing, structural movement, spills, threats, missing children and medical incidents immediately.
- Follow evacuation, shelter, weather and public-safety instructions without delay. Participant staff may not make unauthorized public announcements.

10 Food beverage and alcohol operations

Food and beverage service is limited to the products, preparation methods and locations approved in advance. Operators must comply with all health, fire, licensing and tax requirements and display permits when required.

Food safety

- Maintain required hot and cold holding temperatures and use calibrated thermometers.
- Provide handwashing, utensil washing, sanitizer, gloves and barriers as required for the approved service method.
- Protect food, ice, garnishes and serviceware from contamination. Store items above the floor and separate chemicals from food.
- Identify common allergens accurately and train staff not to make unsupported claims. Prevent cross-contact where represented.
- Dispose of grease, wastewater, charcoal and food waste only through approved procedures.

Alcohol control

- Alcohol may not be brought onto the event site by participants, guests or unapproved suppliers.
- Only properly licensed and event-authorized personnel may possess, pour, sample or sell alcohol.
- Approved brands, package sizes, pricing, POS, inventory and service areas must follow the event beverage program and sponsorship exclusivities.

- Check identification and refuse service to minors or visibly intoxicated guests. Alcohol may not be left unattended or self-served.
- Last call and service shutdown times are mandatory. Unused product must be handled according to event instructions.

11 Guest service staffing and conduct

Participants represent their own organization while on site and are expected to uphold La Feria's guest-service and conduct standards. Staff must be informed, welcoming, appropriately dressed and able to explain the offer without pressuring or obstructing guests.

- Maintain sufficient staffing for setup, operations, breaks, replenishment, access control and closing.
- Keep one English-speaking contact available; additional Spanish-speaking staff are strongly recommended for the guest experience.
- Staff may not consume alcohol while working, smoke or vape in the space, sleep on site, solicit outside the assigned area or behave aggressively.
- Harassment, discrimination, unsafe conduct, illegal activity and possession of weapons are prohibited, subject to applicable law and authorized security exceptions.
- Service animals must be accommodated as required by law. Participant pets and animals are prohibited unless part of an approved program.

Accessibility

- Provide an accessible route and reasonable access to counters, displays and experiences.
- Do not place cables, rugs, décor or inventory where they create trip hazards or block mobility devices.
- Offer a practical alternative when an interactive element cannot be used by a guest with a disability.

12 Sales payments and data

Retail and food vendors are responsible for approved payment devices, change, receipts, applicable taxes and reconciliation unless the event agreement establishes a centralized or mandatory POS system.

- Use the event-designated POS and reporting procedures when required. Do not bypass required transaction recording.
- Clearly display approved prices and disclose taxes, service charges or deposits before the transaction.
- Secure cash and devices. La Feria is not responsible for chargebacks, counterfeit currency, network interruptions or theft.
- Do not photograph payment cards or retain sensitive payment information outside compliant systems.

Guest data

- Collect only data necessary for the approved activation and clearly identify the collecting company and intended use.
- Obtain legally required consent for marketing, photos, video and communications. Do not condition basic participation on unrelated consent unless approved and clearly disclosed.
- Protect collected data and do not share event-provided lists or participant data without authorization.

13 Branding marketing and activations

- Use La Feria names, logos, artwork and event imagery only in approved form and only for the agreed purpose and period.
- Do not imply exclusivity, presenting-partner status, endorsement or rights beyond the signed agreement.
- Submit co-branded creative, signs, menus, uniforms, scripts and promotional materials when approval is required.
- Sponsorship category protections and event pouring rights take priority over personal supplier arrangements.
- Sampling, coupons, flyers and giveaways must remain within the assigned space unless roaming distribution is approved.

- Prize promotions must include legally compliant rules, eligibility, timing, value, selection and fulfillment. La Feria assumes no prize liability.
- Professional filming, press activity, drones and live broadcasts require advance authorization and must respect guest privacy and event production.

14 Cleaning waste and sustainability

Participants must keep their spaces clean throughout the event and leave them in original condition. Event janitorial service for common areas does not replace participant cleaning responsibilities.

- Bring appropriate liners, wipes, brooms and approved cleaning products. Keep cleaning supplies away from food and guests.
- Use designated waste, recycling, cardboard, glass, grease and wastewater streams. Break down boxes before disposal.
- Do not overfill public bins with operating waste. Arrange removal of large or unusual materials.
- Immediately contain and report spills, broken glass, grease and other hazards. Do not leave a spill unattended.
- Reduce single-use materials where practical and follow any event requirements for recyclable or compostable serviceware.

15 Security insurance and compliance

Participants remain responsible for their people, operations and property. Security patrols and access controls do not create a bailment or guarantee against loss.

- Secure valuables and inventory whenever the space is unattended. Do not leave cash overnight.
- Report suspicious activity, disputes, theft, lost property and prohibited behavior to Security or La Feria Operations.
- Do not hire or deploy outside security personnel without approval. Armed personnel require specific authorization and compliance with applicable law.
- Maintain licenses, permits, insurance (when applicable or required) and trained staff for the full operating period and provide evidence upon request.
- Participants are responsible for injuries, damage, claims, fines and costs arising from their team or operations to the extent provided in their agreement and applicable law.

Any legal, insurance or venue-specific requirement issued for the event supplements this document. Participants should review their agreement with their own advisors.

16 Weather and operational changes

La Feria may adjust access, schedules, programming, entrances, service, utilities, layouts or operating procedures for safety, weather, venue needs, authority direction or event operations. Participants must remain reachable and follow real-time instructions.

- Monitor the contact channels designated in the Operations Bulletin.
- Use weather-resistant materials for outdoor or semi-outdoor spaces and protect inventory from rain, heat, wind and humidity.
- Stop unsafe activity immediately when instructed. Do not reopen until released by La Feria or the appropriate authority.
- Event delay, relocation, closure and cancellation rights are governed by the signed agreement.

17 Final inspection and opening approval

A completed installation does not authorize opening. La Feria, the venue and public authorities may inspect at any time. Participants must correct deficiencies before operating and maintain compliance throughout the event.

Inspection point	Ready standard
Footprint and circulation	All elements inside approved limits; accessible entrance; aisles, exits and emergency equipment clear.
Structure and décor	Stable, finished, flame-compliant where required, and consistent with approved design.
Utilities	Approved connections, protected cables, no leaks, correct equipment and no overloaded circuits.
Food and beverage	Permits displayed, sanitation ready, temperatures controlled and alcohol secured.
Staff and service	Credentialed team present, briefed, appropriately dressed and ready for guests.
Housekeeping	Waste removed, storage concealed, floors clean and hazards corrected.

18 Violations charges and enforcement

When a condition is unsafe, unauthorized or inconsistent with the approved scope, La Feria may require correction, stop work, disconnect equipment, remove materials, suspend service, close the space, revoke credentials or take other action permitted by the agreement. Immediate hazards may be corrected without advance notice.

Participants may be charged for services, repairs, excessive cleaning, waste removal, late work, unapproved utility use, damaged or missing rental items, authority requirements caused by their operation and other recoverable costs under the agreement. Serious or repeated noncompliance may affect future participation.

19 Participant checklists

Before arrival

- ☐ Signed agreement and balances completed
- ☐ Insurance (if required) and permits accepted
- ☐ Space design and signage approved
- ☐ Menus products sampling and pricing approved
- ☐ Utilities and internet ordered
- ☐ Staff contractor and vehicle list submitted
- ☐ Delivery window and route confirmed
- ☐ Emergency and operational contacts shared with team

Before inspection

- ☐ Installation matches approved plan
- ☐ All décor structures and equipment secured
- ☐ Exits aisles extinguishers and panels clear
- ☐ Cables covered and utilities safely connected
- ☐ Permits and required notices displayed
- ☐ Storage concealed and waste removed
- ☐ Food beverage and POS systems tested
- ☐ Authorized representative present for inspection

Before departure

- ☐ Guests have cleared and dismantling release received
- ☐ Inventory décor and equipment removed
- ☐ Rental items returned as instructed
- ☐ Trash grease liquids and cardboard disposed correctly
- ☐ Tape ties fasteners and floor protection removed
- ☐ Damage or incident reported
- ☐ Space left broom-clean and final sign-out completed

20 Acknowledgment

By signing below, the participant confirms that it has received and reviewed these Event Participant Guidelines, will distribute them to its staff and contractors, and accepts responsibility for compliance with the signed agreement, approved plans, venue rules, authority requirements and event instructions. If the participant's signed event agreement expressly incorporates these Guidelines, execution of that agreement also constitutes acknowledgment and acceptance of these Guidelines, and a separate signature below is not required unless requested by La Feria.

Participant legal name: _____

Public or brand name: _____

Participant category: _____

Authorized representative: _____

Title: _____

Email: _____

Mobile: _____

Signature	Date
_____	_____

Event operations contact

Contact	Information
Operations lead	_____
Mobile or radio	_____
Email	_____
Emergency	Call 911 first for immediate threats, then notify La Feria Operations or Security.

End of guidelines