



Sierra County Fair Association

PO Box 631  
2101 S. Broadway  
Truth or Consequences, NM 87901  
575-894-2375 Ext. 6  
Fax: 575-894-4445  
[sierra@nmsu.edu](mailto:sierra@nmsu.edu)

Sierra County Fair Vendors,

The Sierra County Fair Association is excited to announce that we will have a 'normal' 2021 fair!! We will still observe any national, state, and local safety precautions during our fair to ensure a successful and pleasant event for everyone.

Vendor applications for the 2021 Sierra County Fair are now being accepted - ***IF*** we need to make changes, we will do so as the event approaches. We will do all we can to update our vendors, participants, and visitors regarding alterations to this year's fair.

The Fair Association will do our best to keep all returning vendors in their previous locations – or as close as possible. We will also offer outdoor booth areas under the covered Event Center pavilion. These outdoor booths will cost the same rental fee as a 6' by 8' indoor booth but will measure 10' by 10'.

Booths will be classified as follows:

Commercial

Anyone who sells goods or promotes his or her business will pay a fee of \$30 (except food vendors) per booth. All vendors must specify activity/product for sale on their agreement form. Commercial booths will not be judged but are required to have all large items in place by 9:00pm Tuesday and may bring in smaller items daily if needed.

Educational/Non-Profit

Booths with information about activities or programs of a particular group or to educate the general public. NO SELLING OR ADVERTISING OF PRODUCTS PERMISSIBLE (this includes fundraising). No charge for booth space. Any educational or non-profit group wishing to sell merchandise, raffle tickets, or any other services will be considered a commercial booth.

Food

Contact coordinator for fees and details.

We hope to see you at the fair!

*Jeni Neeley*

Fair Vendor Coordinator  
[jneeley@nmsu.edu](mailto:jneeley@nmsu.edu)