

ROCKBRIDGE REGIONAL FAIR AND EXPO 2026

TRADE/PROMOTIONAL/NON-PROFIT/GOVERNMENT AGENCY VENDOR GUIDE

EVENT SITE/DATE:

Rockbridge Regional Fair & Expo will be held at the *Virginia Horse Center* – 487 Maury River Road, Lexington, VA, 24450 Thursday – Friday (September 10th – 11th, 2026,) from 4:00pm to 10:00pm, and Saturday, September 12, 2026, from 12:00pm to 11:00pm. Please note: there is no rain contingency for this event.

SET UP:

Vendors will be permitted to set up on Wednesday, September 9, 2026, between the hours of 12:00pm – 7:00pm or Thursday, September 10th between the hours of 8:00am – 3:00pm. **VENDORS ARE EXPECTED TO BE READY TO SERVE THE PUBLIC AT THE SCHEDULED OPENING HOUR OF THE EVENT.** Vendors are expected to be fully disassembled and off the event property by 12:00pm on Sunday, September 13, 2026. The provisions for hours are subject to change in the event of inclement weather.

VENDOR FEES:

- Trade: \$100.00 until August 10, 2026; fee increases to \$150 on August 11, 2026
- Promotional: \$50.00 until August 10, 2026; fee increases to \$75 on August 11, 2026
- Non-Profit: \$25.00 until August 10, 2026; fee increases to \$37.50 on August 11, 2026
- Government Agencies: \$10.00

The registration fee must be paid by cash, check, or money order (made payable to RRFE, Inc.)

REQUIREMENTS/RESTRICTIONS:

1. Vendors are expected to provide all equipment, materials, stands, tables and other items relating to their individual concession.
2. Vendors should only sell wares, promote, or provide information at their booth; no other activities will be permitted.
3. Tents used must be fire resistant according to the State Fire Marshal. Vendors working with grease or open flames are required to have a Fire Extinguisher K.
4. Trash cans and trash removal will be provided by Rockbridge Regional Fair and Expo and the Virginia Horse Center.
5. Vendors may be granted access to electric and water hookups; however, these spaces are limited and will be assigned based on availability and order of registration. Any electricity sources provided by vendors must use heavy duty outdoor extension cords. These cords must be secured to eliminate any tripping hazard, and vendors are responsible for supplying electrical adaptors.

6. There will be no “first” or “exclusive” rights to sell crafts, items or advertise information on a specific product or service; however, vendor spaces are limited, and we will attempt to diversify crafts and items sold during the event, as well as diversify information and direct-sales vendors. All items to be sold or advertised must be listed on each vendor’s registration form. Sales by a vendor will be limited to the items listed on the registration form. The Rockbridge Regional Fair and Expo, Inc. will inform a vendor of items to be sold or advertised by other vendors, as disclosed on their registration forms, upon request of such vendor.

SALES TAX:

Unless exempt pursuant to applicable law, all vendors are required to pay a tax on all sales made at the event – currently 5.3% to the Commonwealth of Virginia. Questions concerning sales tax should be directed to Virginia Department of Taxation, Office of Customer Service, P.O. Box 1115, Richmond, VA 23218, (804) 367-8037. Vendors who already have a state sales tax number and report sales tax regularly to the Department of Taxation should file their reports in the usual manner.

PARKING:

Parking for vendors will be in the general parking area for the event venue.

SITE LOCATION AND ASSIGNMENT:

Vendors will be assigned vending sites by the Rockbridge Regional Fair Board Vendor Coordinator prior to the event. The Rockbridge Regional Fair Board reserves the right to change the location of, or dismiss, any vendor in the exercise of its sole and absolute discretion.

ADDITIONAL INFORMATION:

The Rockbridge Regional Fair Board reserves the right to make determinations concerning matters not addressed in this Guide, and any such determination shall be binding to the vendors.

Additional information or clarification concerning the procedures, provisions and regulations cited in this guide is available by emailing: fair@rockbridgefairandexpo.org