



San Diego COUNTY FAIR ONCE UPON A FAIR 2026

MAKE THIS SUMMER YOUR BIGGEST SELLING SEASON YET!

JOIN THE 2026 SAN DIEGO COUNTY FAIR & SHARE YOUR CREATIONS WITH NEARLY A MILLION EAGER SHOPPERS

From handcrafted jewelry to gourmet jams, quirky home décor to wearable art, the Fair is the place to turn your passion into profits. We're looking for fresh, creative, one-of-a-kind vendors to join our vibrant community of makers, artisans, growers, and entrepreneurs.

JUNE 10—JULY 5, 2026 closed Mondays & Tuesdays

* TWO WAYS TO SELL



SELL DIRECTLY

Set up your own booth and meet thousands of customers face-to-face. Build your brand, tell your story, and make memorable connections every day.

CONSIGNMENT OPTION

Short on time or staff? We'll sell your products for you in our beautifully curated **San Diego Marketplace**—you create, we handle the sales (on commission).

* POSITION & PLACEMENT OPPORTUNITIES



Many options exist for vendors based on availability.

SAN DIEGO MARKETPLACE

Our premier destination for handmade, one-of-a-kind goods. Perfect for artisans, makers, and small businesses looking to connect with shoppers in a high-energy, high-traffic environment. Choose from:

- + **Full Boutique Booths:** Set up your own space and engage directly with fairgoers.
- + **Consignment:** Let us handle sales for you in our beautifully curated collective space.

Jewelry, home décor, fashion, fine art, gifts—if it's handmade and special, we want to showcase it!

Contact: vendor@sdfair.com

FARM 2U

Are you a grower, small-batch producer, or food artisan? This is your place to shine. Located near our full kitchen demo stage, **Farm 2U** celebrates everything local and agricultural.

- + Booths available for 5 to 20 days.
- + Low booth fees and high visibility.
- + Share your story with a community that values fresh, local, and homemade.

Ideal for produce, preserves, handmade goods, and farm-to-table favorites.

Contact: kostrander@sdfair.com

SHOPPING HALLS

Go big with a full-time booth! These indoor and outdoor vendor spaces are open all 20 days of the Fair (11am – 10pm daily) and offer a chance to build your brand in front of massive foot traffic. We're looking for vendors with unique products and eye-catching displays.

Contact: vendor@sdfair.com