

Commercial Vendor Opportunities Now Available for the 2017 California Poppy Festival™

Lancaster, CA. February 21, 2017 – The City of Lancaster is currently accepting applications for the commercial vendor area of the 26th Annual California Poppy Festival™ on April 22 and 23, 2017 at Sgt. Steve Owen Memorial Park (formerly Lancaster City Park).

The Poppy Festival is a widely acclaimed event which provides a broad array of entertainment and fun for the entire family. The festival draws more than 40,000 visitors over a two-day period and provides businesses with an opportunity to meet with potential customers throughout its various vendor areas.

Commercial vendors at the festival are exposed to thousands of prospective customers, enjoying a great venue to market their business. For only \$650, business owners receive a 10' x 10' booth space at the event for both festival days. Each space includes a canopied tent with three sidewalls, one 8' table, and two chairs.

Commercial vendor spaces are limited. For more information or to reserve a booth, please contact the Parks, Recreation and Arts Department at (661) 723-6077. An application as well as event terms and conditions form, can be found by visiting www.poppyfestival.com.

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