



COMMERCIAL SALES VENDOR HANDBOOK

RULES & GENERAL INFORMATION

2024





Dear Vendor:

Welcome to Arizona's signature event, the Arizona State Fair! The Arizona State Fair has the notable distinction of uniting young and old alike while providing a unique experience for families to create lifelong memories. Ranked as a Top 10 Fair nationally, the Arizona State Fair is visited by over one million guests each year and is the premier Arizona event to showcase both traditional and contemporary Commercial Vendors.

The Commercial Sales Vendor Handbook is designed to provide all the necessary information that you will need both before and during the Fair. Each Vendor is responsible for reading the Handbook and sharing Handbook information with their staff, as well as knowing and abiding by the Handbook rules while a Vendor issued an Agreement in the Arizona State Fair Commercial Sales Program.

The Arizona State Fair provides commercial Vendors a one-of-a-kind opportunity to showcase their exhibits to all sorts of different types of shoppers at one of the most diverse markets available. Incorporating both indoor and outdoor commercial exhibit space, the Arizona State Fair provides fair guests with ample opportunity to explore commercial exhibits, shop for unique items, and even fill their holiday shopping list in the festive setting that is the Arizona State Fair.

The Arizona Exposition and State Fair has made a dedicated commitment to partner with you in welcoming guests to the Arizona State Fair. We want to ensure that everyone's Fair experience is enjoyable, entertaining, satisfying, and memorable. Together, we have an opportunity to make the 2024 Arizona State Fair the most outstanding Arizona State Fair ever - bar none. Let's make that happen and enjoy the role we can play in creating priceless memories and family traditions!

Again, welcome to the ASF Commercial Sales Team. If you have any questions, please be sure to contact our Commercial Sales-Vendor Coordinator.

Email: commercialsales@azstatefair.com
Phone: 602-257-7110 office
Website: azstatefair.com

Mailing Address: 1826 West McDowell Rd
Phoenix, AZ 85007



The Arizona State Fair OPENS Friday, September 20, 2024

***COMMERCIAL SALES VENDOR HANDBOOK
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The Arizona State Fair reserves the final and absolute right to interpret its rules and to settle and determine all matters, questions, or differences in regard thereto or otherwise arising out of, connected with or incident to, the Arizona State Fair. Management further reserves the right to determine unforeseen matters not covered by these rules by amending or adding onto these rules as in its judgment it may determine necessary. The information and rules addressed here are an extension of your written Space License Agreement (“Agreement”).

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AGREEMENT MANAGEMENT

Vendors must have a fully executed written Agreement from the Arizona State Fair Commercial Sales Office prior to operating. Each written Agreement is specifically written for the space leased. No Agreement is effective until signed by all parties. Handwritten revisions or amendments to the written Agreement are not allowed. **Vendors are bound by the terms of their written Agreement that inherently include the information and rules in this handbook.** The terms of the written Agreement are strictly supervised and enforced by the Arizona State Fair.

The Agreement for each Vendor space shall be issued only to the business owner of the exhibit/booth.

Agreements that are issued are non-transferable. The misrepresentation of ownership, operation, appearance of any exhibit, or the subletting of space in any manner shall be considered a breach of agreement and may result in the immediate removal of the exhibit from the Arizona State Fair.

Vendors who have not returned a signed written Agreement and booth fees by September 1 may have their written Agreement canceled and the Vendor space as designated in the written Agreement resold.

PAYMENT OF FEES

All Vendors must pay a twenty-five dollar (\$25) application fee when submitting an application for a Vendor booth. Application fees are non-refundable.

All Vendor space fees as specified in the written Agreement shall be paid by the due date listed on the written Agreement. Vendors who do not remit payment by the specified fee deadline date listed on the written Agreement risk losing their Vendor space.

All Agreements shall include a refundable deposit of one hundred fifty dollars (\$150) that is refundable to Vendors in good standing following the closing of the Fair. The refundable deposit will be held until sixty (60) days after the close of the Fair pending any non-compliance fees. **Deposit refunds will be issued to the owner of the business as listed on the written Agreement and sent to the owner/business address as listed on the Agreement.** The Vendor is responsible for informing the Commercial Sales Manager of any changes in address.

A twenty-five dollar (\$25) fee will be charged on all returned checks.

REFUND OF DEPOSIT/BOOTH FEE

Requests for refunds will be approved at the discretion of the Board or their appointee. Vendors requesting refund of booth fees must submit the request in writing, stating the reason(s) for the request to the Arizona Exposition and State Fair Board through the Commercial Sales Office. **Except for verifiable, unforeseen circumstances, no requests for refunds will be approved after September 1, 2024.** Vendors that do not complete the check-in process or do not notify the Commercial Sales Manager of a cancellation shall not receive a refund of monies paid. Vendors removed for breach of agreement shall not receive a refund of monies paid.

INSURANCE

All Vendors (Licensee) shall hold current liability insurance during the current Arizona State Fair and must provide a Certificate of Insurance (COI) with the Arizona Exposition and State Fair listed as an additional certificate holder as indicated in the Space Agreement. The COI must be filed prior to move-in and should be submitted upon execution of a signed Agreement.

All Vendors (licensee) shall hold current liability insurance during the current Arizona State Fair. The Board requires one million dollars (\$1,000,000.00) of general liability insurance with a two million (\$2,000,000.00) aggregate. In addition, licensee shall indemnify, defend, save and hold harmless the State of Arizona, its departments, agencies, boards, commissions and its officers, officials, agents, and employees (hereinafter referred to as "Indemnitee") from and against any and all claims, actions, liabilities, damages, losses, or expenses including court costs, attorneys' fees, and costs of claim processing, investigation and litigation) (hereinafter referred to as "Claims") for bodily injury or personal injury (including death), or loss or damage to tangible or intangible property caused, or alleged to be caused, in whole or in part, by the negligent or willful acts or omissions of Licensee or any of its owners, officers, directors, agents, employees or subcontractors. This indemnity includes any claim or amount arising out of or recovered under the Workers' Compensation Law or arising out of the failure of such Licensee to conform to any federal, state or local law, statute, ordinance, rule, regulation or court decree. It is the specific intention of the parties that the Indemnitee shall, in all instances, except for Claims arising solely from the negligent or willful acts or omissions of the Indemnitee, be indemnified by Licensee from and against any and all claims. It is agreed that Licensee will be responsible for primary loss investigation, defense and judgment costs where this indemnification is applicable. In consideration of the award of this License, the Licensee agrees to waive all rights of subrogation against the State of Arizona, its officers, officials, agents and employees for losses arising from the activities by the Licensee. Insurance requirements can be found at www.azstatefair.com/vendors.

***If Vendor is a State of Arizona
agency, board, commission, or university, none of the above shall apply.***

Should the Arizona State Fair be held on tribal land, there may be additional or different requirements for additional insured. Vendors should verify certificate of insurance language requirement with the Commercial Sales Manager.

CUSTOMER SERVICE EXPECTATION

Providing exemplary Customer Service is an integral part of the Arizona State Fair brand. In the case of a post-Fair potential sale or customer complaint, the Commercial Sales Manager will provide the respective guest(s) with the Vendor's business contact information that is on file. Vendors are expected to be courteous in all business and customer service dealings. Foul or abusive language toward Arizona State Fair visitors or staff will not be tolerated and may be cause for termination of the Agreement and result in the Vendor being asked to immediately remove their exhibit from the fairgrounds without any refund of fees.

BOOTH STAFFING

All commercial sales booths/exhibits shall be open, staffed and ready for business during the posted hours of the Fair. At least one representative of the Vendor business shall be in the space from designated opening until designated closing times. Commercial Vendor spaces not staffed during the posted business hours of the exhibit area shall be considered to be in breach of agreement.

- Booths located under a fixed awning or roof extension, and booths located indoors must not be covered (e.g., pop-ups), in compliance with State Fire Marshal regulations. No portion of an exhibit may be erected so as to encroach within twelve (12) inches of the overhead fire suppression system and nothing shall be affixed or hung from the same.
- **All Vendors shall follow all State Fire Marshal rules.**

The temperature in the Shopping Pavilion building is dynamic and adjusts itself throughout the day. Vendors are encouraged to have a sweater or jacket and/or a small fan. The temperature outside will change throughout the day and night. Vendors should be prepared for warm temperatures, cold temperatures, sun, wind, and rain.

BOOTH CLEANLINESS

All Vendors shall keep their booth space and exhibit areas clean and free of trash/debris. Vendors are requested to sweep their respective space(s) each night after closing. Trash containers shall be placed in suitable locations throughout the Fairgrounds for the daily collection of trash. Arizona State Fair cleaning staff are not permitted to enter or clean any licensed booth space and/or exhibit. Boxes that have been broken down will be picked up nightly and recycled. Please separate broken down boxes from other trash and place in front of the Vendor booth space each evening after close of business.

HEALTH/SANITATION BEST PRACTICES

Vendors are expected to implement health/sanitation “Best Practices” and are responsible for ensuring that all employees of the exhibit/booth adhere to such guidelines to limit the transmission of communicable diseases.

- Enforce hand washing and covering coughs and sneezes
- Intensified cleaning and disinfection practices
- Washing/rinsing/sanitizing contact surfaces
- Discouragement of self-service by customers
- Encouragement of proper social distancing practices
- Utilization of "touch-free" commerce/transactions as much as possible
- Compliance with any and all policies of the United States Center for Disease Control (CDC) and Arizona Department of Health Services relevant to health and safety guidelines during a pandemic.

PRODUCT AUTHORIZATION

Vendors may sell ONLY those items listed on their Agreement for such licensed space. The selling of any item which is not listed on the Agreement shall be considered a breach of agreement. Additional sale items or any changes from the Vendor’s original written Agreement must be requested through the Commercial Sales Manager. If changes are approved, changes will be designated in an amendment to the Agreement through the Commercial Sales Office.

PROMOTIONS

Vendors are required to participate in any promotions the Arizona State Fair deems necessary for the betterment of the Fair including any exclusive product sales agreements.

PROHIBITED ITEMS

No stickers, balloons, or gum will be approved for sale or distribution on the Fairgrounds.

NOVELTIES

Any/all rights to sell or give away novelties, souvenirs, hats, gum, balloons, whistles, or any other mass produced items shall be granted in the Agreement issued by the Arizona State Fair. No Vendor shall sell or give away any of these types of items without the approval of the Commercial Sales Manager.

ACCEPTING TIPS

Tip jars may be placed on the concessions counter but must be clear and free from any and all writing. Tips may NOT be solicited.

CITY/COUNTY/STATE REGULATIONS

All Vendors shall follow all laws and rules of any regulatory body, including but not limited to, the State of Arizona, all ordinances and regulations of the County of Maricopa and the City of Phoenix, State Fire Marshal, Arizona State Fair, the Board, and the Arizona State Fair Commercial Sales Vendor Handbook pertaining to the use of operations on the premises. Vendors are responsible for understanding any/all requirements and obtaining any/all required permits. Please contact the Arizona State Fair Executive Office with any questions at 602-252-6771.

SALES TAX

Vendors shall be responsible for collecting and paying any sales taxes that are required and that may include city and state taxes including licenses to conduct transactions. Should the Arizona State Fair be held on tribal land, there may be additional or different tax requirements. Vendors are responsible for understanding any/all requirements and for collecting and paying taxes as required. For more information, please contact the Arizona Department of Revenue at 602-255-3381 or visit their website at aztaxes.gov.

KNIFE SALES

The Arizona State Fair has adopted a strict policy regarding the sale of knives. Knives must be displayed in transparent glass or plexiglass. Vendors shall not sell knives to anyone under sixteen (16) years of age. Knives carried in the open on the Fairgrounds may be confiscated from Fair visitors. Please follow this procedure when a knife is sold:

- Fold or place knife in its sheath
- Box the knife
- Place the box in a self-sealing poly mailer bag
- Seal the bag
- A label which reads “DO NOT OPEN ON FAIRGROUND- POLICE ENFORCED” is placed on the sealed bag.
- Ensure that the customer is advised of and must agree to leave the knife in the sealed bag until they are off the fairgrounds. If the customer cannot comply with this requirement, the customer can be walked to the gate and handed the knife outside the fairgrounds gate.

CREDENTIALS

All Vendors must comply with the adopted Arizona Exposition & State Fair credential policy. Vendors must obtain a unique credential (identification badge) issued by the Arizona State Fair for **each employee** working at the Vendor’s booth/exhibit during the Fair. Credentials must be purchased separately and are not included with the space/booth fee. Approved ID badges allow Vendors and their employees the following:

- entrance to the Fair
- **Free parking** in the **Staff/Employee Parking Lot** (or other designated lot, as available)
- Access to the Shopping Pavilion for restocking

Credentials will be available for online purchase. Vendors are encouraged to purchase credentials prior to the Fair as appropriate. Pre-ordered credentials will be included in check-in packets beginning the Tuesday prior to the opening of the Fair. Credentials will continue to be available to purchase online during the Fair. Booth owners and managers are responsible for the management of their employees' badges and should collect badges from any employee that is terminated.

SHOPPING PAVILION BUILDING MANAGEMENT

Vendors are required to check in at the Commercial Sales Building Manager's office in the Shopping Pavilion before move-in. Check-in begins the Tuesday prior to the opening of the Fair. The Commercial Sales Building Manager's office will be in the Shopping Pavilion.

The Commercial Sales Building Manager and Arizona State Fair Customer Service Representatives (CSRs) will assist with crowd control and coordinate the opening and closing of the buildings. CSRs will be placed in the Shopping Pavilion to ensure the safety and welfare of patrons, Vendors, and employees at the Fair. All other questions and concerns are to be directed to the Building Manager. Since the Arizona State Fair is a state agency, all employees of the Fair are prohibited from accepting gratuities or gifts.

RESTOCKING

Vendors will be allowed to enter the Fairgrounds each day prior to opening for restocking. The Shopping Pavilion will be open for two hours prior to the gates opening each public day for restocking. Vendors must obtain a restocking credential and will enter the Fairgrounds through the 17th Avenue credential gate. Restocking credentials will be available during check-in and from the Commercial Sales Manager. **All restocking vehicles must be removed from inside the Fairgrounds at least one (1) hour prior to opening for the public.**

VENDOR LOAD-IN/LOAD-OUT

Vendor load-in will begin the Tuesday prior to the opening of the Fair. Shopping Pavilion load-in hours:

Tuesday, September 17:	Noon - 5:00 PM
Wednesday, September 18:	10:00 AM - 5:00 PM
Thursday, September 19:	9:00 AM - 8:00 PM

Load-in and setup for all indoor and outdoor Vendors must be finished by **8:00 PM** the day prior to Opening Day. All booths/exhibits must be ready for business when the Fair opens to the public.

Load-out for **indoor Vendors only** will begin at 10:00 PM to 12:00 AM (midnight) the closing day of the Fair. Load-out vehicles will **not** be allowed on the Fairgrounds until after the Fair has closed and the final safety sweep of the Fairgrounds has been completed by law enforcement officers. Once the final safety sweep has concluded, Vendors will be notified by Fair staff that load-out may begin. The Shopping Pavilion will be open from 9:00 AM until 2:00 PM the first full day following the close of the Fair. The Arizona State Fair is not responsible for any and all property left on the Fairgrounds after midnight on closing night of the Fair.

Vendors must remain open for business every public day, including the last day of the Fair, while the building is open for those Vendors in the building and until the lights go out on the LaGrande Wheel outside.

Vendors should use the 17th Avenue and McDowell gate for load-in and load-out with a vehicle and must have a restocking credential.

GATE/ENTRY INFORMATION

The Arizona State Fair has three (3) gates to enter. Entry to the fairgrounds prior to the public gates opening will be available through a designated Vendor credential gate. **Vendors with proper credentials may enter through any public gate during hours the Fair is open to the public and may be subject to security screening.**

ELECTRIC SERVICES

General lighting is provided throughout the Fairgrounds and its buildings. Indoor booth spaces are provided with one 15 amp electrical outlet. The Fair offers 110 volt (actual voltage will vary 108v - 115v) and 220 volt (actual voltage will vary 216v - 225v) depending on location. Personal electrical needs for exhibits and trailers, including additional electrical outlets, hookups, and special power requests, shall be completed by the Fair's electricians only. For the health, safety, and welfare of all concerned, all electrical units shall be subject to inspection before installation to insure compliance with all state and local codes. All substandard electrical equipment shall be repaired or replaced by the Vendor. In the event any unit cannot be inspected prior to installation, the inspection shall be made after the installation with all corrections being made prior to placing the unit in service. Power failure after placing the unit in service may result in closure of the unit. Utility rates may be verified on actual usage during peak hours. Vendors will be charged replacement fees for any burnt electrical connectors.

PLUMBING SERVICES

Any/all Vendor plumbing units shall be subject to an inspection prior to installation of any plumbing services for the health, safety, and welfare of guests, Vendors, and Fair employees. All substandard plumbing shall be repaired or replaced by the Vendor. Failure of a unit's plumbing after the Fair begins may result in the closure of the exhibit.

ATM LOCATIONS

ATMs are located at the North end of the Avenue of Flags (along the East side of the Shopping Pavilion), under the Grandstand, at the West entrance to the Coliseum, and at the North entrance to the Carnival as accessed from Main Street.

RENTALS/SPACE DRESSING

All indoor booths are provided with an 8' high draped back wall and 36" high draped side walls. Convention Solutions & Innovations (CSI) is available for the rental of tables, chairs, carpeting, and any other dressing needs. CSI can be contacted directly at 800-471-7330 or cs@meetcsi.com.

Pop-up tents are NOT allowed for outdoor Vendors. **Vendors are responsible for obtaining and securing tents for their booth space.** Rental tent company contact information will be made available at a later date for the rental of tents and other related equipment. **Series 2000 or Pagoda-style tents are recommended.** Rental tent inventory cannot be guaranteed and Vendors are encouraged to place rental tent orders early. All tents must be securely and adequately weighted. No staking is permitted on the Fairgrounds. A charge of two hundred dollars (\$200) per stake may be assessed if staking is observed.

SECURITY/FIRST AID

Security within the Vendor booth/exhibit is the responsibility of the Vendor. Booth contents, including personal property, should be secured at all times. Insurance should be obtained by the Licensee against loss or damage. As stated under the insurance heading, neither the Arizona State Fair Board, nor its employees, servants or agents shall accept or be responsible in any way for the property of the Vendor.

A First Aid station will be located on the grounds and will be open during Fair hours. To contact First Aid during Fair hours, dial 602-252-6771. During non-Fair hours, 24-hour Security can be reached at 602-489-4195 for emergencies.

ON-SITE CAMPING/RV SPACES

RV spaces are extremely limited. RV permits must be purchased online and in advance of the Fair. The rate for RV spaces shall be posted on the online credential purchasing platform. Parking permits for vehicles may also be purchased for designated lots, prices based on location and posted on the online credential purchasing platform. A limited number of stock truck spaces are available either with power or without power and require permits. Prices for stock truck permits shall be posted on the online credential purchasing platform.

Every effort will be made to place returning Vendors who had spaces the prior year of the Fair in the same space(s). However, larger RVs may need to be relocated. RV spaces are very limited. Payments for RVs will be refunded if the RV cannot be placed. RV and parking credentials are available ONLINE ONLY. A link to purchase credentials shall be provided to Vendors issued Agreements.

ALCOHOL/DRUGS

Consumption of alcohol and/or use of drugs by the Vendor and/or Vendor's employees is strictly prohibited during posted hours of the Fair.

ANIMALS

Animals shall be prohibited from being around or in any space location. All pets shall be kept inside their owner's trailer or closed living quarters. Only service animals are allowed in the exhibit area. **Therapy animals are not allowed.** If the pet is kept outside an owner's trailer or closed living quarters, the pet shall be leashed with the person responsible for the animal controlling the leash. Pet owners shall be required to pick up after their pets.

MAIL SERVICES

There is no post office located on the Fairgrounds. Stamped/metered mail may be dropped off in the Support Center.

DELIVERIES

All packages should be addressed to the **Vendor/Business and Attn: [Person in Charge of Exhibit]**. Shipments should be scheduled to arrive no earlier than one (1) week prior to the Arizona State Fair and will not be accepted after the Arizona State Fair ends. Any deliveries expected during the Fair should be directed to and picked up at the Arizona State Fair Receiving Building. Packages and mail arriving at the Arizona State Fair after the Arizona State Fair ends may not be accepted and may be returned to sender or delivery refused. Check with the Commercial Sales Manager for a delivery address.

UPS

UPS will be at the Fairgrounds Receiving Building Monday through Friday only at 10:30 a.m. and for approximately one (1) hour. Cash on Delivery packages (C.O.D.) shall be handled only by the UPS driver while he/she is at the Receiving Building. If the package is not claimed, it will be returned to UPS. The package will be redelivered for two more days, then if not claimed, it will be returned to the sender as per UPS policy. All packages marked C.O.D. shall be CASH ONLY. If marked "Checks O.K.," the check shall be drawn on an Arizona Bank or it will not be accepted. Out-of-state checks may be accepted by UPS only if noted "Any Check O.K." by the shipper.

Prepaid packages will also be handled by the UPS driver while he/she is at the Receiving Building. If the package is not picked up, the package will be signed for by Receiving Personnel. The package will then be stored in a portable storage unit at Receiving so it may be picked up later by the concessionaire. Packages picked up later must be signed for before packages may be released. Package pickup hours are from 7:00 a.m. to 5:30 p.m. Thur-Sun and 7:00 a.m. -3:00 p.m. Mon-Wed.

Packages will not be left in a Vendor's space. Packages shall be signed for and picked up in the Receiving Building. The Arizona State Fair shall not accept any responsibility for damaged shipments.

COMPLIANCE

If non-compliance of any Arizona State Fair rule or Agreement is noted by Fair staff, a **Notice of Non-Compliance** may be written and issued to the Vendor. Copies of each recorded violation will be given to the Commercial Sales Office for review by the Executive Director and Commercial Sales Manager and placed in the Vendor's file. Any violations may be cause for not inviting the Vendor to return the following year, or depending on the seriousness of the rule infraction, any violation may be cause for the immediate closure of the exhibit during the Fair. Violations will be given for the following, but are not limited to:

- Opening late
- Closing early
- Selling products not listed on the signed written Space License Agreement
- Leaving the booth unattended for extended periods of time.
- Surplus electrical demand
- Non-GFI connection
- Mis-wired cord/cable plug
- Inadequate or missing ground
- Booth not to Vendor Handbook specifications

Non-Compliance fees will be as follows:

- First Violation- verbal and written warning
- Second Violation- \$50 fee
- Third Violation- additional \$50 fee
- Fourth Violation- additional \$50 fee and Vendor will not be invited to participate the following year.

Any non-compliance fees that are assessed will be charged against the refundable deposit of \$150 paid at the time the Agreement is issued. The refundable deposit will be held until sixty (60) days after the close of the Fair pending any non-compliance fees.

Arizona Department of Revenue License Compliance Program



A valid and accurate TPT license must be obtained prior to the event. Any individual or entity that engages in the sales of tangible personal property has the responsibility to collect and remit transaction privilege tax (TPT) under the retail business classification.

Participating vendors that engage in the sales or lease of tangible personal property, impose a fee for participation in activities such as games or rides, or who sell food or beverages are subject to transaction privilege tax under either the retail, tangible personal property rental, amusement or restaurant & bars business classifications.

A vendor is a person or entity with the intent to sell including but not limited to:

- etchings
- art work
- engraving
- carvings
- paintings
- drawings
- sculptures
- merchandise
- other art work or reproductions
- selling food for home consumption at events charging an admission fee
- wholesaler (selling an item to a customer who plans to resell in their normal course of business)

For additional assistance please follow the links listed below:

For additional information on taxable activities: [Vendors | Arizona Department of Revenue](#)

If you currently have a TPT license and need to update regions (State/County + City):
[Updating a TPT Account | Arizona Department of Revenue](#)

Use this tool to find the transaction and use tax rates imposed by Arizona State, county, reservation and city:
<https://www.aztaxes.gov/Home/Address/>

Check List for Vendors

- ✓ Valid Transaction Privilege Tax License Number
- ✓ Add **MAR** for Maricopa County on TPT License
- ✓ Add **PX** for Phoenix on TPT License
- ✓ File Return for MAR and PX

CONTACT US

 (602) 716-6181

 LicenseCompliance@azdor.gov

Monday through Friday
8 a.m. to 5 p.m.



Register your business to file and pay taxes online at [AZTaxes.gov](https://www.aztaxes.gov). You are able to apply for a new license, make changes to an existing license, file and pay your TPT faster.

Pub 612A

April 19