

# Special Event Tobacco Retail Permit Requirements

## PERMIT DISPLAY

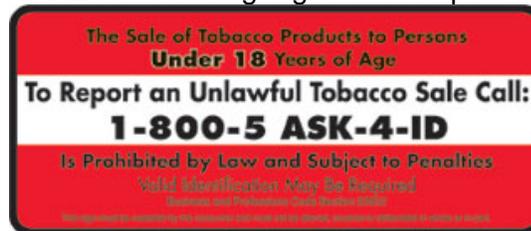
- 1) City of Long Beach Special Event Tobacco Retail Permit must be prominently displayed at the booth.
- 2) Proof of California State Board of Equalization Tobacco License is required. Contact (800) 400-7115 to obtain your State License.

## SALES

- 3) Sale of tobacco products and/or tobacco paraphernalia to minors under the age of 18 is illegal.
- 4) All persons involved in tobacco retailing must be **18** years of age. Underage persons are not allowed to sell tobacco products/paraphernalia.
- 5) Cigarettes must be sold in sealed packs with no less than 20 cigarettes.
- 6) It is unlawful to sell, offer for sale, or display any tobacco product or paraphernalia through a Self-Service tobacco display, which is an open display of cigarettes that is accessible to the public without the assistance of the clerk.
- 7) Mobile tobacco sales are prohibited. Mobile tobacco sales include sales by foot, vehicles, and mobile carts. Only retailers operating from a fixed location may apply for a Special Event Tobacco Permit.

## SIGNAGE

- 8) Properly post required STAKE Act Warning Signs at each point of purchase.



## SAMPLING

- 9) Tobacco sampling and/or coupon distribution is not permitted.

**EXCEPTION:** A manufacturer, distributor, or retailer may only distribute or cause to be distributed free samples of **smokeless tobacco** in a “*qualified adult-only facility*.” Under the regulations, the term “*qualified adult-only facility*” means a facility or restricted area that:

- 1) requires each person present to provide to a law enforcement officer (whether on or off duty) or to a security guard licensed by a governmental entity a government issued identification showing a photograph and at least 18 years of age;
- 2) does not sell, serve, or distribute alcohol;

- 3) is not located next to or immediately across from (in any direction) a space that is used primarily for youth-oriented marketing, promotional, or other activities.
- 4) is a temporary structure constructed, designated, and operated as a distinct enclosed area for the purpose of distributing free samples of smokeless tobacco; and
- 5) is enclosed by a barrier that:
  - i. is constructed of, or covered with, and opaque material (except for entrances and exits);
  - ii. extends from no more than 12 inches above the ground or floor
  - iii. prevents persons outside the qualified adult-only facility from seeing into the qualified adult-only facility, unless they make unreasonable efforts to do so; and
  - iv. does not display on its exterior
    - any tobacco product advertising
    - a brand name other than in conjunction with words for an area or enclosure to identify an adult-only facility
    - any combination of words that would imply to a reasonable observer that the manufacturer, distributor, or retailer has a sponsorship

In addition, the free samples of smokeless tobacco that are permitted to be taken out of the qualified adult-only facility are limited to one package that contains no more than 0.53 ounces (15 grams) of smokeless tobacco per adult consumer per day.

\*NOTE: This summary does not include all of the Tobacco Law Requirements. Please consult the *Tobacco Laws Affecting California* handbook for more information. Handbook is available online at: <http://www.phlpnet.org/tobacco-control/products/tobaccolawsca>

Information regarding FDA regulations can be found at: <http://www.fda.gov/TobaccoProducts/ProtectingKidsfromTobacco/RegsRestrictingSale/ucm204589.htm>