



California Agricultural Festivals Exhibit

Highlight your agricultural festival at the California State Fair! The California Agricultural Festivals Exhibit shares California's great agricultural festivals with our almost 800,000 guests. Please submit your agricultural festival poster and memorabilia for display. A demonstration booth is also available for organizations wishing to do in-person promotion. Ticket sales, mascots, handouts, giveaways and special coupons are encouraged. This is your opportunity to promote your event to your target audience for free.

BOOTH DATES: July 8-24, 2016

LOCATION: California Building

Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815

QUALIFICATIONS: Any agriculture, food or beverage-related festival which occurs in California.

REQUESTED DISPLAY ITEMS (requires no physical presence)

- Official, full-size, current agricultural festival poster (ship rolled, not folded)
- Festival Memorabilia (Unique festival souvenirs and historic artifacts are encouraged. Items will be protected behind museum cases and will be returned. A loan agreement will be provided.)
- Ship to: Debbie Hardesty, Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815. Please include a copy of the completed application.
- To have your poster and/or memorabilia displayed in the exhibit, you do not need to reserve the demonstration booth.

DEMONSTRATION BOOTH INFORMATION:

- Exhibit walls are decorated with various Festival Posters. A designated place for your event poster will be provided to highlight your festival poster on the day(s) you will be in the booth.
- A counter and two chairs are provided for your use.
- Booth may be reserved for one or more days.
- Booth must be staffed at all times. Building hours are:
Monday-Thursday: 11am-8pm
Friday-Sunday: 10am-8pm
- Requested booth activities: food sampling (fair guests love samples!); mascot interaction; interactive activities; distribution of fliers/pamphlets, discount coupons and giveaways.
- Prohibited Items: stickers, helium balloons, live animals, large banners
- Credentials & Parking will be provided for your booth staff.
- Upon receipt of your application, a Coordinator will call you to answer any questions you may have, and to work out the details.
- You will need to submit a certificate of insurance, as well as a Megan's Law Form for any booth staff. More details will be sent upon receipt of application.
- **CONTACT:** Michelle Johnson at 916.263.3189 or email at mejohanson@calexpo.com

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Participant Application

SUBMIT TO: Michelle Johnson
Cal Expo Administration
P.O. Box 15649
Sacramento, CA 95852

OR EMAIL TO: mejohanson@calexpo.com
OR FAX TO: 916.263.3189

CONTACT INFORMATION:

First Name	Last Name
Phone Number	Cell Phone Number (<i>for fair-time use</i>)
Mailing Address	
City	State, Zip Code
Email Address	

Festival Representing	
Agricultural Element Represented (produce item, drink, tours, etc.)	
Location of Festival	Date of Festival
Festival Website	

I have enclosed a Festival Poster (rolled, in a tube please)

I have enclosed Display Items to Loan (description): _____

I want to do the Demonstration Booth!
(please call for updated date availability)

Preferred Date(s)	Total # of Days Requesting
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Proposed Demonstration Booth Content and Activities:
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WHAT HAPPENS NEXT?

- **DISPLAY ITEMS:** Mail in your application, our Exhibit Curator will contact you about your memorabilia. A loan agreement will be sent to you, if applicable. You will be emailed to confirm delivery of your materials
- **DEMONSTRATION BOOTH:** The Demonstration Coordinator will contact you to schedule your demonstration booth day(s), and you will receive the following forms to sign and return: Letter of Understanding; Megan's Law Form (for booth staff), a credentials request form, and a request for proof of insurance. You will receive your credentials and event instructions in the mail.