



Our goal is to increase sales of California Cheese among the almost annual 800,000 Fair Guests. The "Cheese Shoppe" includes a display of award-winning cheeses and BEST OF ALL, free cheese tasting. The best way for consumers to truly appreciate high-quality cheese is to taste one, and fall in love!

APPLICATION: Booth is booked, by the day, on a first-come-first-served basis.

DATES & TIMES: July 8-24, 2016 (Mon-Thu: 11am-8pm, Fri-Sun: 10am-8pm)

LOCATION: California's Kitchen, Building B (Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815)

DESCRIPTION: This exhibit is being renovated with a great "cheese shoppe" look for 2016. Bring your award(s) and any other tabletop items for display. A cold storage space and a food prep area are available.

COST: There is no booth fee to Producers for sampling cheese at the Cheese Shoppe.

HOST: Our Sampling Host will greet you in the morning and assist with any last-minute details. They will also make rounds throughout the day to see if you'd like a break, more product from storage, questions, etc. Their job is to take good care of you while you are here and make sure you have fun!

DISTRIBUTED MATERIALS: You are welcome to distribute supplemental materials such as pamphlets, fliers, coupons, etc. No Stickers. Submit printed materials in advance (to keep on file).

PRODUCT DELIVERY: You can drive your vehicle right up to the building to drop off your materials on the morning of your sampling dates. You can also ship product to the Fairgrounds, please inquire.

SAMPLING SUPPLIES: Bring cheese and any sampling supplies needed, such as napkins, toothpicks, crackers, etc. Feel free to be creative with the presentation and preparation of your samples! If you need assistance with sampling supplies please contact us.

INSURANCE: Please have your insurance company send us a Certificate of Insurance. A liability coverage of \$1,000,000, which includes the following language:
"The State of California, California Exposition & State Fair, its agents, officers, directors, employees, and servants are included as additional insured insofar as the operations under this contract are concerned."
Address: California Exposition & State Fair, 1600 Exposition Blvd, Sacramento, CA 95815

MEGAN'S LAW FORMS: Required of all people who interact with the public at the Fair. Include all people who will be in the booth.

CONTACT: Michelle Johnson at 916.263.3189 or email at mejohanson@calexpo.com



California Cheese Shoppe Sampling Center

SUBMIT TO: California's Kitchen, Michelle Johnson 916.263.3189
 P.O. Box 15649 916.263.7903 (fax)
 Sacramento, CA 95852 mejohanson@calexpo.com

Name of Business	
Contact Person	
Phone Number	Cell phone Number <i>(for day of presentation)</i>
Mailing Address	
City	State, Zip Code
Email Address	
Website	

Availability: Indicate ideal dates by numbering in order of preference:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Hours of Operation: Fri-Sun: 10am-8pm; Mon-Thu: 11am-8pm					July 8	July 9
July 10	July 11	July 12	July 13	July 14	July 15	July 16
July 17	July 18	July 19	July 20	July 21	July 22	July 23
July 24						

Total Number of Demonstration Days Desired: _____ (2 days maximum)
Did you win a 2016 CA State Fair Medal? _____ (not required)

NEXT: Upon receipt of this form, the Demonstration Coordinator will contact you to confirm your booking, and send you the following forms to complete:

- Letter of Understanding
- Megan's Law Form
- Credentials Request Form

You will also need to submit:

- Insurance Certificate