



Our goal is to educate almost 800,000 Fair Guests about California Extra Virgin Olive Oil with a display of award-winning olive oils, an interactive educational exhibit, and BEST OF ALL, free olive oil tasting. The best way for consumers to truly appreciate high-quality oil is to taste one, and fall in love!

APPLICATION: Booth is booked, by the day, on a first-come-first-served basis. Priority registration, March 31-April 16, is reserved for “Best of” winners of the 2017 CA State Fair Extra Virgin Olive Oil Competition.

DATES, TIMES & LOCATION: July 14-30, 2017 (Mon-Thu: 11am-8pm, Fri-Sun: 10am-8pm)
California’s Kitchen, Building B (Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815)

DESCRIPTION: Exhibit is pre-decorated with a large 6’ Farm Table. Bring your State Fair award ribbon(s), and any other tabletop items for display. A storage space is available for carrying containers & additional product.

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!

SALES: Olive oil sales are encouraged. You will need the ability to issue receipts (handwritten, emailed or printed) and fill out a record of sales at the end of each day. Please bring your own point of sales system, such as a [Square Reader](#), if desired. **Commission Fee:** All no-booth-fee sales are subject to the following commission scale: The first \$500.00 in gross sales for all sales/dates combined is commission-free. All gross sales over \$500 are subject to a 25% commission rate. You receive an invoice for a commission payment.

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 bottles of oil and any sampling supplies needed, such as sauce cups, napkins, toothpicks, bread, etc. 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 Extra Virgin Olive Oil Sampling & Sales Application

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 14	July 15
July 16	July 17	July 18	July 19	July 20	July 21	July 22
July 23	July 24	July 25	July 26	July 27	July 28	July 29
July 30						

Total Number of Demonstration Days Desired: _____ (2 days maximum)

Will you also be selling olive oil? _____

Did you win a 2017 CA State Fair Medal? _____

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