



# California's Kitchen Food & Cooking Demonstrations

## Rules and Regulations Handbook

This Demonstrator Rules and Regulations Handbook is to assist you with your logistics planning. By agreeing to become a demonstrator at and during the California State Fair, you agree to adhere to these regulations. Similarly these regulations will be enforced by the Demonstration Coordinator and State Fair Management.

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# Rules & Regulations

## Admission & Parking Credentials

Only those directly involved with staffing demonstration or sampling areas, or appearing onstage will receive credentials, and only after the receipt and approval of any fees and the following documents: Demonstration Application, Megan's Law Form, Letter of Understanding/Contract and Credentials Request.

- Individuals will be issued one (1) credential each, per day necessary.
- Individual Youth Demonstrators will be issued one (1) credential each, as well as one (1) additional credential for a parent/guardian. Youth must be under the supervision of a responsible adult at all times.

**Admission Credentials:** allow the bearer entrance to the California State Fair. Each individual will need one for each day. (Be sure to get a hand stamp for reentry.)

**Parking Credentials:** allow one vehicle one entry into the Cal Expo Parking Lot designated on the ticket. No re-entry.

**Delivery Permit:** allows on-grounds vehicle access to demonstration buildings. All vehicles must be off the fairgrounds 30 minutes before the fair opens for the day.

**IMPORTANT:** Any attempt to sell, exchange, barter or give away to fairgoers any credentials issued by the State Fair is strictly prohibited.

## Advertising

In order to maintain consistency and "fairness at the Fair," demonstrators are not allowed to advertise or promote their demonstration anywhere at the Fair other than in their designated demonstration area. The Cal Expo and California State Fair logo(s) and any other trademark artwork used by the Fair cannot be used on any marketing materials such as advertisements, promotions or forms without written consent from the California

State Fair Marketing Department. Contact the Demonstration Coordinator for approval.

## Americans with Disabilities Act - ADA

Make sure that your demonstration area remains wheelchair accessible and that you provide any assistance necessary to those who need it. You must comply with the Americans with Disabilities Act ("ADA") of 1990, (42 U.S.C. 12101 et seq.), which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA. For more information please visit the Americans with Disabilities Act website at [www.ada.gov](http://www.ada.gov).

## Assistance

You may request a California's Kitchen team member sample your product on your behalf. You will need to send products to be sampled, an information sheet and any desired marketing materials. Must be arranged in advanced. Fees apply. Team members may not conduct sales on your behalf.

## Damages

You agree to promptly reimburse and pay the California State Fair for any damages to Fair property or equipment that you, your employees or your agents cause during the term of your Agreement.

## Design, Content & Presentation

Remember that the way your demonstration area looks is a reflection of your company/organization and the California State Fair. Please present a polished presentation. Under no circumstances are you to paint, alter, improve, affix materials, remodel or renovate the area without the approval of the California State Fair. Do not obscure, alter or damage any exhibiting displays or display materials.

### **Fair Guest Interaction**

You are highly encouraged to be interactive with fair guests. Please avoid using your cell phone or computer while in your demonstration space. Be polite and courteous at all times.

### **Dress/Apparel**

You are encouraged to wear family-friendly, professional, neat and tidy apparel which promotes your company/organization.

### **Signage**

Tabletop and freestanding floor signage is allowed. Please provide any sign stands or table-top easels you may need. Please use only new/clean banners. No signage may be affixed to walls. Do not use double-sided tape, Velcro tabs or duct tape as it damages the paint and furniture. Do not cover other display components.

### **Sound Devices**

The Cooking Theatre and The Grill have mics and amplified sound. No amplified sound is allowed in any other booth.

### **Mascots**

Mascots and costume characters are allowed with prior approval and may roam throughout the California's Kitchen Exhibit only. No mascot rest or changing areas are available other than public restrooms.

### **Other Decorations**

- Balloons/Helium: Balloons must be securely affixed to a weight, and may not be given away to fairgoers.
- Convention backdrops: not permitted
- Streamers: not permitted
- Floor display items: (i.e. convention pop-up signs, props, etc.) may be used as long as they are contained within the demonstration space, and do not block display elements or violate ADA aisle regulations Cal Expo staff will approve final set up.

### **Supplies**

Be sure extra supplies (boxes, cleaning supplies, etc.) are tucked away and out of site. Temporary storage space is available, please inquire.

### **Electrical Power**

A standard, grounded power outlet (110volts AC), will be available. No power strips or extension cords will be provided by the State Fair. If you will need these items, you must bring them with you.

### **Fire Marshal Regulations**

Open flames are not permitted in any Cal Expo Buildings. This includes torches, lighters, candles, heaters, gas stoves, etc. The State Fire Marshal (SFM) has jurisdiction at the Cal Expo facility. The following guidelines are provided for your convenience. For a complete listing of applicable SFM regulations visit the website at [www.fire.ca.gov](http://www.fire.ca.gov).

- Do not block fire lanes or equipment at any time; including deliveries.
- Do not block access to firefighting equipment, such as fire extinguisher stations, fire alarm pull stations, fire hose cabinets and fire hydrants
- Do not block access to any exit or any exit sign.
- A 10 foot clearance must be maintained at all times in building aisles.

### **Food/Beverage (personal)**

No food may be consumed by demonstrators in the demonstration area. Demonstrators may bring their own food to be kept "backstage," in sealed containers, and eaten outside of the demonstration area. Gate attendants are required to confiscate any glass bottles, aluminum cans, or alcohol. Bring plastic bottles of water or soda only. Plastic water bottles are always allowed everywhere. **No alcohol may be consumed at any time in the demonstration booths or backstage areas.** Intoxicated individuals are not allowed to work or volunteer in any booth.

## Food Safety

The California's Kitchen exhibit is regularly inspected by the Health Department throughout the course of the Fair.

Demonstrators are responsible for knowing and abiding by food safety standards.

Sampling:

The fairgrounds is a unique environment where there is a mix of live ruminant animals and poultry, and a large number of people, creating a high-risk environment for the transmission of enteric pathogens such as e coli, bacteria such as salmonella, and all manner of communicable diseases spread by humans such as norovirus. Kids and people with compromised immune systems can fall very ill and do die from such things.

### Minimum Requirements for Sampling:

- Samples must be monitored at all times
- Fair guests may not grab any food or utensils from a collective container
- Bread on toothpicks may be placed, spread out on platters. If a guest touches any bread/food that they do not eat, it must be disposed of immediately.
- Fair guests may dip bread into sauces/oil themselves, as long as there is no double dipping. If such contamination occurs, the dish needs to be washed and fresh product replaced immediately.
- A hand washing station must be available and utilized by the person sampling in the booth which includes a water dispensing container containing warm water, a basin to catch dirty water, hand soap, and paper towels. Gloves are not required as long as hands are properly washed.
- Closed toe shoes required
- Long hair must be tied back or under a hat
- Hand samples only to adults. Adults can hand samples to kids. (Allergies!)

**The main idea is that no one touches anything that will go into anyone's mouth other than their own.**

Cal Expo employees are under every obligation to make sure that these standards are met by all of our guest producers, or we face being shut down for the day, or for good.

## Gratuities (tips/donations)

You are not allowed to solicit gratuities, tips or donations from fairgoers. If any California State Fair employees or officers explicitly request any free gifts or services such as money, food, or merchandise, report it to the Demonstration Coordinator immediately.

## Hours of Operation

### California's Kitchen Building Hours - subject to change

Monday – Thursday: 11:00 AM - 10:00 PM (midway closes at 11:00 PM)

Friday – Sunday: 10:00 AM - 10:00 PM (midway closes at midnight)

If you are alone in a booth and need to take a break, please flag down a California's Kitchen staff member to stand in your absence. Your booth must remain occupied for your entire, pre-arranged schedule.

## Insurance

All demonstrators are welcome to secure any insurance they feel is necessary to protect persons, properties or other liabilities.

Liability Insurance is required for the term of your demonstration if:

1. You are booked in a sampling/sales booth
2. You are booked as a demonstrator outside of the kitchen or grill stage areas

Liability Insurance is not required if:

1. You are a Youth Demonstrator (18 or under)
2. You are booked in the Cooking Theatre or at The Grill.

**If you do not have a liability insurance policy please contact the demonstration coordinator. We may be able to help.**

Prior to your use of the premises, you must furnish the California State Fair with an original insurance certificate that shows general liability insurance with minimum coverage of \$1,000,000, combined single limit for the full term of the Agreement. The insurance certificate must also provide the following special endorsements exactly as specified. No variation or alteration of the endorsements will be acceptable.

**“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.”**

Insurance can be added to your current policy; contact your insurer. If you need to purchase special insurance for the California State Fair, contact the California’s Kitchen team. We may be able to assist with low or no-cost insurance.

The California Exposition & State Fair is not responsible for loss or damage to your property. The parties agree that the Agreement does not convey, demise or let any interest of the California State Fair in any real property, and occupancy of premises by Exhibitor/Concessionaire, the acceptance of rent or commission by the California Exposition & State Fair during the term of, or under any holdover under, this Agreement shall not confer on Exhibitor/Concessionaire any title, interest, or right in real property against the California Exposition & State Fair as to “premises.”

## **Load In and Load Out**

To ensure everything runs smoothly, please adhere to the following guidelines:

- Make on-grounds deliveries through Gate 12 at Ethan Way & Hurley Way only. A delivery pass is required to drive your vehicle on the fairgrounds.
- Remember to get a handstamp when you exit to park vehicles.
- Credentials are required to enter the fairgrounds.
- All vehicles must be OFF the fairgrounds by the end of the On-Grounds Delivery Times listed below

- Any golf cart assistance needed must be arranged in advance.
- Satisfy all requirements in advance. You will not be allowed to pick up any credentials, set-up or open to the public until all requirements such as fees, insurance, and other paperwork set forth in the Agreement are on file with the California State Fair office. An agreement may be terminated if any one of these requirements is not properly fulfilled prior to load-in and set-up.

## **On Grounds Delivery Times**

Monday – Thursday 9:30am – 10:30am

Friday – Sunday 8:30am – 9:30am

*For special requests, contact the demonstration coordinator*

## **Raffles/Drawings**

You may hold a raffle in your demonstration area, but you meet the requirements of the State of California:

<https://oag.ca.gov/charities/raffles>

## **Sales**

*IMPORTANT: All CA Kitchen & Grill programming is based primarily on education & enrichment, promoting CA ag, food, and FUN (always). Sales are never the primary focus. However some sales may be approved if they enhance the demonstration by providing the means for fair guests to take home tools/supplies/products to practice what they’ve learned.*

Requirements to sell:

1. Sellers License (if applicable, posted in the Booth)
2. The ability to issue receipts (handwritten, emailed or printed)
3. You will be asked to fill out a record of sales at the end of each day.
4. Provide your own cash box, or to accept debit/credit please bring your own point of sales system such as a

[Square Reader](#). Wi-Fi is available for this purpose, upon request.

5. You must charge City of Sacramento sales tax for all taxable sales (8.25% as of 4/13/18).

**Food Sales:** Demonstrators cannot sell prepared, ready-to-eat food. Food products which are packaged, unprepared, and intended to be eaten at home may be allowed. Please inquire about specific products.

## Sampling

Samples are small, individual tastes (free samples should not compete with concession sales)

Sampling is highly encouraged! Please bring any paper sampling and/or prep supplies you may need. You will be asked to fill out a simple sample tracking sheet to help with future sample number estimates.

## Security

It is not recommended that you leave your booth unattended at any time. All items should be removed from booths at the end of demonstrations.

Please note that the California State Fair is not responsible for lost, damaged or stolen property. You may wish to obtain a temporary insurance policy to cover your displays for the period of the fair. Losses should be reported to the State Fair Police immediately upon detection.

**Cal Expo Police & Medical**  
**(916) 263-3050.**

## Stickers

Cal Expo has a strict "No Stickers" policy. You may not give away any stickers from your demonstration booth. The stickers end up all over the fairgrounds and are costly to remove.

## Storage

The California's Kitchen building has limited storage. All excess boxes, cartons, and/or belongings must be out of public view. Demonstration storage areas may only be used during your scheduled demonstration days and overnight in between your scheduled days. Cold storage is available as long as food is sealed and labeled.

## Temperatures

It is HOT outside during the California State Fair (at times exceeding 100 degrees F). Bring water bottles and keep hydrated. Although hot outside, the California's Kitchen Building is air-conditioned, so please dress accordingly in layers. The Grill at The Farm is outdoors and shaded. Building temperatures are kept at one setting for the entire Fair.

## Violations

Violations of any of the above items will be addressed in a manner appropriate to the infraction.

## Wireless Internet

Wi-Fi is available in the building for the following approved uses:

- Sales transactions
- Hardware devices for fair guest interactives

Ask for the login and password upon your arrival the day of your demonstration. No hardware or software is available to loan.

