



OUR GOAL is to educate and share with almost 650,000 Fair Guests about California’s progressive developments in arts, innovations, sciences and technologies and to showcase the diversity of talents, traditions and trends that shape the Golden State’s future.

APPLICATION: Applications are reviewed and approved by state fair staff. Dates are awarded first-come-first-serve basis. Should you be accepted to participate, your information may be included in our marketing campaigns and the CAStateFair App. Booth space is booked by the day, July 13-29, 2018. **DEADLINE:** May 15, 2018.

DATES, TIMES & LOCATION: July 13-29, 2018
(Mon-Thu: 11am-8pm, Fri-Sun: 10am-8pm)
(Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815) Expo Center, Building 1-8
Building TBD – Photography, Youth & Adult
Building TBD – Student Showcase, S.T.E.A.M.
Building 7 – California Fine Art
Building 8 – California Crafts

DESCRIPTION: All demonstration space is indoors, air-conditioning, strategically placed in the center of the statewide exhibit of featured competition winners. Dimensions vary per building. Included in your accepted participation is the following: wall space for display (must bring own tools), electrical outlet (must bring own extension cord(s)), 8-ft table(s) (must bring own cover), admission tickets and parking (Credentials) as deemed appropriate.

SALES: Sales are allowed. You will need the following:

- Post a seller’s permit
- Issue receipts (handwritten, emailed or printed)
- Complete daily a “Record of Sales”
 - 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 in gross sales for all sales/dates combined is commission-free. All gross sales over \$500 are subject to a 35% commission rate. You will receive an invoice for a commission payment after fair.

DISTRIBUTED MATERIALS: You are welcome to distribute supplemental materials such as pamphlets, fliers, coupons, etc. These items must be submitted in advance and approved by State Fair staff. No Stickers or Balloons allowed.

PRODUCT DELIVERY: Vehicles are only allowed on grounds during designated morning delivery times. You can drive your vehicle near your designated building to drop off/pick up your materials. All vehicles must be off grounds by the time the fair opens to the public or will be subject to towing and tickets at the responsibility of the demonstrator.

DEMONSTRATION SUPPLIES: Bring any demonstration supplies needed, such as display products, materials for live demo, materials for make & take projects, contact cards, etc.

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, minors included.

CONTACT: Programs Department, Alison Wells at 916.263.7875 or email at awells@calexpo.com



2018 Call for Demonstrators Expo Center – Exhibit Buildings

Before filling out form, FIRST, Download and SAVE the file to your computer. After completing your form, save it again and send the file to awells@caexpo.com

SUBMIT TO: CSF Programs Department
c/o Alison Wells
P.O. Box 15649
Sacramento, CA 95852

916.263.7875 (office)
916.263.7903 (fax)
awells@caexpo.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		

Your proposed demonstration must be family-oriented and appropriate for all ages.

Please select the show/exhibit hall which best fits your talent/trade (if applying for multiple shows, please submit separate application for each):

- | | |
|------------------------|---|
| _____ Photography | _____ CA Fine Art |
| _____ Student Showcase | _____ CA Crafts |
| _____ Other _____ | _____ Elect Coordinator to suggest best fit |

Availability: How many days would you like for your demonstration? _____

When are you available? Indicate ideal dates by numbering in order of preference (multiple days can be requested by marking, 1st, 1st, 1st, 2nd, 2nd, 2nd, etc. on consecutive days)

please note current special promotional days are listed, inquire within for latest updates:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Hours of Operation: Fri-Sun: 10am-8pm; Mon-Thu: 11am-8pm					July 13 <small>10pm Fireworks</small>	July 14 <small>10pm Fireworks</small>
July 15	July 16	July 17 <small>Kids Day</small>	July 18 <small>\$2 Tastes of the Fair</small>	July 19 <small>\$2 Tastes of the Fair</small>	July 20 <small>10pm Fireworks</small>	July 21 <small>10pm Fireworks</small>
July 22	July 23	July 24 <small>Kids Day</small>	July 25 <small>\$2 Tastes of the Fair</small>	July 26 <small>\$2 Tastes of the Fair</small>	July 27 <small>10pm Fireworks</small>	July 28 <small>10pm Fireworks</small>
July 29						

Interested in who is performing for the FREE Toyota Concert Series on the Golden 1 Stage? Click [here](#)

Title of Demonstration: Organization and/or Demonstration Title. Limited space – could be used for signage and in marketing.

Description for Marketing: Please provide a brief description (280 characters or less) to be used for marketing purposes to the public on our State Fair Mobile App. All content is subject for approval.

Demonstration Goals: What do you hope to accomplish through your demonstration?

None of these are prohibited, but do have policy stipulations which will be discussed in a pre-fair meeting with your Coordinator.

Do you plan to...

Check all that apply

Explanation/List

<input type="checkbox"/>	Give Away Merchandise	
<input type="checkbox"/>	Sell Merchandise	
<input type="checkbox"/>	Hold a Raffle	
<input type="checkbox"/>	Distribute Printed Materials	
<input type="checkbox"/>	Use Amplified Sound (mic)	
<input type="checkbox"/>	Operate Machinery	
<input type="checkbox"/>	“Other” to review	

Sales: To make sales, you must be registered with The Board of Equalization and post a current sellers permit in exhibit space. Prior approval by Fair Management is required for all merchandise sales. If chosen as a demonstrator, the Demonstration Coordinator will discuss any stipulations, and the rules for merchandise sales.

Will you be offering sales? ()Yes ()No If yes, please describe product item(s) and price range:

Materials other than those listed here must be provided by the Demonstrator.

Check all that apply **Quantity** **Description Purpose/Need**

<input type="checkbox"/>	Internet Access/Wi-Fi		
<input type="checkbox"/>	Electricity (specify amps)		
<input type="checkbox"/>	Microphone/PA		
<input type="checkbox"/>	ADA Compliant Counter		
<input type="checkbox"/>	Pedestal		
<input type="checkbox"/>	8 ft. Table(s)		
<input type="checkbox"/>	Folding Chair(s)		
<input type="checkbox"/>	Overnight Storage Space		
<input type="checkbox"/>	“Other” to request		

Will you be using...

List all electronic and mechanical equipment you will be bringing, including instruments, monitors, computers, button maker, paper cutter, etc.

Credential Requests: Credentials for parking and admission will be issued based upon approval and the information provided on this form. ***The California State Fair reserves the right to limit the number of admission, parking, and loading passes.***

_____ Number of Delivery Passes (unload/load vehicles only)

_____ Number of Parking Passes (Carpool when possible)

_____ Number of Gate Admission Tickets (# requested must match the # of names submitted on Megan’s Law form, *only person directly involved in demonstration staffing will be issued entrance credentials.*)

NEXT STEPS: Upon receipt of this form, the Demonstration Coordinator will contact you to confirm your booking. If selected, the following items must be submitted to secure demonstration.

- | | |
|--|--|
| <ul style="list-style-type: none"> • 2 copies of signed Letter of Understanding • Megan’s Law Form • Credentials Request Form | <p>If making sales, you will need to submit:</p> <ul style="list-style-type: none"> • Seller’s Permit • Board of Equalization Form BOE-410-D • Daily Sales Report |
|--|--|

You will also need to submit:

- Distribution materials for approval
- Proof/Certificate of Insurance

Upon approval, a site visit, and brief planning meeting with Coordinator is available upon request.

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