



Made in California



Honey Shoppe



CA Extra Virgin Olive Oil

*2017 Sampling booths shown above. 2018 booth layout will vary.*

Our goal is to educate almost 800,000 Fair Guests about high-quality California Ag & Food products. Make a direct connection with your consumers and give them confidence at the shelf to select California-made products. Two specialized booths, Honey Shoppe and California Extra Virgin Olive Oil frame two of California's fastest growing commodities. Two Made in California booths spotlight a variety of produce, products and beverages.

**APPLICATION:** Booths are booked, by the day, on a first-come-first-served basis.

**DATES, TIMES & LOCATION:** July 13-29, 2018 (Mon-Thu: 11am-8pm, Fri-Sun: 10am-8pm)  
California's Kitchen, Building B (Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815)

**DESCRIPTION:** Exhibits are pre-decorated with a large stainless steel prep tables. Bring tabletop or freestanding items for display. A large cold storage space is available for additional product, as well as dry storage for carrying containers. A backstage food prep area is available for your use.

**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 products from storage, questions, etc. Their job is to take good care of you while you are here and make sure you have fun!

**SALES:** 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:** No commission will be charged. The Product Sales Fee replaces sales commission.

**CREDENTIALS:** As a demonstrator you will be issued credentials for admission, parking and delivery on the day(s) of your demonstration.

**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 and cold storage to drop off your materials and product on the morning of your sampling dates. You can also ship product to the Fairgrounds, please inquire.

**SAMPLING SUPPLIES:** Bring plenty of product and any sampling supplies needed, such as sauce cups, napkins, toothpicks, 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, with no variation: "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.

**BOOTH FEES:** Receipt of payment confirms your reservation. Fees are per day.

\$50 Daily Reservation Fee

\$100 Daily Product Sales Fee

\$150 CA State Fair Team member to sample your product for one entire day in your stead

**CONTACT:** Michelle Johnson at 916.263.3189 or email at [mejohanson@calexpo.com](mailto:mejohanson@calexpo.com)



## California's Kitchen Sampling & Sales 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](mailto: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 13	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						

Total Number of Demonstration Days Desired: _____
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NEXT: Upon receipt of this form, the California's Kitchen Coordinator will contact you to confirm your booking, issue you an invoice for payment, 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