

# California STATE★FAIR

## 2019 Save Mart California's Kitchen Sampling & Sales Booths



**Made in California**



**California Honey**



**CA Extra Virgin Olive Oil**

*2018 Sampling booths shown above. 2019 booth layout will vary*

*Make a direct connection with your consumers in the context of the internationally awarded California Kitchen Exhibit. Our goal is to educate almost 800,000 Fair Guests about high-quality California Ag & Food products and give them the confidence at the shelf to select California-made products.*

*Three types of Booths are offered. Two specialized booths, Honey and Extra Virgin Olive Oil, frame two of California's fastest growing commodities. A Made in California booth spotlights a variety of produce, products, and beverages made right here in California.*

**APPLICATION:** The Olive Oil Booth is booked by invitation only. The Honey and Made in CA Booths are booked by the day, on a first-come-first-served basis.

**DATES, TIMES & LOCATION:** July 12 - 28, 2019  
(Mon-Thu: 11 am – 8 pm, Fri-Sun: 10 am - 8 pm)  
Save Mart California's Kitchen, Bldg B  
(Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815)

**DESCRIPTION:** Booths are pre-decorated with large stainless steel counters. Bring freestanding or tabletop items for brand display. Cold storage and dry storage space is available for additional product and carrying containers. A backstage food prep area is available for your use.

**BOOTH FEES:** Receipt of payment confirms your reservation. Fees are per day.  
\$50 Daily Reservation Fee  
\$100 Daily Product Sales Fee  
\$150 Reserve a CA State Fair Team Sampling Host

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

*Please see the attached Demonstrator Rules & Regulations for full logistics information.*

# California STATE★FAIR 2019 Save Mart California's Kitchen Sampling & Sales Booths

SUBMIT TO: Save Mart 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/Company |   |
| Promoted Food Product(s) |   |
| Contact Person           |   |
| Phone Number             | Cell phone Number (for day of presentation) |
| 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 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   | July 25  | July 26 | July 27  |
| July 28  | Total Number of Days Desired: _____ |         |           |          |         |          |

*I have read and understood the 2019 Save Mart California's Kitchen Sampling & Sales Booth Demonstrator Rules & Regulations Document, and agree to adhere to these rules and regulations during the course of my participation at the California State Fair.*

X \_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date

NEXT: Upon receipt of this form, the 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

*California* **2019 Save Mart California's Kitchen**  
**STATE★FAIR** **Sampling & Sales Booths**

## Demonstrator Rules and Regulations

By hosting an information, sampling & sales booth, appearing on a kitchen stage or teaching a tasting class in the Save Mart California's Kitchen Exhibit at and during the California State Fair, you are considered a "Demonstrator," which is different from a "Commercial Vendor," and agree to adhere to these regulations. Similarly these regulations will be enforced by the Program Coordinator and State Fair Management.

### Contact Information

Admission & Parking Credentials  
Advertising  
Americans w/ Disabilities Act-ADA  
Assistance  
Damages  
Design, Content & Presentation  
Electrical Power  
Fees

### Fire Marshall Regulations

Food/Beverage (personal)  
Food Safety  
Gratuities  
Hours of Operation  
Insurance  
Internet  
Load In and Load Out  
Megan's Law Forms

### Raffles/Drawings

Sales  
Sampling  
Security & Overnight Security  
Stickers  
Storage  
Temperatures  
Violations  
Map of Cal Expo

## Contact Information

Program Coordinator, Michelle Johnson

[mejohanson@calexpo.com](mailto:mejohanson@calexpo.com)

(916) 263-3189 *office*

(916) 263-7903 *fax*

CA Kitchen Exhibit Office

(916) 263-2940 *fair time only*

Cal Expo Front Desk

(916) 263-FAIR (3247)

Cal Expo Mailing Address

PO Box 15649  
Sacramento, CA 95852

Cal Expo Street Address

1600 Exposition Blvd  
Sacramento, CA 95815

## Admission & Parking Credentials

Individuals will be issued one admission credential each, per day necessary.

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 applicable fees and the following documents: Demonstration Application, Megan's Law Form, Contract/Letter of Understanding,

Insurance Certificate and Credentials Request.

**Admission Credentials:** allow one bearer one entry through an entry gate at the California State Fair. Each individual will need one for each day. (Reentry requires handstamp)

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

**Delivery Permit:** allows vehicle access to demonstration buildings, mornings only, until 30 minutes before the fair opens for the day. Vehicles remaining on the fairgrounds after that will be ticketed or towed.

**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 Program Coordinator for approval.

## **Americans with Disabilities Act - ADA**

Make sure that your booth 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**

Our team 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!

## **Sample Host**

You may request a State Fair team member to promote & sample your product on your behalf. You will need to send products to be sampled, an information sheet and any desired marketing materials. You may also reserve a team member to assist only at your booth. 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 your demonstration area is a reflection of your company/organization and the California State Fair. Please present a polished presentation. Under no

circumstances may you to paint, alter, improve, affix materials, remodel or renovate the area without the approval of CA State Fair. Do not obscure, alter or damage any existing displays or materials.

## **Fair Guest Interaction**

You are highly encouraged to be educational & interactive with fair guests. Avoid cell phone or computer use while in your booth. Be polite & courteous always.

## **Dress/Apparel**

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

## **Signage**

Tabletop and freestanding floor signage are allowed. Please use only new/clean banners. No signage may be affixed to walls. Do not use double-sided tape, Velcro or duct tape; it damages paint and furniture. Do not cover existing display components.

## **Sound Devices**

No amplified sound is allowed in any booth.

## **Mascots**

Mascots are allowed with prior approval and may roam the Save Mart California’s Kitchen Exhibit only. Mascots may rest backstage. Public restrooms are the only available changing area.

## **Other Decorations**

- Balloons/Helium: must be securely attached to a weight, and may not be given out to fairgoers.
- Convention backdrops: not permitted
- Streamers: not permitted
- Floor display items: may be used as long as they are contained within the booth space, do not block display elements or violate ADA aisle regulations. Cal Expo staff will approve final set up.

## **Supplies**

Extra supplies (boxes, cleaning supplies, etc.) must be tucked away and out of site. Temporary storage space is available, please inquire.

## **Electrical Power**

A standard, grounded power outlet (110 volts AC), will be available. No power strips or

extension cords are provided by the State Fair. Bring these items with you.

## 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 promote/sample your product for 1 day.

## Fire Marshal Regulations

Open flames such as torches, Sterno cans, candles, or gas ranges, are not permitted in any Cal Expo Buildings. The State Fire Marshal (SFM) has jurisdiction at Cal Expo. For a complete listing of applicable SFM regulations visit [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 exit signs.
- 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 booth area. Personal food may be kept "backstage," in sealed containers, and eaten outside of the booth area. Gate attendants are required to confiscate all glass bottles, aluminum cans, & alcohol. Plastic bottles are ok. 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 CA Kitchen exhibit is regularly inspected by the Health Department throughout the Fair. Demonstrators are responsible for knowing and abiding by food safety standards. 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. Children 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 immediately washed and fresh product replaced.
- 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 are 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 Demonstrators, 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 Program Coordinator immediately.

## Hours of Operation

**Save Mart California's Kitchen, Building B**  
Monday – Thursday: 11 AM – 10 PM (midway closes at 11 PM)

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

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

## Insurance

Liability Insurance is required for the term of your demonstration.

**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, and employees, are included as additional insured insofar as the operations under this contract are concerned.”**

Event Address: Cal Expo Fairgrounds, 1600 Exposition Blvd, Sacramento, CA 95815

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.
- Get a handstamp when exiting to park vehicles.
- Admission 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 issued any credentials, be able to set-up or open to the public until all requirements (fees, insurance, and other paperwork set forth in the Agreement) are on file with the 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 9:30 am – 10:30 am

Friday – Sunday 8:30 am – 9:30 am

*For special requests, contact the program coordinator.*

## Megan's Law Forms

This form is required of all people who interact with the public at the Fair. Include all people who will be in the booth.

## Raffles/Drawings

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

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

## Sales

*IMPORTANT: All CA Kitchen programming is based primarily on education & enrichment, promoting CA ag, food, and FUN (always). Sales are not 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 are required to fill out a record of sales at the end of each day.
4. Provide your own cash box or point of sales system such as a [Square Reader](#). Wi-Fi is available for this purpose, upon request.
5. You must charge the City of Sacramento sales tax for all taxable sales (8.25% as of 2/22/19).

**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. Inquire about specific products.

## Sampling

Sampling is required in Sampling & Sales Booths. Samples are small, individual tastes (free samples should not compete with concession sales). Demonstrator must supply all paper sampling and/or prep supplies needed. You will be asked to fill out a simple sample tracking sheet to help with future sample number estimates.

## Security

It is highly recommended that you do not leave your products or possessions unattended in the booth at any time.

### Overnight Security

At 10 pm the building will be locked and roving security is present. However, Demonstrators are only required to staff their booth until 8 pm. Between the hours of 8 pm and 10 pm Demonstrators may choose to:

- A. Staff their booth until the 10 pm closing time (foot traffic is very light on Bldg B from 8 pm - 10 pm)
- B. Remove items from booth to storage areas for overnight storage.

Demonstrators may not “drape” their booth until 10 pm. The building must look “open” until then.

Demonstrators may use dry and cold storage to store product overnight.

## Losses & Damage

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 booth. The stickers end up all over the fairgrounds and are costly to remove.

## Storage

The Save Mart 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 the food is sealed and clearly 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 exhibit Building is air-conditioned, so please dress accordingly in layers. 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 on the day of your demonstration. No hardware or software is available to loan.

# Save Mart California Kitchen Demonstrator Map

## ON-GROUNDS DELIVERY WINDOWS

Monday-Thursday: 9:30am—10:30am

Friday- Sunday 8:30am—9:30am

A Delivery Permit is required for vehicles to enter the fairgrounds.

## CONTACT

Michelle Johnson

Culinary Programs Coordinator

Nextel #329 (for Gate Staff)

**916.263.2940** (kitchen backstage)

