



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 the 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 17 – August 2, 2020. **DEADLINE:** May 26, 2020.

DATES, TIMES & LOCATION: July 17 – August 2, 2020 (Mon-Thu: 11 am-9pm, Fri-Sun: 10am-9pm) (Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815) Expo Center, Building 1-8
Building 3 – California Crafts & Student Showcase
Building 7 – California Fine Arts & Photography

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 with participation: wall space for display, electrical outlet, 8-ft table(s), admission tickets, and parking (Credentials) as deemed appropriate.

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

- Post a seller’s permit
- Issue receipts
- Complete daily a “Record of Sales”

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 of over \$500 are subject to a 35% commission rate. You will receive an invoice for a commission payment after the Fair.

DISTRIBUTED MATERIALS: You are welcome to distribute supplemental materials such as pamphlets, flyers, 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 demos, materials for make & take projects, contact cards, etc.

INSURANCE: Please have your insurance company send us a Certificate of Insurance. 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

You may purchase insurance through the fairgrounds for the following fees:

\$22	Single Day
\$110	2-8 Consecutive Days
\$145	9-17 Consecutive Days

MEGAN’S LAW FORMS: It is required of all people who interact with the public at the Fair. Include all people who will be in the booth.

CONTACT: Programs Department, Emily Reed at 916.263.3135 or email at ered@caexpo.com



2020 Call for Demonstrators Expo Center – Exhibit Buildings

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

916.263.3135 (office)
916.263.7903 (fax)
ereed@calexpo.com

Name of Business/Guild/Organization	
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 a separate application for each):

CA Crafts / Student Showcase
 CA Fine Art / Photography
 Elect Coordinator to suggest best fit

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

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Hours of Operation: Fri-Sun: 10am-9pm; Mon-Thu: 11am-9pm					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						

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

Demonstration Description: Please provide a brief description of demonstration. (280 characters or less, this includes punctuation and spaces, all content may be used in our State Fair marketing efforts and is subject to 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"/>	Hold "Make & Take" classes or sessions	
<input type="checkbox"/>	Is any part of the demo hands-on for the public? <small>They may not take something home, but they will get to participate in the crafting process.</small>	
<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?
If yes, please describe product item(s) and price range:

Do you need...

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

Check all that apply Quantity Description Purpose/Need

	Internet Access/Wi-Fi		
	Electricity (specify amps)		
	Microphone/PA		
	ADA Compliant Counter		
	Pedestal		
	8 ft. Table(s)		
	Folding Chair(s)		
	Overnight Storage Space		
	"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.

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 a demonstration.

- 2 copies of the signed Letter of Understanding
- Megan’s Law Form
- Credentials Request Form

You will also need to submit:

- Distribution materials for approval
- Proof/Certificate of Insurance

If making sales, you will need to submit:

- Seller’s Permit
- Board of Equalization Form BOE-410-D
- Daily Sales Report

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c/o Emily Reed
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