



**For Immediate Release:**  
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### **Despite Pandemic Limitations, Cal Expo Lands Several Awards**

*The International Association of Fairs and Expositions Honors Cal Expo for COVID relief efforts*

**SACRAMENTO** — Despite being extremely limited in their ability to host events in 2021 due to the COVID-19 pandemic, Cal Expo landed several awards from the International Association of Fairs and Expositions. While Cal Expo was unable to host the California State Fair and several large-scale events, they were recognized for their innovation for non-fair facility usage in areas of events, social media, and public relations efforts.

“We are honored to have received six awards of excellence from the International Association of Fairs and Expositions,” said Rick Pickering, CEO of Cal Expo. “Even though we were not able to host the California State Fair this past year, Cal Expo is proud to have supported the state with COVID relief efforts as well as host other safe events for our region’s families.”

Most importantly, Cal Expo converted their facility for mass COVID-19 testing, vaccinations, and shelters for the unhoused. Over 60,000 people were tested for COVID-19 and when vaccines were made available, upwards of 10,000 vaccines per day were administered at Cal Expo’s vaccinations sites.

Cal Expo was recognized with the following awards by the International Association of Fairs and Exposition:

#### **Unique event created to utilize the facility during the pandemic - CA State Fair Food Festival Drive-Thru at Cal Expo**

- Cal Expo brought back the CA State Fair Food Festival with guests receiving a menu and a pencil to mark the items and quantity they wanted as they drove through the loop and waited for food delivery. To make it safe for everyone, they kept guests in their cars and had staff tag orders on windshields, and runners to deliver food.

#### **Successful non-fair event at facility produced or co-produced by facility staff - Cal Expo September 11 Memorial Ceremony**

- In observance of the 20th anniversary of 9/11, the Cal Expo September 11 Memorial Plaza was opened for a public event on Saturday, September 11, 2021, to observe the anniversary of the 9/11 rescue and recovery efforts.

#### **Social Media - Rock & Brews Opening at Cal Expo**

- Rock & Brews (a restaurant serving American classics with a rock ‘n’ roll twist) leased out space on Cal Expo’s property that had been vacant since 2005. To help spread word of the venue’s opening, Cal Expo created a social media push on their platforms.

#### **Newsletter - CA State Fair's Insect Pavilion Goes Virtual!**

- The Insect Pavilion exhibits that are usually frequented by thousands of fairgoers are a favorite and Cal Expo was able to bring it online virtually in a fun and adaptive way.



**Website - CalExpoStateFair.com / Events Calendar & Facilities Update**

- As an events venue, Cal Expo had their own website (CalExpo.com) with a simple events calendar, while the CA State Fair information was on a separate website (castatefair.org). To avoid confusion, they created a new merged site to combine both sides of the organization.

**1st Year Event NOT produced by Facility Staff - Foodieland Night Market at Cal Expo**

- FoodieLand Night Market was an Asian-inspired multi-cultural food and entertainment event. This event took place on Labor Day Weekend, September 3-6, 2021, and was the first of its kind event in Sacramento.

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