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California  
**STATE★FAIR**

## 2022 California's Kitchen Taste of California Education Center



Taste of California Education Center



2018 Wine Tasting Class in session

*Visitors to the California State Fair have spoken! They desire additional knowledge and understanding of their food. Our goal is to educate State Fair Guests about California wine, beer, extra virgin olive oil, cheese, honey and more, and to give them the information they need to appreciate and share information about quality California products. The Taste of California Education center is an extended, immersive educational experience for fair visitors. Industry experts will lead ticketed classes to educate visitors with tasting, sampling and hands-on activities.*

**STEP 1, SCHEDULING:** Contact Michelle Johnson at 916.263.3189 or mejohnson@calexpo.com.

**STEP 2, APPLICATION:** Fill out and submit the attached paperwork.

**DATES & TIMES** July 15-17, July 22-24, July 29-31

Fridays, Saturdays & Sundays during the California State Fair, which runs July 15-31, 2022

Daily class times: 1pm, 2pm, 3pm, 4pm, 5pm, 6pm, 7pm

**LOCATION:** California's Kitchen, Building B (Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815)

**DESCRIPTION:** Pre-decorated classroom stage with tables and chairs for up to 24 students. Backstage area includes storage space, refrigeration, sink, ware-washing, and food prep surfaces. Educational exhibits about California wine, beer, olive oil, honey and cheese adorn the California's Kitchen exhibit around the classroom.

**CLASS FORMAT & CONTENT:** Classes are 20-30 minutes in length. Classes must include a sampling element and include education relating to the following areas: Sensory Evaluation, Food Pairing, Guided Sampling, interactive food activity or similar. Maximum class size is 24 students.

**EDUCATORS:** Educators should be individuals who are recognized by their peers to be an expert in their product industry. This includes professors, trainers, Judges, sensory evaluators, and other food and beverage professionals.

**CLASSROOM AIDE:** A classroom aide will greet you upon arrival and assist with any last-minute details. They will also greet students, take tickets, relay questions during the class and assist with any other classroom logistics. Their job is to take good care of you and your students!

**DISTRIBUTED MATERIALS:** You are welcome to distribute supplemental materials such as pamphlets, fliers, coupons, etc. No Stickers. Submit printed materials to Michelle Johnson in advance for approval.

**CLASSROOM EQUIPMENT & SUPPLIES:** A projector, large white board (also used as projection screen), green apples, water, and variety of olive oils and wines from the 2022 competitions are available for your use, must request in advance. Also available for use: disposable soufflé cups and lids for olive oil tasting and disposable wine glasses. If you will need to use the projector, please bring your own lap top.

**DELIVERIES:** You can drive your vehicle right up to the building to drop off your materials on the morning of your classes. A Delivery Pass is required to deliver your materials. If needed, please indicate on the Supplies Request Form. You can also ship items to the Fairgrounds, please inquire.

**ADVERTISEMENTS & FLIERS:** Please feel free to promote tickets sales to your classes. Any printed materials using the California State Fair or Cal Expo logos must be approved by the Cal Expo Marketing Department in advance; submit to Michelle Johnson. All promotions or advertising conducted on Cal Expo Fairgrounds must be conducted within the classroom area only.

**SALES:** Sales are allowed by educators. 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 cash box or point of sales system, such as a [Square Reader](#), if desired. **No alcohol sales are permitted**, however you may take orders or conduct wine club registration. Educators are given a 2 hour time slot for sales, per class taught, at a sales station which includes a small table. Each time slot begins at the scheduled start time of their class. Educators may bring an “assistant” to conduct sales while class is in session to service fair guests who are not enrolled in the class.

**CREDENTIALS:** Educators will receive 2 admission credentials, and 1 parking pass for the day(s) of their classes during the fair. A Delivery Pass is needed to drop off materials to the building in the morning before the fair opens. If needed, please indicate on the Supplies Request Form.

**MEGAN'S LAW FORMS:** Required of all people who interact with the public at the Fair. Include any assistants as well.

**CLASSROOM BUY-OUT:** The Classroom can be reserved for private events and classes. The rate is \$100/hour. Please inquire for more details.

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



Classroom from above



Educator morning news interview



# 2022 California's Kitchen Taste of CA Educator Application

SUBMIT FORMS TO: Michelle Johnson  
[mejohanson@calexpo.com](mailto:mejohanson@calexpo.com)  
 916.263.3189

California State Fair  
 P.O. Box 15649  
 Sacramento, CA 95852

Name of Business/Organization Representing (if applicable)	
Educator Name	
Professional Title	
Phone Number	Cell phone Number <i>(for day of presentation)</i>
Mailing Address	
City	State, Zip Code
Email Address	
Website	

**Scheduled Dates & Times:** (Scheduled with Coordinator)

Friday July 15	Saturday July 16	Sunday July 17	Friday July 22	Saturday July 23	Sunday July 24	Friday July 29	Saturday July 30	Sunday July 31
<input type="checkbox"/> 1pm	<input type="checkbox"/> 1pm	<input type="checkbox"/> 1pm	<input type="checkbox"/> 1pm	<input type="checkbox"/> 1pm	<input type="checkbox"/> 1pm	<input type="checkbox"/> 1pm	<input type="checkbox"/> 1pm	<input type="checkbox"/> 1pm
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**Topic:**

<input type="checkbox"/> Wine <input type="checkbox"/> Honey <input type="checkbox"/> Beer <input type="checkbox"/> Cheese <input type="checkbox"/> Olive Oil <input type="checkbox"/> Other: _____
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[mejohanson@calexpo.com](mailto:mejohanson@calexpo.com)  
916.263.3189

California State Fair  
P.O. Box 15649  
Sacramento, CA 95852

## CLASS DESCRIPTIONS *(use additional pages if necessary)*

**This is your sales pitch!** Use an appealing title and a 2-3 sentence description that will entice guests to buy a ticket to your class. Please include one sentence telling people who you are or what qualifies you as an expert.

Class Title
Dates & Times of this Class
Class Description

Class Title
Dates & Times of this Class
Class Description

Contact Name:
Organization:
Contact Phone Number:

**DELIVERY PASS**

Will you need a Delivery Pass for a vehicle to move equipment and supplies to the building the morning of your class(es)? <input type="checkbox"/> Yes <input type="checkbox"/> No
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**SUPPLIES NEEDED**

Available supplies: Olive oil, wine, palate cleansers, soufflé cups/lids, plastic wine cups and office-type supplies

Date: _____ (list all requested supplies Be specific and include quantities)	Date: _____ (list all requested supplies Be specific and include quantities)	Date: _____ (list all requested supplies Be specific and include quantities)
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Date: _____ (list all requested supplies Be specific and include quantities)	Date: _____ (list all requested supplies Be specific and include quantities)	Date: _____ (list all requested supplies Be specific and include quantities)
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**CALIFORNIA EXPOSITION AND STATE FAIR  
2022 CALIFORNIA'S KITCHEN  
Letter of Understanding**

This Letter of Understanding is between CALIFORNIA EXPOSITION AND STATE FAIR, hereafter referred to as "Cal Expo" and \_\_\_\_\_ hereinafter referred to as "Demonstrator".  
(your full name)

Under this agreement, Demonstrator will participate as an Educator, providing education to fair guests in the "Taste of California Education Center" Building B, on the following date(s) & time(s):


Cal Expo will provide: Classroom stage and equipment, approved classroom materials, student seating, food prep and dishwashing facilities. Credentials for Fair entry and parking for above dates.

Demonstrator, (please initial one):

\_\_\_ Demonstrator will provide their services as an Educator, and will not be selling any goods.

**OR**

\_\_\_ Demonstrator will provide their services as an Educator, and will be conducting sales.

**SALES:** If conducting sales, Demonstrator is required to issue receipts and fill out a daily record of sales. Demonstrator must provide any point of sales system desired. For all taxable goods, Demonstrator is required to charge Sacramento, CA State Sales tax (\$8.75% as of 4/11/22) and post a Seller's License in the booth space.

Sales are restricted to a location determined by Cal Expo, who will provide 1 small table.

Sales are restricted to a 2 hour time slot which begins at the scheduled start time of Demonstrator's class. This 2 hour time slot includes all set up and clean up time.

Demonstrator and all participants agree to indemnify, defend and save harmless the State of California, California Exposition & State Fair, its officers, agents and employees from any and all claims and losses accruing or resulting to any and all contractors, subcontractors, suppliers, laborers, and any other person, firm or corporation furnishing or supplying work services, materials, or supplies in connection with the performance of this Agreement, and from any and all claims and losses accruing or resulting to any person, firm or corporation who may be injured or damaged by the Demonstrator and/or the Demonstrator's paid or volunteer assistants in the performance of this Agreement.

Demonstrator will provide to Cal Expo, a completed Megan's Law compliance form listing themselves and any assistants who will be backstage or interacting with the public.

\_\_\_\_\_  
Demonstrator's Printed Full Name

\_\_\_\_\_  
Demonstrator's Signature

Date: \_\_\_\_\_

**California Exposition and State Fair**

\_\_\_\_\_  
Contracts & Procurements Manager

Date: \_\_\_\_\_

