

A black and white watercolor painting of a bird with its wings spread, perched on a branch. A hand is visible in the lower right, holding a brush and painting the bird. In the lower left, there is a color calibration chart with various color patches labeled C01 through C25. The background is a textured watercolor wash.

**STATE★FAIR**  
CALIFORNIA

CALIFORNIA  
**EXPOSITION**

# Fine Art & Photography Demonstrators Information

California State Fair  
July 14 – July 30, 2023

**Contact Information:**

Delgreta Brown  
Coordinator  
creativearts@calexpo.com  
(916)263-3135

Fine Art & Photography Exhibit Dates– Friday, July 14 – Sunday, July 30, 2023  
Exhibit Hours: Friday, Saturday & Sunday 10:00 a.m. to 10:00 p.m.  
Monday, Tuesday, Wednesday and Thursday, 11:00 a.m to 10:00 p.m.  
Exhibit Location: Building 7, Expo Center

You or your group (guild, association, etc.) are invited to participate in the 2023 California State Fair giving Fine Art demonstrations in the Fine Art exhibit hall, Building 7, Expo Center. The Fine Art program strives to offer fair visitors a variety of interesting and engaging demonstrations throughout the 17 days of the fair. We prefer that demonstration participation last a minimum of two consecutive days and can last up to 17 days.

**FORMAL AGREEMENT**

Once you have given verbal agreement to participate and your schedule is set, we will send you a "Letter of Understanding", a contract, spelling out the details of your participation. In addition to the agreement, you will receive forms regarding your Sellers Permit (if you plan to sell items), volunteer forms, and a Megan's Law form. We must have the Megan's Law information for every adult who will be present in the demonstration area during the hours the fair is open, and a volunteer form for **every** person participating during your demonstrations.

**ADMISSION CREDENTIALS**

The Fair will supply credentials (gate and parking passes) for each demonstrator participant for the days of the demonstrations. **Credentials are only for demonstration studio participants.** Any attempt to sell, exchange, barter, or give away any credentials issued by Cal Expo is prohibited. Anyone found doing so will be required to pay for all credentials that were issued to them and may be subject to further actions including any legal remedies or actions available to Cal Expo. Credentials will not be issued until signed Letter of Understanding and all forms have been received. Credentials should be picked up prior to July 10, 2023. We will call you when they are ready for pick up and you can make an appointment to do so.

**DELIVERY PERMIT**

If needed, we will also supply a maximum of two Delivery Permits for vehicle access to the fairgrounds required to move in and out materials and supplies. Access to drive onto the fairgrounds is limited to specific morning hours prior to the fair opening. See "Move In" on page 3.

## **THE SPACE**

The demonstration space in Expo Center Building 7 will include a display/work counter and/or a table. The counter may have shelves that can be used for storage of supplies. The space will have at least one electrical outlet (110v) and we provide two chairs but you may want to bring your favorite work chair or stool. We also provide a space to display crafts/products. Other than these items, Demonstration Artisans are asked to provide all equipment such as tables, easels, and stools or chairs needed for your demonstration, as well as all tools, materials and supplies required to create their artwork.

Additional Storage: We can provide access to a padlock secured area in Building 7 where additional demonstration supplies may be stored. This space will be limited, however should have no problem holding all the supplies from the necessary amount of demonstrators. Only California State Fair staff members will have the key to the padlocked area.

## **NUMBER OF GROUP PARTICIPANTS**

The demonstration space is not very large and the idea is for the fair visitors to watch and, **if possible, participate** so please limit the number of members of your group who are present at one time. Please set up “shifts” so that there are **two to three** members of your group present at **all times** throughout the day. This assures that the demonstrations and make and take sessions will be spread throughout the day, that many members of your group are able to participate, and that the space does not go empty when one volunteer needs a break.

## **MAKE & TAKE CLASSES AND CLASS “KITS”**

Artisans and groups are encouraged to have “make and take” sessions. For this purpose, we ask that you schedule no fewer than three sessions (classes) throughout the day and that each session is able to accommodate a maximum of 15 people. We further ask that you post a sign announcing the session times and provide a sign-up sheet for those people wishing to join the next session. You may also provide a “kit” to each person who signs up for the “make and take instruction” and you are allowed to ask for a Class Fee from participants to cover the cost of putting the kits together. The recommended kit cost is between \$5 and \$15.

The make and take kits need to be approved by the program coordinator. A photo submission of each “kit” can be sent to [creativearts@calexpo.com](mailto:creativearts@calexpo.com) with the subject line “Make & Take [Group/Organization name]” prior to July 7, 2023.

## **COMPUTERS**

There is no internet available in the building. If a computer is a part of your demonstration or presentation, you are responsible for securing it during the time the building is open to the public as well as overnight.

## **INSURANCE**

Insurance is the responsibility of the exhibitor / demonstrator. California State Fair does not insure Demonstrating Artisans, their equipment, tools, materials, artwork or display items and takes no responsibility for any injury, loss, or damage that may occur.

**If you are a company or a registered non-profit organization**, we do require that you have liability insurance. We will provide you with specific certifications and endorsements required from your insurance company.

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

\$22 Single Day

\$110 2-8 Consecutive Days

\$145 9-17 Consecutive Days

We recommend the sale of "Make & Take" kits or other items crafted by yourself or your company/guild/organization to counterbalance the cost of insurance.

### **AMERICANS WITH DISABILITIES ACT (ADA)**

Make sure that your demonstration area is wheelchair accessible and that you provide any assistance necessary to those who need it. Every event and exhibit at the California State Fair will comply with the ADA of 1990 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 ADA website: [www.ada.gov](http://www.ada.gov).

### **DISPLAY, SIGNS AND HANDOUTS**

Demonstrating Artisans are encouraged to display their works but keep in mind that you will only have a small area so keep it simple. You should have some displayed artwork signage or information. Completely bare walls in the demo area can leave fair-goers uninterested. You should bring with you everything necessary for appropriate and safe temporary installation (tools, fasteners, etc.). The walls are a modular system. Small nails and hooks may be used, however the adhesive backed hooks and hangers are preferable whenever possible. Please remove all hanging devices and take them with you when you go.

**Signs:** The California State Fair will not provide a sign for you. You may display a sign or signs with your (or your group's) name and any other information that applies to your demonstration. Remember that the demonstration area is set amid an exhibit with a distinctive gallery / museum atmosphere. We ask that you to keep this atmosphere in mind when planning your sign. If you plan to display a banner, please contact us for advance approval.

Demonstrating Artisans are encouraged to offer business cards, brochures, guild or association brochures or other informational materials as handouts to fair visitors who may wish to contact them in the future. **You must submit these materials to us in advance for approval, 30 days prior to the opening of the fair.** You may offer this collateral material only at your demonstration area.

Submit electronic copies by June 15, 2023 to [creativearts@calexpo.com](mailto:creativearts@calexpo.com) or you may submit hard copies to:

California State Fair

Attn: Delgreta Brown

P.O. Box 15649

Sacramento, CA 95852

## **ADVERTIZING**

In order to retain 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 Demonstration Coordinator for approval.

## **FOOD AND DRINK**

Please do not eat or drink in the demonstration area! Take a break, go outside, and come back when you are refreshed. If you must leave the demonstration area unattended, please put your tools and materials out of sight and out of reach to keep the curious and the mischievous from being attracted to them.

## **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.

## **SALE OF ITEMS**

We give Demonstrating Artisans the opportunity to display and sell finished works and we levy commission of 35% only on sales exceeding \$500 (not including sales tax). Demonstrating Artisans are responsible for collecting and reporting State and Local sales taxes on their sales, but we are required to keep a record of the artists' Resellers Permit number and forward that information to the California State Board of Equalization. We will also ask you to fill out a “Sales Report” form for our records. You will be billed for our commission if applicable. You must provide receipts for your sales (electronic, handwritten, or printed).

## **SALES TAX**

If you are selling items, you are required to report to us on California Board of Equalization form 410d if you have a Sellers Permit (and the number), or if your sales are exempt (and the reason). *If you will sell items during your demonstration days, you must keep a copy of your Sellers Permit or form BOE410d in your demo studio at all times.* You are responsible for collection and payment of any sales taxes due.

## **RAFFLES/DRAWINGS**

You may hold a raffle in your demonstration area as long as you meet the following requirements:

1. Entry must be free
2. You may only collect names, phone numbers, email addresses, and mailing addresses
3. Fair admission must not be necessary to win (online entry will fulfill this requirement)
4. Presence of the participant must not be required to win.
5. A sign must be posted next to the box for entries stating the following rules:

- a. "You need not be present to win. No purchase necessary. Entry forms also available at \_\_\_\_\_"

Approved drawings must be held no later than closing time of your demonstration building on the last day of the fair. Solicitation for the drawing must take place only in your demo space. You and you only, must conduct all drawings. Any information obtained from the drawing is not to be sold or given to anyone other than the California State Fair. There are to be no games, gambling, or any other activity in which money is used as a prize, nor can you buy back discount coupons for cash. Raffles requiring the payment of money or other items of value will not be allowed. Failure to abide by any of the above guidelines will jeopardize any use of drawings in future fairs.

### **MOVE-IN**

Please make an appointment with us for your move-in date and time. Move-in and move-out will be in the mornings prior to fair opening. You may drive your vehicle(s) to the door of the exhibit hall (Building 7 in Expo Center) to unload / load your materials and supplies. However, all vehicles must be off the Fairgrounds one hour prior to the Fair opening. The parking area designated for your use is some distance from the exhibit hall; therefore, arrange to arrive early, unload your materials and supplies, move your vehicle to the parking lot and then return to set up your display. **Monday through Thursdays the Fair opens at 11:00 a.m. – this means vehicles should be moved before 10:00 a.m. and your display set up by 11:00 a.m.**

**Friday through Sunday the Fair opens at 10:00 a.m. – this means vehicles should be moved before 9:00 a.m. and your display set up by 10:00 a.m. when the building is opened to the fair visitors.**

### **MOVE-OUT**

Since another artisan or group will be occupying the same studio space after you, we ask that you please pack up your display, materials and supplies prior to the 10:00 pm closing time the last night you are there. You may either move them out after 10:00 pm, or the next morning, you will drive your vehicle right to the door of Building 7 and load it. All vehicles must be off the fairgrounds 1 hour prior to the time the fair opens. Please keep in mind there will be another demonstrator there to set up that morning who also needs to have their vehicle off the fairgrounds 1 hour prior to the fair opening. Please leave your demonstration area clean and empty, just the way it was when you arrived.

### **DEMONSTRATION HOURS**

We expect artisans to be in the demonstration area, actively doing work and available to answer questions for the majority of the time that the exhibit building is open. However, also encourage reasonable meal and rest breaks, which is why we encourage teams of 2 – 3 demonstrators.

### **MATERIALS, TOOLS, EQUIPMENT & SUPPLIES**

Demonstrating Artisans are responsible for the safe storage and, when needed, disposal of all tools, equipment, supplies and materials necessary for producing their artwork. Solvents, fixatives, and other materials deemed toxic or harmful may not be disposed of on Fair premises. The **sink restrooms cannot be used**

**for disposal of toxic or hazardous materials (including acrylic paint, oil paint and solvents used with oil paints).**

Cal Expo has a strict "No Stickers" policy. You may not give away any stickers from your demonstration booth.

The Fire Marshal does not allow open flames (including craft torches, lighters, candles, etc.), hot plates, or heaters. Demonstrators may not use their own extension cords. If an extension cord is needed, we will arrange for the Cal Expo electricians to provide one.

### **SECURITY**

It is not recommended that you leave your booth unattended at any time during operating hours. You should also cover all valuable items when leaving the building after closing. Roving security guards will be on duty. Valuable items that are easily portable (such as electronics or equipment) should be removed from booths and properly secured and concealed after closing.

Please note that the California State Fair is not responsible for lost, damaged or stolen property. You may obtain a temporary insurance policy to cover your displays for the period of the State Fair. Losses or infractions should be reported to the State Fair Police at (916) 263-3050 immediately upon detection.

### **YOUR MISSION...**

Is to show the fair visitors how it's done and to have fun! Many artisans and artists have told us that the very first place they ever saw anyone actually making art was at The California State Fair. You are following in the footsteps of demonstration artisans in previous years that have educated and entertained fair visitors. We hope you enjoy yourself and enjoy showing what you do and the techniques, tools and methods used to create it to the children and "kids at heart" who come to the fair.