



# Military, Veteran and First Responder Appreciation Day

Wednesday, July 24, 2024



Please Read, Agree & Share with Team  
**Rules and Regulations  
Guidebook**



Dear Community Partner,

The California State Fair would like to take this opportunity to thank you for your interest in participating in the 2024 Military, Veteran & First Responder Appreciation Day on Wednesday, July 24, 2024.

**\*For 2024\***

Eligible veterans, active-duty military personnel, first responders and their families can request free tickets through Veteran Tickets Foundation at [www.vettix.org](http://www.vettix.org) or First Tickets Foundation at [www.1sttix.org](http://www.1sttix.org). You must use an existing or create an account to request tickets.

Sworn officers & active military are exempt from Megan's Law reporting

The deadline to submit an exhibitor booth application is **June 30, 2024**.

The following Guidebook explains procedures, rules, regulations, and other pertinent information regarding participation with the California State Fair. We respectfully ask that staff/volunteers become familiar with this information and share it with all members of your team that will be participating during Fair time. This Rules and Regulations Guidebook should be read thoroughly before submitting and signing the Space Application.

Each California State Fair Participant/Exhibitor should maintain a copy of this Guidebook in their assigned space at all times.

If you have any questions or need assistance, you can reach us directly at:

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

We look forward to working with you, honoring our brave men & women of service on this special Appreciation Day.

Sincerely,

**Chris Pickering**  
Pickering Events LLC  
Special Events  
California Exposition & State Fair  
[www.CalExpoStateFair.com](http://www.CalExpoStateFair.com)

**Marcella Zamudio**  
**Pickering Events LLC**  
Special Events  
California Exposition & State Fair  
760-863-8247  
[www.CalExpoStateFair.com](http://www.CalExpoStateFair.com)

P.O. Box 15649 Sacramento, CA 95852-1649  
**PHONE** (916) 263-3247 (FAIR) ★ **FAX** (916)  
263-3304 [CalExpoStateFair.com](http://www.CalExpoStateFair.com)  
State of California ★ Gavin Newsom, Governor



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**Important Notice:**  
All dates, times and prices listed in this Guidebook are subject to change without notice.



### **AMERICANS WITH DISABILITIES ACT - ADA**

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).

### **ADMISSION & PARKING CREDENTIALS**

#### **Exhibitors**

Exhibitor credentials (entry, delivery, and parking passes) will be available **on Tuesday, July 11, 2024, from 3 pm - 5 pm at the Cal Expo Administration Building**. These credentials will be available for pick-up by our organization representative when all necessary signed documents have been submitted. Your Program Coordinator from Pickering Events will be available for questions and answers at this time. If you cannot pick up your credentials at the designated date/time, please make arrangements to have them mailed or schedule a “special pick-up” time by **July 11**.

You must satisfy all requirements in advance. You will not be allowed to pick up any credentials; set-up or open for business until all requirements such as insurance payments, Megan’s Law and other paperwork is complete, submitted and approved. An agreement may be terminated if any one of these requirements is not properly fulfilled prior to load-in and set-up.

#### **Important!**

Any attempt to sell, exchange, barter or give away to fairgoers any credentials issued by California is strictly prohibited. Anyone found doing so will be required to pay for all credentials that were issued to them and will jeopardize their participation in future California State Fairs.

### **ADVERTISING**

In order to retain consistency and “fairness at the Fair,” you are not allowed to advertise or promote your products in any fairground locations other than the one(s) designated by your Agreement and all business dealings are to be conducted within the space designated by your Agreement. 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.

### **ALCOHOL**

Unless you have a current license authorizing the sale of alcohol and have been approved by the Fair to conduct limited sales, you may not sell any alcoholic beverages of any kind at any time. You are also not allowed to consume alcoholic beverages while working within your contracted space.



**BOOTH RULES**

All persons, groups, and firms desiring to participate in the sale or distribution of any merchandise, including printed or written material, must be done in an authorized licensed fixed location on the fairgrounds. Fair management reserves the right to designate all fixed locations on the fairgrounds. Failure to do so will be grounds for revocation of your license.

**BOX OFFICE**

The Box Office Trailer is located at the Main Gate. If you need to get credentials to a team member, you can leave them to be picked up at the Box Office. Put their tickets in an envelope and label it with your name and the First & Last Name of the person picking them up. This person must present their ID to receive the envelope. Deliver it to the Box Office attendant and request distribution. You can access the Box Office by driving up to the Main Gate Loop, park curbside & quickly visit the office and return to your vehicle. Box Office hours during the fair time are Monday – Thursday: 10:30 a.m. – 10:00 p.m., Friday – Sunday: 9:30 a.m. – 10:00 p.m. Contact the Box Office at 916-263-3049.

**CLEANLINESS**

The State Fair furnishes janitorial service for aisles in the buildings and areas used by the public. It is your responsibility to keep your booth or stand clean and clear of debris. You are also responsible for the service, maintenance, landscaping and contracting of your assigned space. Please use the trash bins behind or near concession stands for your garbage; the blue barrels are for public use only. Break down boxes and stack them neatly next to the trash bins. All garbage, boxes, materials, coverings, and non-display items must be removed, and all cleaning must be completed at least one-half hour before opening time each day. If you find an area that needs our attention, please let us know as soon as possible.

**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.

**DRAWINGS/RAFFLES**

Your drawing slips may only request name, address, phone number, appropriate demographic info.

A sign stating the following rules must be next to the box for entries:

- Need not be present to win.
- No purchase necessary.
- Entry forms also available at \_\_\_\_\_ (This must be an alternate location in the Sacramento area or on the web with no admission charge).

All approved drawings should be held and completed on the event date, but absolutely must be held no later than **Tuesday, July 30, 2024, by 10 p.m.** Holding your drawing after this deadline makes it



invalid and may affect your ability to hold drawings/raffles at future California State Fairs. Solicitation for the drawing must take place only in your space. You and you only must conduct all drawings. Any information obtained from the drawing entry blank is to be used strictly by you and is not to be sold or given to another company or individual except for the California State Fair. You also agree that there will be no games, gambling, or any other activity on the premises in which money is used as a prize or premium nor can you buy back discount coupons for cash. Raffles requiring the payment of money or other items of value will not be allowed under any circumstances. Only free drawings that comply with all applicable federal, state and local statutes and ordinances will be permitted. Failure to abide by any of the above guidelines will jeopardize any use of drawings in future Fairs.

### **DRONE POLICY**

In order to protect the safety, security, privacy, and property interests of Cal Expo, its employees, agents, contractors, and the public, any operation or use of unmanned aircraft systems, remote- or radio-controlled model aircraft of all types, shapes, and sizes, or any other similar type devices (collectively “Drones”) is prohibited on the premises of Cal Expo or within the Cal Expo’s air rights, without prior written approval from Cal Expo. Please be advised that violation of this policy will result in immediate ejection from Cal Expo’s premises and may subject the violator to a criminal trespass warning or arrest for those who fail to comply.

### **ELECTRICAL**

All electrical installations must conform to the Electrical Safety Code of the State of California. Your electrical needs will be determined from the information provided on your application. If upon arrival, your electrical needs have increased, an electrical fee will be charged. A flat fee will be charged per outdoor 110 volts, 500 watts unless otherwise indicated. Hardwire is also a flat fee per connection.

#### **Electrical Guidelines:**

- All cords 70 Amps and less must have plugs.
- 220 volts must be #6/4 gauge or heavier wire with Nema Plug #14-50P.
- 110 volts must be #12/3 gauge or heavier wire with Nema Plug #5-15P.
- Please note, you’ll need to provide your own adapter if required to connect to our system
- Electrical appliances such as fans, computers, coffee makers, microwave ovens and televisions that are for the convenience of the Exhibitor and not a part of the exhibit itself may overload the electrical system put into place to service each booth’s or stand’s exhibit. Power failure in specific areas may occur as a result of the overload. If the need arises, you may be required to remove any or all of these items from the premises.
- All connections to State Fair electrical lines must be made by State Fair personnel.
- Extension cords and electrical motors are not provided by the California State Fair.
- Non-electrical motors are not permitted to be operated without prior written approval of the California State Fair.



- All extension cords and electrical appliances must be grounded three-pronged or double insulated types. No two-prong ungrounded extension cords or electrical appliances will be permitted on the premises unless it is clearly marked on the exterior of the product by the manufacturer that the product is double insulated.
- No zip cords are permitted.

The California State Fair is not responsible for any loss arising from the Exhibitor's use of premises nor for loss or damages resulting from power interruptions and utility failures.

### **EMPLOYER GUIDELINES**

Cal Expo is an equal opportunity employer, and we expect all our Exhibitors to follow the same guidelines. We also strive to maintain a quality professional atmosphere, so all employees and volunteers must be properly and tastefully clothed and conduct themselves professionally and courteously at all times. Each Exhibitor is ultimately responsible for any claims, liabilities, and actions relating to the conduct and representation of their personnel.

### **Department of Industrial Relations**

The Department of Industrial Relations can supply you with worker's compensation, labor law and safety information. For more information, please call them at (866) 924-9757 or visit their website at [www.dir.ca.gov](http://www.dir.ca.gov).

### **Employment Development Department (EDD)**

If you have any questions, you can contact EDD for more information. Please call (916) 227-0301 or visit their website at [www.edd.ca.gov](http://www.edd.ca.gov).

### **Work Permit Law**

If you employ anyone under the age of 18, you are required by law to see that they hold a valid work permit. You are also required to adhere strictly to all applicable child labor laws.

### **FIRE MARSHAL REGULATIONS**

The State Fire Marshal (SFM) has jurisdiction at the Cal Expo facility. The following guidelines are provided for your convenience, but there are lots more where this came from. For a complete listing of applicable SFM regulations, visit the website at [www.fire.ca.gov](http://www.fire.ca.gov). Do not block fire lanes at any time; this includes load-in and load-out days. Any vehicles left unattended will be towed at owners' expense!

- SFM may enter any portion of any exhibit space or booth on the grounds of Cal Expo at any time for the purpose of inspecting the premises for fire and life-safety.
- No display or exhibit shall be installed or operated that will interfere in any way with access to any exit or with the visibility of any exit sign.



- No display shall block access to firefighting equipment, such as fire extinguisher stations, fire alarm pull station, fire hose cabinets and fire hydrants.
- No display, exhibit, booth, or temporary construction shall be built of highly combustible material.
- Any paper or fabric used in displays or exhibits must be fire resistant or treated with an approved fire-retardant solution prior to use. All draped, hanging curtains and other decorative material, that would tend to increase the fire and panic hazard must be made from non-flammable materials or treated and maintained in a flame-retardant condition by means of a flame-retardant solution process approved by the SFM. Documentation must be maintained of the flame-retardant product(s) used.
- Electrical equipment and installation will be inspected and approved by a qualified person acceptable to SFM.
- The use and handling of any flammable or combustible liquid will be subject to approval by SFM. Location of such material will be noted.
- Location and use of portable containers of Liquefied Petroleum Gas (LPG) or other compressed gas cylinders inside buildings or tents are subject to approval by SFM.
- The use of any type of open flame must be approved by the SFM prior to use.
- Bark dust or like material must be kept moist at all times
- A California licensed company must service all Automatic Fire Extinguishing Systems (Hood System) every six (6) months. The company performing the service must be licensed by the California State Fire Marshal's Office and possess an Automatic Systems License or possess a C-16 license issued by the California State Contractors Licensing Board.

The following fire and life-safety requirements shall be applicable for all tents, awnings and fabric-covered enclosures. Locations and use of items are subject to approval by both the California State Fair and SFM.

- All tents, awnings and other fabric-covered enclosure must be made from a nonflammable material or treated and maintained in an approved flame-retardant condition. Documentation must be maintained with the tent or awning.
- All tents occupied by 11 or more people must bear the seal of the SFM.
- No smoking or vaping is allowed in the tent. NO SMOKING OR VAPING signs must be posted.
- No vehicles are to park on a street closer than 20 feet from the tent or within 100 feet of a tent unless it is necessary for the operation of the tent.
- No open flame device will be permitted in any tent or tent structure.





## **HEAT**

It can get HOT. Please prepare for sun protection. Electricity can be ordered on the Space Application and assigned to every 3<sup>rd</sup> booth space. Often booths will share with an extension cord. It is smart to bring an extra extension cord and a fan.

## **HOURS OF OPERATION**

### **Fair Dates**

July 12 – July 28, 2024

### **Main Gate & Blue Gate Hours**

Monday – Thursday: 11 a.m. – 10 p.m.

Friday – Sunday: 10 a.m. – 10 p.m.

### **Exhibit Building Hours**

Monday – Thursday: Opens at 11 a.m.

Friday – Sunday: Opens at 10 a.m.

### **Appreciation Days Booth Hours**

Thursday: 11 a.m. – 10 p.m.

## **INSURANCE**

Prior to your use of the premises, you must furnish the California State Fair with an insurance certificate that shows general liability insurance with a minimum coverage of \$1,000,000, the combined single limit for the full term of the Agreement. Circulators, Simulators, and Thrill Rides require \$2,000,000 minimum coverage.

The insurance certificate must also provide the following special endorsements **exactly as specified**. No variation or alteration of the endorsements will be accepted:

***The State of California, California Exposition & State Fair, its agents, officers, directors and employees are included as additional insured.***

The State Fair will not be responsible for premiums or assessments on the policy.

The insurance policy must cover the full term of the Agreement including the set-up and clean-up period if any. You agree that the liability insurance herein provided will be in effect at all times during the term of the Agreement. In the event said insurance coverage expires at any time or times during the term of the Agreement, you agree to provide the California Exposition & State Fair (P.O. Box 15649, Sacramento, CA 95852-1649) a new copy of the insurance certificate evidencing insurance coverage as provided for herein for not less than one year or the remainder of the term of the Agreement. New copies of the insurance certificate are subject to the approval of the California Exposition & State Fair and no activity contemplated by the Agreement shall be performed after the insurance expires and prior to receiving approval. In the unlikely event that you fail to keep the insurance coverage in effect at all times during the term of the Agreement, the California State Fair & Exposition may terminate this Agreement, in addition to any other remedies it may have.

If you need to purchase insurance for the California State Fair, contact the Program Coordinator at [appreciation@calexpo.com](mailto:appreciation@calexpo.com).



### **General Liability**

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, 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 any title, interest, or right in real property against the California Exposition & State Fair as to “premises.”

### **Workers' Compensation Insurance**

Pursuant to section 3700 of the California Labor Code, each Exhibitor must have on file a Certificate of Workers Compensation Insurance or Certificate of Self-Insurance from the Director of Industrial Relations. Exhibitor’s worker’s compensation insurance policy shall be endorsed with a waiver of subrogation in favor of the State of California in the event the contractor employs any person, in any manner, that is subject to the Workers Compensation Laws of California. For more information, contact the Department of Industrial Relations at 916-323-4920 or [www.dir.ca.gov](http://www.dir.ca.gov).

### **LOAD-IN & LOAD-OUT**

There will be an emailed communication to the main point of contact (person listed on Space Application) the first week of July confirming load-in, load-out procedures & booth space locations. **To ensure everything runs smoothly, please adhere to the following guidelines:**

- Report ANY Oversized Vehicles needing access on-grounds to the Program Coordinator, [appreciation@calexpo.com](mailto:appreciation@calexpo.com) to be put on an access list. Oversized vehicles must ENTER through Gate 12 at Ethan Way & Hurley Way and EXIT with Cal Expo PD clearance and escort. **Do Not drive any vehicle on-grounds once the fair has opened without Cal Expo PD clearance and assistance! During Fair hours no vehicles (except emergency vehicles) are permitted on grounds. Tow trucks will be on hand to enforce this regulation.**
- Exhibitors must have all vehicles off the grounds by **10:30 a.m.** If your vehicle is on the fairgrounds past the 10:30 a.m. deadline, you are subject to ticketing. You must then have a Cal Expo Bike PD Brigade deem clearance and provide escort off of fairgrounds!!!
- Community Booths are expected to stay up until 8:00 p.m., preferably until 10:00 p.m. Upon load out, the closest you may bring a vehicle is the Administration Building Parking Lot. Please be prepared to “hand truck/cart” your exhibit items to your vehicle. If you have a large vehicle, please coordinate a Cal Expo PD escort off of the grounds by texting or calling us at 916-607-4287 when you are getting ready to leave.
- Please communicate any changes to your load in/load out details to our team as soon as you know about them!

**Please note: The California State Fair will not have carts or hand trucks available for your use, please bring your own.**



### **MEGAN'S LAW**

Prior to the start of the Appreciation Day, Exhibitors shall provide Cal Expo with a list of ALL individuals, including minors and subcontractors who will be associated with your booth and access to the Cal Expo premises by completing Cal Expo's Megan's Law Form. All such individuals will be checked by Cal Expo's authorized representative through the CA Department of Justice Megan's Law Sex Offenders file.

***\*\*Sworn officers and active military personnel are exempt from the process. \*\****

You will need to complete the Megan's Law Form, which requires a list of all owners, managers, volunteers, and employees in your exhibit operation who will have access to the grounds during or prior to the California State Fair. This form must be submitted with your completed Space Application. If you have revisions and/or additional members after the submission date, a revised list must be resubmitted by **July 1, 2024**, and all names must clear before credentials can be distributed.

### **MERCHANDISE**

Because we want all of our Exhibitors to have a successful Fair, as a community Exhibitor, you may not give away or sell any items that will create unfair competition for our food vendors, novelty contractors, and game vendors. With that said, the following items, including but not limited to, cannot be sold or given away: candy, popcorn, nuts, novelties, balloons, tee shirts, photo buttons, plush animals, badges, canes, whistles, beach balls, small plastic toys, inflatables, patches, stickers, decals, hats and any other item that could create the aforementioned unfair competition to our paid vendors. You are not allowed to sell, give away or display any items not specified in your Agreement. All Exhibitors will not be granted exclusive rights to exhibit, promote, demonstrate and/or sell products or services.

### **OFFENSIVE ITEMS**

We reserve the right to prohibit the sale, rental or display of any item that we reasonably deem objectionable from the standpoint of taste, quality or compatibility with the California Exposition & State Fair. Please note that we will not exercise this right for the purpose of controlling the economic return or to protect exclusive licensing or similar arrangement between State Fair management and others. Some items that will not be considered for sale, giveaway or rental include but are not limited to: weapons of any kind, lasers, high-powered water guns, rubber band guns, toy guns, products made from any endangered animals, pornographic or drug-related items.

### **PARKING**

2024 Parking Rates are \$15 per vehicle. Parking passes for people who are directly involved with your booth may be requested on the Space Application. Please carpool when possible. Issued parking pass is good for one-time use only. If you must drive off-grounds, you will be responsible for return parking fees at \$15 per vehicle. Day of parking will be issued for Public Lot C.



### **RAIN**

In case of rain, all outside stands and booths may cover up to protect merchandise. Once the rain stops you will need to immediately remove covers and re-open your operation for the remainder of the day.

### **SECURITY**

You must not leave your booth or stand unattended at any time during operating hours. **Please note that the California State Fair is not responsible for lost, damaged, or stolen merchandise.** It is a good idea to 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. **In case of an emergency, call the State Fair Police (916) 263-3050.**

### **SMOKING**

Smoking is only permitted in designated areas. The designated areas are located near the following: the north and south entrances to the Livestock Pavilion, south ramp off of the Spine (between Bldg. A & B Mezzanines), Outside Building C (next to Show Office entrance), Extreme Zone near west gate and behind the Administration Building. **This rule also applies to Load-In / Load-Out days.**

### **UNIFORMS**

All employees must be tastefully clothed at all times. While uniforms are not mandatory, they are highly recommended. Authorized law enforcement officers or uniformed military personnel are authorized to carry a **DUTY** firearm onto the State Fairgrounds Property. Their identification may be checked at the main entrances by security screening personnel.

### **VIOLATION NOTICES**

This Guidebook is part of your Agreement, so non-compliance with any part of this book is considered a breach of your Agreement. A breach of your Agreement may be cause for termination of your Agreement. Violations play an important role when deciding to invite an exhibitor to future California State Fairs. If you violate any part of this Guidebook, a notice of violation will be issued. If the matter is not resolved, further action will be taken, as deemed appropriate by State Fair management. Further action will include, but is not limited to:

- Not being allowed in future Fairs.
- An order to cease operation immediately and vacate the premises.



**More Opportunities to apply/inquire about...**

**Military, Veteran & First Responder Appreciation Day: Wednesday, July 24, 2024**

- Opening Ceremony Participation
- [Dinner 9-1-1 Cook-Off in the Save Mart California's Kitchen Program](#)
- [Community Stage Time for Entertainment/Performance Acts](#)

**Questions?**

**Contact: Chris Pickering or Marcella Zamudio**  
**Pickering Events LLC 760.863.8247**  
[appreciation@calexpo.com](mailto:appreciation@calexpo.com)



# APPRECIATION DAYS

**Large Vehicle**

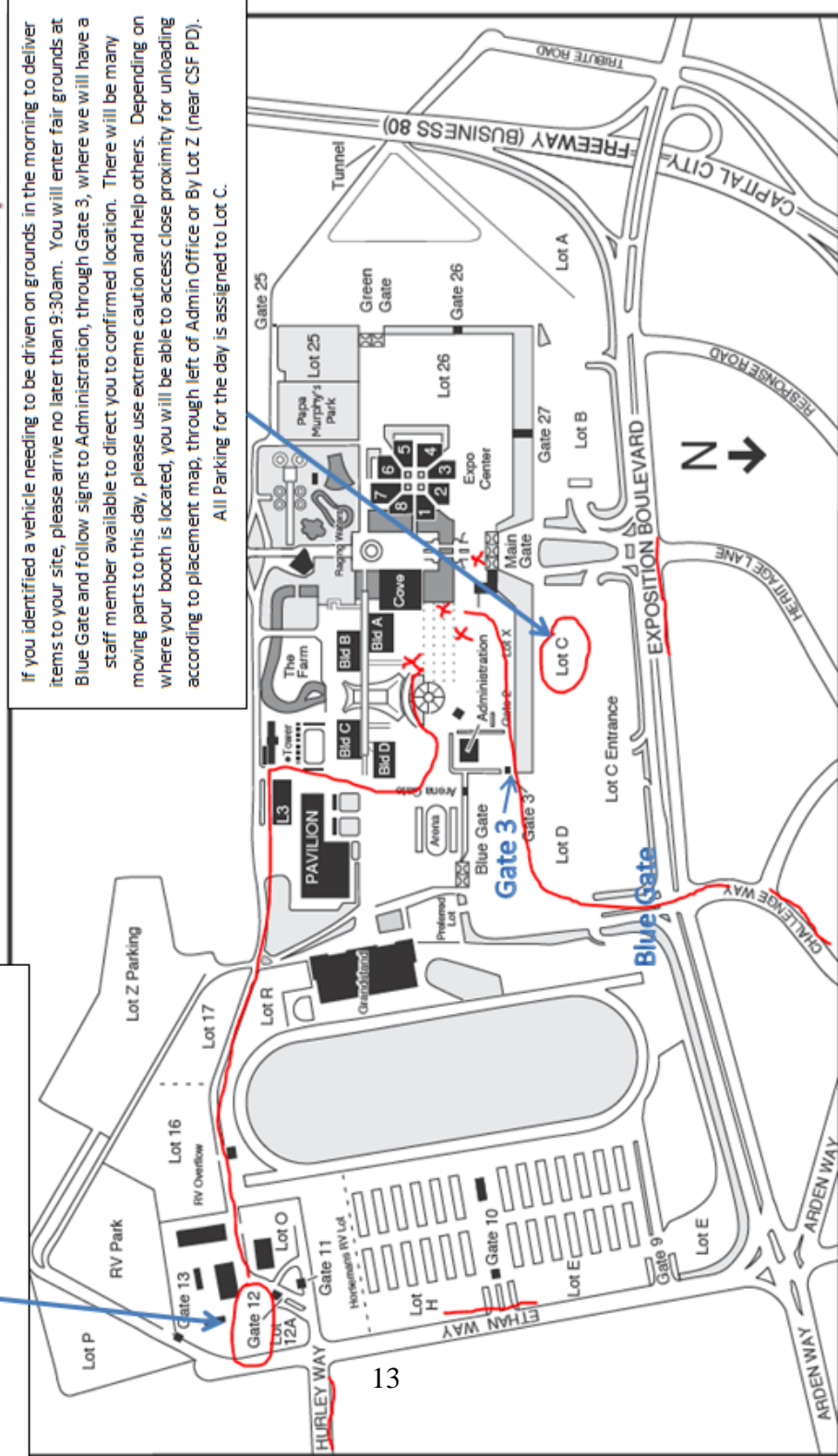
**Enter/Exit Gate 12**

Large Vehicles must be registered on gate 12 access list. Enter at Ethan & Hurley. Follow back road, Turn Right at Water Tower. Follow path of Yellow Stamped Horses on ground. Use caution and follow logistics map to your designated location.



**Regular size Delivery Vehicles must be OFF GROUNDS By 10:30AM**

If you identified a vehicle needing to be driven on grounds in the morning to deliver items to your site, please arrive no later than 9:30am. You will enter fair grounds at Blue Gate and follow signs to Administration, through Gate 3, where we will have a staff member available to direct you to confirmed location. There will be many moving parts to this day, please use extreme caution and help others. Depending on where your booth is located, you will be able to access close proximity for unloading according to placement map, through left of Admin Office or By Lot Z (near CSF PD). All Parking for the day is assigned to Lot C.



Please Note: There will be an emailed communication to the main point of contact (person listed on Space Application) the first week of July confirming load-in, load-out procedures & booth space locations.