



Business Opportunities
with the
California Exposition & State Fair

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Business Opportunities with the California Exposition & State Fair

Thank you for your interest in teaming up with the 2025 California State Fair at Cal Expo! As a cutting-edge organization, we are always looking for quality products and services to offer our loyal patrons during the annual State Fair. This booklet was designed by our team to provide prospective business partners an overview of the professional and mutually prosperous relationships we seek to enjoy with our partners. It also details the expectations required of Cal Expo and our vendors.

For more than 170 years the California State Fair has sought to provide Californians with the highest quality products and services. Naturally, as the State Fair, our patrons expect the “Best of the Best” from us. With the help of our hundreds of business partners that’s exactly what we seek to deliver.

We know that you have choices about where you do business, and we look forward to the possibility of you teaming up with us to provide our patrons with an innovative and fun experience. Should you have any questions about the California State Fair’s application process or our procedures, please don’t hesitate to contact us.

Sincerely,
CALIFORNIA EXPOSITION & STATE FAIR

Tom Martinez
Chief Executive Officer

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

Life at the Fair

The California State Fair is 17 fun-filled days from July 11 – July 27, 2025. It boasts hundreds of commercial exhibitors and concessionaires, high-caliber entertainment, livestock, crafts, animals and agriculture, thrilling rides and loads of activities for the whole family.

Before you apply for space at the State Fair, there are a few things you should know. Putting on a 17-day event takes the tireless dedication and hard work of many team members, including our commercial exhibitors and concessionaires. It also requires that everyone follow the same guidelines, which are outlined in detail in the ***Commercial & Concessions Rules and Regulations Handbook***. You can find this Handbook on our California State Fair's website at www.CalExpoStateFair.com.

Are You a Commercial Exhibitor or a Concessionaire?

A Commercial Exhibitor is someone who sells a product, ride or service at the State Fair. A concessionaire is someone who sells food and/or beverages.

Basic Guidelines

Our team works to be attentive and responsive to your business needs, as great customer service to our partners is paramount to us. Knowing what to expect in advance can make a big difference in how successful you'll be at the State Fair. While most of the guidelines apply to both commercial exhibitors and concessionaires, there are a few differences. For the sake of brevity, we've outlined a few key items in this booklet.

If you have any questions about the application and selection process, please do not hesitate to contact the Commercial and Concessions Office. For booth/space pricing see the commercial or concessions applications.

Hours of Operation

First and foremost, if the State Fair is open for business, then you as our partner must also be open for business. Some concessionaires may choose to open a few hours earlier each day to serve livestock workers and other early arrivals. The 2025 hours of operation are Monday – Thursday, 4:00 PM – 10:00 PM, and Friday – Sunday, 10:00 AM – 10:00 PM.

Application

To apply, you will need to fill out an application and return it to us along with your application fee, a recent picture of your booth or stand and a product list/menu with prices. Only complete applications will be considered. If no space is available your company may be placed on a waiting list. As spaces become available, applications are pulled from the waiting list.

Insurance & Workers Compensation

Everyone must provide proof of General Liability insurance including Product Liability in the amount of \$1,000,000 (\$3,000,000 for entertainment and thrill rides). When providing insurance by your own carrier, the name of the insured business must match the business name on the application. Insurance may also be purchased through Cal Expo from Haas & Wilkerson Insurance Co.

All California employers must provide worker's compensation benefits to their employees under California Labor Code Section 3700. If a business employs one or more employees, then it must satisfy the requirement of the law. Pursuant to section 3700 of the California Labor Code, each concessionaire and commercial exhibitor must have on file and in their assigned space a Certificate of Workers Compensation Insurance or Certificate of Self-Insurance from the Director of Industrial Relations. For more information, contact the Department of Industrial Relations at (916) 464-7000 or (916) 323-4920 or www.dir.ca.gov.

Exhibit Design & Presentation

If you've been to the State Fair you know that all the booths and stands are designed and presented in a professional, aesthetically pleasing way. There are several guidelines detailed in the Commercial & Concession Handbook that you will need to follow. The State Fair reserves the right to determine whether the display and/or displayed product(s) meet these requirements.

Tents

Outdoor commercial exhibitors are required to use the tent provided by Cal Expo which is included in the rental rate as outlined on the commercial exhibitor application; "Pop-up" and "E-Z up" tents are not allowed. If you are a concessionaire, tents are not allowed.

Evaluation – Audit Review

Evaluations and audits are based on State and County Regulations, conformance to the State Fair Commercial & Concessions Rules and Regulations, quality and appearance of product sold, general appearance of space, and the appearance and service of staff and personnel. Post event evaluations will be used in determining acceptance in future State Fairs.

Food Stands

Because the State Fair runs for 17-days, the Health Department requires food stands to be a permanent structure such as a trailer or a booth. It's much like having your own "mini-restaurant" for the duration of the Fair.

Health Department

State Fair cares deeply about public health. As such, all concessionaires are required to follow all Health Department guidelines, including attendance at the Safe Food Handling Training scheduled prior to Opening Day of the State Fair, being Food Safety Certified, and paying all safe food handling fees. Anyone handing out samples of food or selling pre-packaged food will need to pay the appropriate safe food handling fee and provide product liability insurance. For more information on Health Department requirements, contact the County of Sacramento Environmental Management Department at (916) 875- 8484 or www.emd.saccounty.net.

Paperwork

When working with governing agencies like the Health Department and the Board of Equalization there can be a fair amount of paperwork involved. All vendors, commercial exhibitors and concessionaires, must obtain and provide a current resale permit. It will be up to you to be sure you have all the appropriate forms and certificates completed prior to the opening day of the State Fair.

Soft Drinks and Bottled Water

PepsiCo is the exclusive sponsor for soft drinks and bottled water at the State Fair. Consequently, no other soft drink, energy drink or bottled water products are permitted to be sold, sampled or given away on Cal Expo property at any time.

Selection Process

The following is a list of what is considered when evaluating applications for placement in the State Fair.

Commercial Exhibitors / Concessionaires

Space availability

Value to Fair guests

Uniqueness of product or type of food served

Appearance of booth/stand

Prior experience

Evaluations (returning applicants only) - Audit Reports (returning applicants only – only if on percentage)

Paperwork submitted in a timely manner

Product Diversity

The State Fair strives to present a unique and diverse shopping experience. Although there is some duplication, we try to incorporate many new and exciting products for our Fair guests. When choosing the product, you would like to sell please keep this in mind.

Product Exclusivity

Commercial exhibitors will not be granted exclusive rights to exhibit, promote, demonstrate and/or sell products or services; unless such exclusive rights were granted through a specialized contracting process - such as major sponsorships or competitive bidding.

Items including but not limited to, balloons (any size), inflatable toys, bubble machines/blowers, animal hoods/hats, light-up party hats, stickers, and glow-in-the-dark/LED light-up novelty items are covered under the State Fair's Novelty Agreement as exclusive items for sale by that contractor only. These items may not be sold, used as giveaways or promotions or used as signage or decorations by any commercial exhibitor, sponsor or participant in the Fair.

Product List / Menu

If an agreement is issued, only those items listed on the contract or approved menu may be sold. Any request to add or change product(s) offered for sell or change menu items must be submitted in writing and receive preapproval. Such preapproval is at the sole discretion of the State Fair.

Product Sales / Restrictions

As a safe and family-friendly event, certain items will not be considered for sale or giveaway, including but not limited to: weapons of any kind, lasers, and products made from endangered animals, pornographic or drug related items, items depicting the confederate flag, adhesive stickers of any kind, etc. In submitting your application, you agree that the State Fair has sole discretion to determine whether an item is considered offensive or in poor taste and to prohibit the sale or display of such items.

Reporting Sales

Per Assembly Bill 1499, effective July 1, 2018, the California Division of Tax and Fee Administration (CDTFA) is requiring vendors who make sales of tangible personal property on a California state-designated fairground to separately state the amount of those sales on their Sales and Use Tax return. **There is no additional tax or fee due on these sales.** For the most up-to-date information regarding this reporting requirement, please reference <http://www.cdtfa.ca.gov/industry/state-fairgrounds.htm> or contact CDTFA directly.

Sponsorship Categories

Sponsorship categories encompass the following fields and/or products and are sold through a third-party contractor, Event Partnership. Mattresses, massage chairs, satellite and cellular services, BBQ, spas, skincare products, mobile tours, and some timeshare models. For sponsorship inquiries please contact Brian Honebein, Event Partnership at (916) 402-8313 or brian@eventpartnership.net

Sub-leasing / Booth Sharing

All exhibitors are strictly prohibited from sub-leasing, assigning or apportioning the whole or any part of their contracted space to any other business or individual.

Other Opportunities at Cal Expo

Cal Expo hosts a hundred events each year, which often include commercial exhibits and concessions. To see which events might be right for you, visit www.CalExpoStateFair.com and check out our calendar of events. In most cases, commercial exhibitors will work directly with the organizer of the event and food concessionaires will work with Cal Expo's exclusive master caterer, Oak View Group Hospitality (OVG), who can be reached at (916) 920-1212.

Cal Expo also enters into contracts annually to support every aspect of the State Fair as well as the maintenance, development and rental of the property during the rest of the year. The California State Contracts Register lists all State contracts open for bid at www.dgs.ca.gov. Please direct questions about Cal Expo contracts for services to our Contracts Office at (916) 274-1009.

Cal Expo also contracts for purchases of items such as office and paper products, printing, hardware, mechanical and motor vehicle parts, and paint and lumber. Certified Small Businesses and Disabled Veteran Business Enterprises are actively supported by Cal Expo..

Again, thank you for your interest in The California State Fair and Cal Expo. We look forward to being of service.



2025

Exhibit Space and
Commercial & Concessions
Rules and Regulations
Handbook

California State Fair

July 11 – 27, 2025

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Important Notice:

All dates, times and prices listed in this handbook are subject to change without notice!

A

Accounting Procedures

We want you to have a successful and lucrative fair as much as you do. If your fee is based on a percentage of gross sales, these are the accounting procedures you will follow to tally your earnings. They are based on good accounting practices that will provide you with accurate information on which to base all your important business management decisions. Should you have any problems adhering to these procedures, or don't understand them, please ask a staff member in the Audits Office located next to the Administration Building for more information.

Failure to comply with these financial reporting procedures will be considered a violation of the Agreement. If the violation is so severe that it must be dealt with immediately, State Fair management will be called upon to review the problem and come up with a solution. Violations will be taken into consideration when reviewing applications for future State Fairs or may result in immediate cessation of the right and privilege to do business with the State Fair.

Cash Registers

All sales must be recorded by use of an approved cash register or accounting system. So that accurate records can be kept. Each cash register must have the following:

- Dual Tape/Readable tape (customer must be offered a receipt)
- Customer Display (pivot display suggested)
- Continues grand total
- Cumulative "Z" counter
- "X" Readings
- 30-day back up battery
- "Current" printed date on detail tape
- Key protector
- Price Look Up (PLU) or present keys

Commission Payment Formula

All food concessionaires and certain commercial exhibitors pay for their space by a percentage rent formula based on a Gross Sales Formula. The percentage rent as stated in your contract is applied to this amount.

Gross Sales receipts ÷ 1.0875(sales tax) or current rate = Net Sales Total
Net Sales total
x Commissions % = Total Commission Due

Total Commission Due - Scrip = Net Commission Due

"Gross Sales receipts" means all monies, Scrip, paid or payable to you for sales made or services rendered at or from the premises, or from any other source related directly or indirectly to operations under the Agreement, whether collected or uncollected, whether for cash or credit, it being understood that the term "gross receipts" shall include sales tax.

Daily Sales Reports

Under the Agreement, you are required to maintain a daily record of all gross receipts derived from your operation. This record is to be available to the State Fair at any time during the State Fair and for the three following years. Daily sales report forms will be provided at check-in. Daily "Z" reports will be required that give a breakdown and accounting of all sales activity for each day. Please check the status of the receipt and journal tapes prior to a "Z" out to make sure you do not lose any daily sales information due to lack of register tape. Attach the "Z" tape to the daily sales report so the State Fair staff can double-check your figures. When changing journal tapes, the used tape must be kept on grounds during the entire State Fair.

Turn in the previous day's daily sales report at the Audits Office, between 12:00PM and 3:00PM Monday through Thursday, and between 8:00 AM and 11:00 AM Friday through Sunday. Only complete daily sales reports will be accepted, please allow enough time so that any questions concerning sales sheets or other issues can be addressed.

We will maintain a continuous running total of your sales, which you are welcome to review at any time. Just ask at the Audits Office. Any "Z" tapes not picked up after final settle-up will be destroyed 10 days after the last day of the State Fair.

Paydays

Settlement of daily sales reports for Exhibitors/Concessionaires on a percentage will take place two times during the State Fair. Exhibitors/Concessionaires on a percentage will be required to pay on the following two dates:

- Monday, July 21, 2025, 12:00 PM to 4:00 PM
- Sunday, July 27, 2025, 11:00 PM to Monday, July 28, 2:00 AM

All commission payments must be paid with check only. Scrip money is to be turned in daily with your Z tapes.

Any remaining payments/fees for Exhibitors/Concessionaires on a percentage, less sales tax, are due and payable to the State Fair Monday, July 28, 2025, 9:00 AM to 11:00 AM. Any scrip not turned in by Monday, July 28 at 11:00 AM will **not** be credited.

Register Tagging

State Fair Auditors will check each stand/booth to record the model numbers and serial numbers for all cash registers, including backup registers. Once it is approved for use, each register will get its own register tag. Register tagging will be Tuesday, July 8, through Thursday, July 10, 8AM - 5PM. Opening "Z" readings will be required at that time. Please be aware that registers cannot be used for sales until they have been tagged and the information has been recorded. If your stand opens prior to Opening Day you will need to notify the Audits Office to make an appointment for your registers to be tagged ahead of schedule. The phone number will be provided in your check-in packet.

Register Tapes

Under the Agreement, all cash register tapes documenting your sales are to be turned over to the State Fair daily. For the purpose of maintaining an accurate audit trail, all cash register tapes need to be identified by the State Fair register tag number, name of exhibit/stand, space number and date.

Scrip Money

All Concessionaires **will** accept Scrip money for face value. Scrip money **requires** change and is valued in \$5.00 increments. Scrip money is turned in daily with your Z tapes. Any scrip not turned in by Monday, July 28 at 11:00 AM will **not** be credited.

Americans with Disabilities Act - ADA

You must comply with the Americans with Disabilities Act ("ADA") of 1990 as amended, (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.

Admission Credentials - See the **2025 Commercial Admission Credential Request Form** for pricing.

Commercial Exhibitors

Commercial Exhibitor credentials and any additional pre-purchased admission and/or parking credentials will be available (in your move in packet) beginning Tuesday, July 8, 2025 at 9:00 AM in the Commercial Exhibits Office in Building C.

Concessionaires

Concessionaire admission credentials and any pre-purchased parking credentials will be available (in your move in packet) beginning Thursday, July 3, 2025 at 10:00 AM in the Administration building. Credentials will not be available for pickup on July 4 due to the holiday.

Purchasing Admission and Parking Credentials

To receive credentials in your move-in packet, return the Admission Credential Request Form and payment on or before June 13, 2025. If the form is received after June 13 or no payment is included, you will need to obtain the Credential Purchase Authorization Form from the Commercial Exhibits Office in Building C. The Commercial Exhibits Office opens at 9:00 AM on Tuesday, July 8, 2024. The authorization form is required by the Box Office for you to be able to purchase credentials at a reduced rate. **Do not go to the Box Office until you have this authorization form.** The Box Office is located outside of the Main Gate.

IMPORTANT:

Any attempt to sell, exchange, barter or giveaway to fairgoers any credentials issued by the State Fair 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 State Fairs. If you are staying in the RV Park you will need admission credentials.

Advertising

In order to retain consistency and “fairness at the State 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 State Fair cannot be used on any marketing materials such as advertisements, promotions or forms without written consent from the State Fair Marketing Department.

Agreements

Your Agreement (contract) is reviewed and acted upon in the best interest of the State Fair on an annual basis. Please be aware that this handbook, the 2025 Commercial & Concessions Rules and Regulations Handbook, is made a part of your Agreement, which you and your staff agree to abide by when you sign and return your Agreement.

Alcohol

Unless you have a current license authorizing the sale of alcohol and have been approved by the State Fair to conduct limited sales, you cannot 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.

Audits

Throughout the State Fair, auditors will do spot audits which will test any or all of the following: use of P.L.U. registers, starting cash, paid out receipts, money drops, over rings, daily sales, and all other transactions which denote appropriate cash control systems. If a spot check or spot audit turns up financial discrepancies you will be notified with a written violation. Failure to cease the discrepancies and correct them will result in a fine or other appropriate action by the State Fair management. This may include an order to discontinue operations and vacate the premises.

Audits Office

The Audits office is located in the trailer on the southeast side of the Administration Building.

B

Booth Rules

All persons, groups, and firms desiring to participate in the sale or distribution of any merchandise, including printed or written material, must do so in an authorized licensed fixed location on the fairgrounds. State Fair management reserves the right to designate all fixed locations on the fairgrounds. **All business dealings are to be conducted within the space designated by your Agreement.** Failure to do so will be grounds for revocation of your license.

Also, all indoor and outdoor booths must conform to the **Exhibit Design and Presentation** guidelines outlined in this handbook. Failure to do so will be grounds for revocation of your license.

Box Office

The Box Office is located at the Main Gate. Contact the Box Office at (916) 263-3049.

Building C Office

The Commercial and Concessions Office located in building C will be open 30 minutes prior and close 30 minutes after Fair hours. The Commercial and Concessions Office staff will be able to provide you with a Credential Purchase Authorization Form for purchasing at the Box Office located at the Main Gate.

Services

The Commercial and Concessions Office will be open to make copies and send/receive faxes during regular business hours, depending on staff availability. Cash payment is due at the time of service. The maximum number of copies we can make is 99.

<u>Copies</u>	<u>Faxes</u>	<u>Sending</u>	<u>Receiving</u>
8.5 x 11 – single sided copy only - \$0.25 page	First Page	\$2.00	\$1.00
8.5 x 11 – Double sided copy - \$0.50 page	Additional Pages	\$1.00	\$0.50

Phone Messages

All phone messages taken at the Commercial & Concessions Office in Building C will be posted on the Exhibitor/Concessionaire Bulletin Board. Paging for incoming callers is not available.

Building Temperatures

Building temperatures will be kept at one setting for the entire duration of the Fair, so please dress accordingly.

C

California Department of Tax and Fee Administration

All Exhibitors/Concessionaires must file for a California State Seller's Permit number; even if you only take leads for future business while at the State Fair and do not sell a physical product on Cal Expo grounds. Prior to loading in or setting up, a copy of your seller's permit and the Swap Meets, Flea Markets or Special Events Certification form must be on file with the State Fair Commercial & Concessions Office. For information and seller's permit applications call the California Department of Tax & Fee Administration at (800) 400-7115. Their website is <https://www.cdfta.ca.gov/>.

Carbonated Soft Drinks, Bottled Water, and Ice

The State Fair has an exclusive sponsorship with PepsiCo for soft drinks, and bottled water. Therefore, all carbonated and non-carbonated beverages, energy drinks, and water must be purchased from PepsiCo.

Ice & Ice Merchandisers

There will be an option for ice and ice merchandisers for the 2025 State Fair. To order an ice merchandiser, contact the California State Fair Concessions Office for further information. All vendors who do not have their own ice machine must purchase ice from our onsite ice vendor, **Folsom Ice**.

Email: folsomice@aol.com **Phone Numbers:** **Jonathan:** 916-597-8540 **Scott:** 916-337-7455 **Malachi:** 916-380-7634

Working Merchandisers – ** Price TBD **

These are refrigerated storage merchandisers with solid doors and require 110 VAC power with at least a 12-amp circuit. All equipment used to dispense carbonated beverages or ice merchandisers must have the appropriate sponsor product labeling or no labeling. Competing brand signage is not allowed.

Cleanliness

The State Fair furnishes janitorial service for aisles in the buildings and areas used by the public, it is up to you to keep your booth or stand clean and clear of debris. Please use trash bins behind or near concession stands for your garbage; the 55-gallon trash 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. Be aware that the green bins in the garbage compounds are for comingled recycling. These bins are appropriate places for paper, cans, bottles, plastic, and other recyclable materials.

Customer Returns

All Vendor Return Policies must be clearly posted in your booth. Guests that need to return to the Fairgrounds to return items purchased at the State Fair may do so by making arrangements through the Commercial & Concessions Office. The Commercial & Concessions staff will make the necessary admission and parking arrangements to ensure that the fairgoer is allowed re-entry at no personal cost. Any costs associated with admittance and parking may be charged back to the Exhibitor. **Do not use your admission credentials for customer returns.**

Cutlery Sales

All cutlery must be displayed behind or under plexi-glass and not be accessible to the public. All cutlery products sold must be shipped to the customer or be sent to Will Call outside the Main Gate for pickup.

D

Damages

You agree to promptly reimburse and pay the State Fair for any damages to State Fair property or equipment that you, your employees or your agents cause during the term of your Agreement.

Deliveries

Deliveries to your booth or stand can be made up to one hour prior to the State Fair opening, however all vehicles must be off public grounds 30 minutes prior to Fair opening. Deliveries must be made using the service roads, service gates and service doors designated by the State Fair. Golf carts and all other vehicles must use perimeter service roads and are not allowed on the fairgrounds at any time during public hours. Violations may result in a ticket and/or confiscation of the golf cart. During State Fair hours you must use handcarts to transport items from the service roads, parking areas or public lots to your location. See the Cart Route Map on our website for details.

Drawings/Raffles

Your drawing slips may only ask for name, address, phone number or other appropriate demographic questions. 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 with no admission charge.)

All approved drawings must be held no later than Sunday, July 27 at 10:00 PM. Holding your drawing after this deadline makes it invalid and may affect your ability to hold drawings/raffles at future 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 should be made available to the State Fair upon request, is to be used strictly by you and is not to be sold or given to another company or individual except for the 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.

E

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 changed or increased, an additional electrical fee will be charged. Each indoor exhibitor who requires electricity above and beyond the 110 volt, 500 watts provided for each 10'x10' space will be assessed the appropriate additional electrical fee plus a 20% facility utility surcharge paid directly to the show decorator (Sacramento Stage Lighting). A flat fee will be charged per outdoor exhibit, 110 volt, 500 watts, unless otherwise indicated. See Commercial or Concessions applications for fee table.

Electrical Guidelines:

- All cords 70 Amps and less must have plugs.
- 220 volt cords must be #6/4 gauge or heavier wire with NEMA Plug #14-50P.
- 110 volt cords must be #12/3 gauge or heavier wire with NEMA Plug #5-15P.
- Electrical appliances such as fans, computers, coffee makers, microwave ovens and televisions that are for the convenience of the Exhibitor/Concessionaire 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.

- Use of butane in any building is prohibited.
- All connections to State Fair electrical lines must be made by State Fair personnel.
- Plugs, extension cords, cord caps, electrical motors or other electrical equipment 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 State Fair is not responsible for any loss arising from the Exhibitor/Concessionaire's use of premises nor for loss or damages resulting from power interruptions and utility failures. If you have a mobile food stand, you are required to have 50 feet of correctly sized cord and the appropriate cord cap to connect the stand. If you have a stock truck, you are required to have 100 feet of correctly sized cord and correct cord cap. Should you arrive at the area with the wrong sized cords or incorrect cord caps, there may be a delay in getting electrical service. If you require electrical service in excess of 50 amps, you must have a cord that is large enough to carry requested amperage. **You must identify/tag all power cords/hoses for each stand. Please print stand name and stand number on each tag.**

Employer Guidelines

State Fair is an equal opportunity employer and we expect all our exhibitors and concessionaires to follow the same guidelines. We also strive to maintain a quality professional atmosphere, so all employees must be properly and tastefully clothed and conduct themselves in a professional and courteous manner at all times. Each exhibitor and concessionaire are 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 (916)323-4920 or (916) 464-7000 or visit their website at www.dir.ca.gov/

Employment Development Department (EDD)

If you have any questions, you can contact EDD for more information. Please visit their website at www.edd.ca.gov. Cal Expo's Personnel Office also collects many applications from May to August. If you are interested in viewing these applications, contact the Commercial & Concessions Office.

Megan's Law

You will need to complete the Megan's Law Form, which requires a list of all owners, managers, volunteers and employees in your exhibit/food operation who will have access to the grounds during or prior to the State Fair. This form must be submitted by the due date on your contract, and a revised list must be submitted by June 13, 2025, if necessary. All names will be checked against the Megan's Law Sex Offenders CD-ROM.

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.

Environmental Protection (Storm Water Management Plan)

Cal Expo is required to manage flows of water and pollutants into the storm drain systems. For this reason, the following polices have been adopted.

- Minimize water flowing into Storm Drains.
- Holding tank discharge, mop water, ice machine waste water, refrigeration condensate, liquid food and beverage waste, watering trough discharge, water used for games and carnival style rides shall be captured and discharged to sanitary sewer.
- Washing of food stands and equipment upon initial arrival shall be done at elevated wash area 300 ft. west of Gate 3 or in designated areas in Lot A.

- Wash food concession and vendor areas only as necessary to maintain sanitary conditions during the run of the fair.
- Fix or contain any source of leaking material. (This includes leaking hose that contains potable water.)
- Do what is necessary to eliminate or at least minimize any dry weather flows of liquid into the storm drain system.
- Chemical Handling and Storage
- Chemical containers should be covered or sealed at all times.
- Chemical containers need to have a secondary containment. It can be as simple as a trash bag lined cardboard box.
- Decrease the number of chemicals and cleaning agents and substitute less toxic materials whenever possible.
- Clean up chemical spills quickly and notify Cal Expo Staff as soon as possible.
- If you bring any chemicals to Cal Expo please remove them when you leave.

Evaluations

The State Fair always strives to produce a quality, attractive and family-oriented event. With this in mind, all booths and stands will be photographed and may be evaluated and/or audited during the State Fair. Evaluations are based on the general appearance of the booth, management practices, personnel and compliance with the rules and regulations outlined in this handbook. Please make sure your employees know how important these evaluations are for your future participation at the State Fairs.

Commercial Exhibitor

Evaluations will be based on the following, but are not limited to:

- Customer Service
- Professional display
- Company name and booth number displayed in booth
- Paperwork and payments completed in a timely manner
- Operation confined to assigned policy
- Posted notice of exchange/refund policy
- Posted & Signed Cal Fire Special Events Form
- Conduct of exhibitor and personnel
- Appropriate attire of personnel, staff cleanliness
- Noise level and microphone and amplification devices
- Observation of hours of operation
- Sale and display of approved items only
- Use of professional display furniture

Concessionaire and Certain Commercial Exhibitor

Evaluations will be based on the following, but are not limited to:

- Customer service
- Appropriate cash control systems, P.L.U. registers
- Posted & Signed Cal Fire Special Events Form
- Posting of microwave warning sign
- Observation of hours of operation
- Compliance with recycling regulations
- Appropriate attire of personnel, staff cleanliness
- Proper clean-up and disposal of waste products and grease
- Professional menu posted with prices
- Sampling only of approved products
- Observation and compliance with state and local health and safety codes, and the laws of the federal, state, and local governments

Exhibit Design and Presentation

We've established design and presentation parameters that create a festive yet professional atmosphere for our fairgoers. Your adherence to these guidelines is vital to the continued high-quality environment of the State Fair. Your exhibit design must match the approved application and photographs that you submitted to the State Fair. We cannot allow you to make any alterations, improvements or permanently affix any personal property to the premises. Under no circumstances are you to paint, remodel or renovate the area without the approval of the State Fair.

Booths

All in-line and corner booths will be finished with back draping and three-foot side drapes. Side partitions and display materials are not to exceed four feet in height for a distance of five-feet back from the aisle. No part of the exhibit or merchandise shall extend beyond the step-down design or block the view to adjacent displays. Equipment such as carpet, tables and chairs in the booth is the responsibility of the exhibitor and **booth numbers must remain in view at all times**. Seating and tables may be required by any stand that is serving food on dinner plates. No part of your display may extend outside of your contracted space. You may not have any unfinished walls exposed to public view. All backstock/storage items must be hidden from public view within your contracted space.

Exhibit Height

Indoor back drape height is 8 feet. Outdoor booths must not exceed 12 feet in height. Any part of your exhibit, including signs, may not exceed the height of the back drapes. The only portion of the exhibit that may exceed the height of the back drape (8 feet) must be an actual product that you are selling such as flagpoles, ladders or very tall plants.

Rain Rules

Should there be periods of rain, all outside stands and booths may cover up to protect merchandise. Once the rain stops you will need to immediately remove the covers and re-open for business for the remainder of the day.

Screens

Your booth or stand must have visual screening to hide approved service and storage areas from public view. You must provide your own screens that are designed to look like the booth, food stand or trailer with similar artwork and colors. They must be big enough to completely surround the entire back service and storage area of the booth, stand or trailer. All trailers must have proper skirting around the perimeter to hide the under carriage, wheels or chassis and trailer hitch.

Signage

Large inflatable balloons with your company's name/logo will not be allowed unless authorized in writing by the State Fair. **Handmade or other non-professional signs, signs on cardboard or paper and unfinished signs exposed to public view are not allowed.** Unless given written permission prior to Opening Day, the State Fair will not permit any sign, banner or plywood cutouts placed over the top of a food stand, trailer, or outdoor exhibit and no signs are to extend over the height of the indoor back drape, which is 8 feet. Absolutely no signage is allowed on the top of your booth or tent/canopy. Signs placed on tents or canopies cannot be any higher than the bottom of the upper-most portion of the tent or canopy. The State Fair reserves the right to move, remove or relocate any sign deemed necessary.

Sound Devices

All sound producing devices such as radios, televisions, microphones, stereos and public address systems are subject to the approval of the State Fair and will be controlled so they do not interfere with the public or your neighboring exhibitors and concessionaires. All speakers must be in the rear of the booth or stand pointing down towards the ground and the microphone must remain at the level designated by the State Fair. If interference exists or persists, the State Fair reserves the right to revoke your privilege of using any sound devices at any time. You must submit a request to use listed above items to the Commercial & Concessions office for approval prior to use. **Bull horns are not allowed.**

Tents

Outdoor commercial exhibitor spaces include a tent which is included in the rental rate as outlined on the commercial exhibitor application; "Pop-up" and "E-Z up" tents are not allowed. If you are a concessionaire, tents are not allowed. No tents, canopies, awnings or umbrellas are allowed in any area of the grounds or, buildings without prior approval of management. Tent structures are not allowed for food service.

F

Fees and Payments

Late Fees

\$100.00 Late Fee is due with contract, payment, or required paperwork which includes forms and acceptable proof of insurance that is received or postmarked after June 30, 2025.

All payments made after June 30, 2025 must be paid by credit card, cash, money order or cashier's check. All credit card transactions will include a 3% transaction fee.

Fire Marshal Regulations

The State Fire Marshal (SFM) has jurisdiction at the Cal Expo facility. The following guidelines are provided as an overview for your convenience. All regulations are not listed below. For a complete listing of applicable SFM regulations visit their website at www.osfm.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.
- The Fire Life & Safety tri-fold must be signed and posted at all times in public view.
- 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, including Christmas trees, that would tend to increase the fire and panic hazard must be made from nonflammable 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 is subject to approval by SFM.
- Cooking performed by a commercial exhibitor may be allowed only in approved locations with approved equipment. Prior approval by SFM is required.
- 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
- All concession stands must have an approved fire extinguisher with a minimum rating of 10-BC. All portable fire extinguishers must be serviced annually by a licensed California Fire Extinguisher company.
- 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 is subject to approval by both the California State Fair and SFM.
- All tents, awnings and other fabric-covered enclosures 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.
- No Canopies are allowed inside the buildings.
- All tents occupied by 1 or more people must bear the seal of the SFM.
- No smoking is allowed in the tent. NO SMOKING 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.

Fire Marshal Inspections

- The Fire Marshal Deputies will do a pre-opening check on Thursday, July 10. Please ensure your booth/stand is ready and The Fire & Life Safety Tri-fold is signed and posted in public view to be reviewed at this time. The Fire Marshal Deputies will return the following day prior to Fair opening for rechecks.
- Any additional rechecks of your stand or issues that require a Fire Marshal Deputy to come out and resolve may result in the Exhibitor being charged with the associated fee.

First Amendment Expression Guidelines

If you wish to participate in a public forum and be a part of Cal Expo's "Freedom of Expression Zone", please follow the guidelines <https://CalExpoStateFair.com/general-information/free-speech/> for complete information related to this process.

Forklifts

If you need a forklift, you will need to make arrangements on your own as the State Fair does not provide forklift equipment.

Future Delivery of Merchandise

If you intend to take money or the equivalent for goods or services to be delivered at a future date you must post the following notice in a prominent location: "The California Exposition & State Fair does not guarantee future delivery of any item or return of any deposits."

G

Garbage

Use bins behind or near concession stands or buildings for your trash. Please break down boxes and stack next to trash bins. Use trash bins instead of barrels; the 55-gallon trash barrels are for public use only. Be aware that the green bins in the garbage compounds are for comingled recycling. These bins are appropriate places for paper, cans, bottles, plastic, and other recyclable materials. 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 have other recycling needs feel free to call our recycling specialist at (916) 263-3654

Golf Carts and Scooters

Before you can bring a cart onto the grounds for use on perimeter service roads, you must complete an application at the Commercial & Concessions Office located in the Administration Building. You must affix the golf cart permit to the front of your cart prior to use so that it is easily visible. All non-current permits must be removed or covered. Any cart without a permit may be removed from the grounds and stored at owner's expense. See the 2025 Golf Cart Request Form for the golf cart permit fee. Golf carts are not allowed on the fairgrounds at any time during public hours. You will need to use the perimeter service roads outlined on the Cart Route Map when driving your golf cart and any other vehicles. The Golf Cart Map can be found on our website www.CalExpoStateFair.com

To ensure a safe fairground for the public and all employees, the following safety guidelines apply to all electric and gas golf carts and scooters:

- Carts are to be driven safely and at a reasonable speed at all times. Please obey all posted speed limits.
- Open alcoholic beverage containers are not allowed on any cart.
- Drivers are not to be under the influence of drugs or alcohol.
- Pedestrians always have the right-of-way over carts. Drivers are to be courteous and patient.
- Only licensed drivers listed on the cart application are permitted to drive a cart.
- Carts are never to be driven inside any Cal Expo building.
- All cart users must abide by all instructions from the State Fair management regarding cart usage on the grounds.

Failure to abide by any of the above rules will result in removal of the cart credential for the remainder of the State Fair and may result in a ticket or confiscation of the golf cart. Any cart that is deemed unsafe for any reason by the State Fair must be repaired or removed from the grounds. If the unsafe cart is not removed, it will be impounded by the State Fair for the duration of the Fair.

Government Regulations

Your exhibit or concession must be conducted in a manner that strictly conforms with all applicable:

- Laws of federal, state and local authorities
- Public safety and fire regulations
- Rules and regulations of state and local authorities, including but not limited to health, copyrights, patents, trade names, and trade marks

You are required to pay all required requested deposits, fees and taxes, including possessory interest tax, which may be levied by the City or County of Sacramento. You must also obtain all licenses applicable to the operation of your exhibit, and are responsible for any other city, county and state permits and licenses required by law. For more information from the City of Sacramento please call 916-264-8500 or visit their website www.cityofsacramento.org. For more information from the County of Sacramento please visit their website www.saccounty.net

Gratuities (tips/donations)

If any State Fair employees or officers ask you for free gifts or services such as money, food, merchandise or free rides, **report it to the Commercial & Concessions Manager immediately**. In return, you should also not offer gratuities of any nature to State Fair employees or officers. Further, you are not allowed to solicit gratuities, tips or donations from fairgoers.

Grease Bins – Gray Water

Use grease containers for all cooking oil. If the grease bin is full, find the next closest available grease bin. Do not place grease in cardboard boxes near dumpsites. Do not pour grease into drains. Notify the Commercial & Concessions Office at (916) 263-3155 if a grease bin is full. Gray water cannot be dumped in storm drains, flower planters or restrooms. Only dump gray water into sewer drains. Violators may be fined and charged for cleanup.

H

Health Department

If you are selling or handing out samples of prepared or pre-packaged food products you must follow all guidelines outlined in this book as well as those set by any governing agencies. For more information on Health Department requirements Contact the County of Sacramento Environmental Management Department at (916) 875-8484 or www.emd.saccounty.net.

Drink Refills

Please observe the proper procedure for drink refills:

- The customer holds the top and straw, and hands the container to the concessionaire.
- The concessionaire refills the container and hands it back to the customer.
- The concessionaire must never use the customer's container to scoop ice; always use the ice scoop.

Food Safety Certification

Being Food Safety Certified means you or at least one of your employees has taken and passed an approved food safety manager's certification class and possesses a valid certificate in food safety, this person is responsible for training all staff about food safety practices. State Fair requires that at least one owner/manager of each food concession have a food safety manager's certificate from an approved program. If your trained staff member should leave, you have 60 days to certify another staff member. If you sell only pre-packaged food or beverages such as dried fruit, nuts, jerky and bottled or canned beverages you are not required to be certified. Certificates are valid for five years from the date of issuance. Certificates must be renewed prior to expiration and a new copy submitted to the Commercial & Concessions Office. Certified food safety testing providers:

- California Restaurant Association (800) 765-4842
- National Restaurant Association (800) 424-5156

Additional testing providers can be found at the Sacramento County Environmental Management Department's website, www.emd.saccounty.net.

Health Inspection Guidelines

All food vendors and commercial vendors sampling food must comply with all health codes set forth by the County of Sacramento Environmental Management Department & Health Division. For more detailed information on how to comply with the food safety laws, please inquire with the department at (916) 875-8484 or www.emd.saccounty.net. Your booth or stand must be staffed at all times and there must be a person of authority, such as an owner or manager, on the premises while the State Fair is open to the public. The health guidelines must be followed at all times and will be part of your health inspection. (Bear in mind your first inspection is your own self inspection.) If you receive any major violations during your initial inspection, you may be subject to additional training. Per State Fair rules, if you are closed any length of time for a major/critical violation on Opening Day, regardless of the time closed, you may be subject to no-return rights for future years.

For specific guidelines on Safe Food Handling, please refer to the State Fair Food Facility Operating Requirements document included in your move-in packet.

Re-Inspections

If your stand receives one or more major violations during your initial Health Department Inspection, your stand may be subject to closure by the State Fair until a re-inspection is made. If you fail to correct the violation upon re-inspection, or are cited for critical violations, you may be closed for the duration of the State Fair, your location may be revoked, and your stand may be removed, per State Fair regulations. Critical violations are those which may compromise public health resulting in food-borne illness if not corrected immediately. You will be charged any re-inspection fees by the State Fair during your scheduled Commission payments.

Safe Food Handling Fees

Safe food handling fees are to be paid directly to the State Fair. We will, in turn, combine all fees and submit them along with one application to the County of Sacramento, Environmental Health Department. This is not a “health permit” fee. Please note that all prepaid vendors must pay this fee, and that veterans’ and non-profits’ exemptions will not be recognized.

Sampling

If you hand out prepared or pre-packaged food samples you will need to pay the appropriate safe food handling fees as outlined. Food samples are limited to “bite size”. Beverage samples are limited to a 2 oz. serving or package. Alcoholic sampling is not allowed. See the State Fair Food Facility Operating Requirements, included in your move-in packet, for sampling requirements.

Self-Inspection

Once you’ve set up your booth or stand, you will need to conduct a Self-Inspection using the form found in your move-in packet. The form must be posted on the wall of the food stand next to the back door by 8:00 AM on Friday, July 11, 2025. Any deficiencies noted on the form should be corrected prior to the Health Inspection.

The Health Inspection Team will be conducting inspections on Opening Day. If no one is in your stand or if the self-inspection form is not completed and posted when the inspectors arrive, you may be charged a re- inspection fee.

Hours of Operation

If the State Fair is open for business, then you’re open for business. That means being ready for customers when the State Fair opens each day and remaining open until the closing times noted below or as long as necessary to serve our fairgoers. However, there are a few exceptions; some concessionaires will have alternate opening hours:

Outdoor stands	Open when State Fair opens until 10:00 PM or as agreed to by State Fair
Livestock stands serving breakfast	Open by 7:00 AM
All other stands serving breakfast	Open one hour before State Fair opens
Indoor booths/stands	Open when State Fair opens until building closes

Indoor Exhibitors must close their booth and be out of the Commercial Exhibits buildings A, B, C and D by 10:30 PM.

State Fair Hours - subject to change

- Monday - Thursday, 4:00 PM - 10:00 PM Midway closes at 11:00 PM
- Friday - Sunday 10:00 AM - 10:00 PM Midway closes at midnight

**Insurance**

Prior to your use of the premises, you must furnish the California State Fair with an original insurance certificate that shows general liability insurance with minimum coverage of \$1,000,000, combined single limit for the full term of the Agreement. Circulators, Simulators and Thrill Rides require \$3,000,000 minimum coverage. If you are sampling or selling consumable products you must also provide product liability with minimum coverage of \$1,000,000, combined single limit for the full term of the Agreement.

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

- **The State of California, California Exposition & State Fair, its agents, officers, directors, and employees are included as additional insured insofar as the operations under this contract are concerned.**
- The insurer will not cancel or reduce the insured’s coverage without 30 days prior written notice to State.
- The State 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 (1600 Exposition Blvd, Sacramento, CA 95815) 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, it is available through the Haas & Wilkerson Insurance Company. Please contact the Commercial & Concessions Office at (916) 263-3155 for more information and pricing.

Workers' Compensation Insurance

Pursuant to section 3700 of the California Labor Code, each concessionaire/commercial exhibitor must have on file and in their assigned space a Certificate of Workers Compensation Insurance or Certificate of Self-Insurance from the Director of Industrial Relations. For more information, contact the Department of Industrial Relations at (916) 464-7000 or (916) 323-4920 or www.dir.ca.gov.

J

Janitorial Services

The State Fair provides 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.

L

Labor & Materials

If you need any labor or materials that are to be furnished by the State Fair, you must submit your request in writing to the Commercial & Concessions Office. Once approved, the work will be furnished on a reimbursable basis. We will submit an invoice that is payable within 10 calendar days or prior to vacating the premises, whichever comes first.

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

Load-in & Load-out - Commercial Exhibitors & Concessionaires

Load-in and Set-up - Commercial Exhibitors

To ensure everything runs smoothly, please adhere to the following guidelines:

- Enter/Exit through Gate 12 at Ethan Way & Hurley Way only.
- Credential packets may be picked up in the Commercial Exhibits Office in Building C starting on Tuesday, July 8 at 9:00 AM.
- 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, licenses, and other paperwork set forth in the Agreement are on file with the Commercial & Concessions Office. An Agreement may be terminated if any one of these requirements is not properly fulfilled prior to load-in and set-up.

Commercial Exhibitor Set-up Hours – subject to change Buildings A/B/C/D:

- Tuesday, July 8, 2025 9:00 AM - 7:00 PM
- Wednesday, July 9, 2025 9:00 AM - 7:00 PM
- Thursday, July 10, 2025 9:00 AM - 9:00 PM

Load-in and Set-up Concessionaires

To ensure everything runs smoothly, please adhere to the following guidelines:

- Upon arrival, park in Lot D and check-in with the Expo Events office located in the Administration building.
- Credential packets may be picked up starting on Thursday, July 3rd at 10:00 AM in the Administration building.
- The Office of Commercial and Concessions will be closed to business on July 4, 2025.
- 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, licenses, and other paperwork set forth in the Agreement are on file with the Commercial & Concessions Office. An Agreement may be terminated if any one of these requirements is not properly fulfilled prior to load-in and set-up.
- Your stand must be physically in place by Thursday, July 10, 2025 at 4:00 PM

Concessionaire Set-up Hours

- Friday, July 3 – Thursday, July 10 from 8:00 AM - 5:00 PM; Closed July 4, 2025

Commercial Exhibitors Load-out Procedures – subject to change Buildings A/B/C/D

Your exhibit(s) must be completely dismantled and removed by 5:00 PM on Monday, July 28. All boxes, crates, packing materials, exhibit materials, debris and anything used in connection with the exhibit must be removed. You agree that any items left past the deadline become the property of the California State Fair and that we have the right to sell, dispose or remove these items at our discretion. However, you will be responsible for costs incurred to remove any items that require special handling. If your site requires cleaning or repairs, you will be billed accordingly. After the Fair officially closes at 10:00 PM you may use a handcart to dismantle or remove your booth while waiting for vehicles to be allowed on grounds. You will not be allowed to bring any vehicles onto the grounds until the Commercial & Concessions Office has given approval. Please be aware that this may occur well after midnight on Sunday, July 27th. If your exhibit is indoors, buildings will open at 8:00 AM on Monday, July 28.

Concessionaires Load-Out Procedures

Before you leave, please be sure that your concession area is in the same condition it was in upon arrival. It must be clean, grease must be placed in the appropriate containers and all waste removed or deposited in the proper locations by 5:00 PM on Wednesday, July 30. You agree that any items left after this deadline become the property of the State Fair which has the right to sell, dispose, or remove any items left on the grounds. However, you will be responsible for costs incurred to remove any items that require special handling. If your site requires cleaning or repairs you will be billed accordingly. After the Fair officially closes at 10:00 PM you may use a handcart to dismantle or remove your booth while waiting for vehicles to be allowed on grounds. You will not be allowed to bring any vehicles onto the grounds until the Commercial & Concessions Office has given approval. Please be aware that this may occur well after midnight on Sunday, July 27th. If your concession is indoors, buildings will open at 8:00 AM on Monday, July 28th.

Lodging

Cal Expo has partnerships with several area hotels. For a complete listing see the Hotel Accommodations under the General Information header on the www.CalExpoStateFair.com website.

M

Maintenance

You are responsible for the service, maintenance, landscaping and repairing of your contracted space. If you wish to paint, remodel or renovate your area in any way you must get prior written approval from the State Fair.

Menus & Pricing

If your operation requires a menu, it must be easily visible and readable from the front of your stand. Menus must be printed and professional in appearance. **Hand written menus or taped over prices are not allowed.** You must also visibly display any special promotion(s) and Health Department signs required or distributed by the State Fair. All menus must be submitted with your application. Should you wish to change your menu, all changes must be submitted in writing, be justified and pre-approved by the Commercial & Concessions Manager before you can change your menu. Each menu must include a list of items for sale and their prices, plus the current California State Sales Tax. Soft drinks will comply with standard portions as approved by the Fair. If we determine that any price or portion appears inadequate or unreasonable, you will be advised and given the opportunity to justify the prices and portions, subject to approval. Menus will be reviewed during the State Fair and compared to the approved menu. Any discrepancies will be brought to the stand owner’s attention for immediate correction.

Merchandise

Because we want all of our exhibitors and concessionaires to have a successful and lucrative fair, 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, colored postcards or souvenirs, tee shirts, photo buttons, plush animals, badges, canes, whistles, beach balls, small plastic toys, inflatables, patches, bumper stickers, decals, hats, sunglasses and any other item that could create the aforementioned unfair competition. You are not allowed to sell, give away or display any items not specified in your Agreement. It is also very important for us to keep a diverse mix of products in the Fair. Layout changes may result in your number of stands or booths being reduced.

Product Exclusivity

Commercial exhibitors will not be granted exclusive rights to exhibit, promote, demonstrate and/or sell products or services; unless such exclusive rights were granted through a specialized contracting process - such as major sponsorships or competitive bidding.

Items including but not limited to, balloons (any size), inflatable toys, bubble machines/blowers, animal hoods/hats, light-up party hats, stickers, and glow-in-the-dark/LED light-up novelty items are covered under the State Fair's Novelty Agreement as exclusive items for sale by that contractor only. These items may not be sold, used as giveaways or promotions or used as signage or decorations by any commercial exhibitor, sponsor or participant in the Fair.

Motorized Vehicles

Any motorized vehicle that is part of your display must be approved by the State Fair in advance and remain in place during the entire 17-day run of the Fair. If you are exhibiting vehicles powered by internal combustion gasoline engines inside buildings, please follow these guidelines:

- Gasoline must be drained from the tank allowing only enough fuel to enable the vehicle to drive in and out of the building.
- To deter removal, the gas cap must be taped in place.
- A non-combustible drip pan must be placed under the vehicle.
- The battery(s) must be disconnected with the battery terminals taped with electrical tape.
- Vehicles must be available for inspection by the State Fair management and the State Fire Marshal.

O

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 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, or any items displaying the Confederate flag.

P

Parking Credentials - See the 2025 Parking Credential Request Form for pricing.

If you have rented an RV space in Lot 16 you can also purchase a Stock Truck pass and/or a vehicle pass for that lot if space is available. Daily and seasonal exhibitor parking credentials are available. These credentials allow parking in all public lots on weekdays and auxiliary lots on the weekends. Any vehicles, including trailers, parked on the Cal Expo facility without appropriate parking credential will be towed at owner's expense. Overnight parking is forbidden in all public lots.

Levee Parking Credential

A Parking representative must (no exception) measure your vehicle to insure it will fit before a space will be assigned. Once your vehicle is measured the Box Office representative will issue a space number and place the permit sticker in

your vehicle. The vehicle that is measured is the only vehicle allowed in your space. If you park in a levee space without the appropriate credential your vehicle will be towed at your expense. Vehicles may be measured starting on July 5.

Please note that there are no refunds or exchanges on any parking credentials.

California Exposition & State Fair Policies

You must comply with all policies of the California Exposition & State Fair.

Power Conservation

Power conservation is mandatory and State Fair staff will be monitoring everyone for compliance. Violators will have their power cords disconnected, so please be sure you follow these guidelines:

- All lights and other non-essential equipment must be turned off when the State Fair closes each day.
- Outside lights must remain off until 7:00 PM nightly.
- Only one hot tub or spa will be allowed to be heat water with land power.
- You may be asked to disconnect all miscellaneous electrical appliances such as fans, computers, coffee makers, microwave ovens, television and radios.

Premium Space

The maximum number of indoor commercial space available for rent at the standard rate is one 10 x 30 or three 10 x 10s. Any 10 x 10 space requested above the maximum space is considered premium space. Premium space is sold at the standard 10 x 10 booth space + \$5,000.

Propane

State Fair does not provide propane service. If you require propane, you will need to make your own arrangements. Propane lines and piping must be approved by the Fair. All gas lines/pipes must have a valve at the entry to the concession and you must turn off the gas supply at closing time each night. All compressed gas cylinders, full or empty, must be secured to prevent tipping or falling over.

R

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 the covers and re-open your operation for the remainder of the day.

Returned Checks

If you write a check that is returned for any reason, your check-writing privileges will be lost and an administrative fee of \$25.00 will be charged.

RV Accommodation

The Cal Expo RV Park features private showers, sewer, 30- & 50-amp electrical services and a laundry room. If you stay in the RV Park this does not mean you have access to the fairgrounds, so please be sure you have the proper admission credentials. Shuttles to the grounds run from 6:30 AM until approximately midnight on weekends. For reservations and rates contact the Cal Expo RV Park at (916) 263-3187 or rvpark@calexpo.com. Limited RV spaces are available in Lot 16 for concessionaires. Contact the Commercial & Concessions Office at (916) 263-3155 for information and reservations.

S

Security

You must not leave your booth or stand 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 from 10:00 PM until buildings open to the public the following day. Valuable items that are easily portable (such as televisions, radios, etc.) should be removed from outdoor booths or properly secured and concealed after closing.

Please note that the 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.

Selection Process

The following is a list of what is considered when your application is reviewed for placement in the State Fair.

Commercial Exhibitors / Concessionaires

Space availability

Value to Fair guests

Uniqueness of product or type of food served

Appearance of booth/stand Prior experience

Evaluations (returning applicants only)

Audit Reports (returning applicants only – only if on percentage)

Paperwork submitted in a timely manner

Product Diversity

The State Fair strives to present a unique and diverse shopping experience. Although there is some duplication, we try to incorporate many new and exciting products for our fair goers. When choosing the product, you would like to sell please keep this in mind.

Product Exclusivity

Commercial exhibitors will not be granted exclusive rights to exhibit, promote, demonstrate and/or sell products or services; unless such exclusive rights were granted through a specialized contracting process - such as major sponsorships or competitive bidding.

Items including but not limited to, balloons (any size), inflatable toys, bubble machines/blowers, animal hoods/hats, light-up party hats, stickers and glow-in-the-dark/LED light-up novelty items are covered under the State Fair's Novelty Agreement as exclusive items for sale by that contractor only. These items may not be sold, used as giveaways or promotions or used as signage or decorations by any commercial exhibitor, sponsor or participant in the Fair.

Product List / Menu

If an agreement is issued, only those items listed on the contract or approved menu may be sold. Any request to add or change product(s) to sell or menu items must be submitted in writing and approved.

Product Sales / Restrictions

Some items that will not be considered for sale/giveaway are, but not limited to: weapons of any kind, lasers, and products made from any endangered animals, pornographic or drug related items, and adhesive stickers of any kind. Management reserves the right to determine whether an item is considered offensive or in poor taste and to prohibit the sale/display of such items.

Sewer Connections

All drain and sewer connections will be done in accordance to the State Fair's policies. All sewer lines have been cleaned and prepared for your connection in advance of your arrival. If your line backs-up we will work with you to assist in the repair. Repeated back-ups may be considered a violation of your Agreement to operate properly and safely.

Shipping

No packages will be accepted by State Fair staff. To be sure your packages get to you all packages must be marked with the following address:

Commercial Exhibitors

- (Exhibitor's Business Name)
- c/o California State Fair
- Commercial Exhibits
- Building _____, Space # _____
- 1600 Exposition Boulevard
- Sacramento, CA 95815

Food Concessionaires

- (Concessionaire's Business Name)
- c/o California State Fair
- Food Concessions
- Stand Name _____, Stand # _____,
- 1600 Exposition Boulevard
- Sacramento, CA 95815

To send out packages, you will need to make arrangements with an off-grounds shipping provider. A flyer with more shipping information will be included in your move-in packet.

Smoking

Cal Expo will provide a smoke-free workplace for all. Government Code 7597 (a) states: "No public employee or member of the public shall smoke any tobacco product inside a public building, or in an outdoor area within 20 feet of a main exit, entrance, or operable window of a public building or in a passenger vehicle. "Tobacco" is defined to include: cigarettes, cigars, pipes, and any other smoking product dip, chew, chewing tobacco, and any other smokeless tobacco product; and nicotine delivery devices, such as e-cigarettes. Designated smoking areas will have signs posted.

Space Location

Fixed locations are assigned on an annual basis. Returning commercial exhibitors and concessionaires may submit a written request for a different location. Should space become available, we will be happy to consider your request. Occasionally we need to move an exhibitor or concessionaire to another location; sometimes this can happen during the State Fair. Should this need arise you will move, at no cost to the State Fair.

Sponsorship Categories

Sponsorship categories encompass the following fields and/or products and are sold through a third-party contractor, Event Partnership. Mattresses, massage chairs, satellite and cellular services, BBQ, spas, skincare products, mobile tours and some timeshare models. For sponsorship inquiries please contact Brian Honebein, Event Partnership at (916) 402-8313 or brian@eventpartnership.net.

Storage

The State Fair does not provide storage, so you will need to make arrangements at your own expense. All excess boxes, cartons, spa covers and/or merchandise must be in an enclosed storage area and out of public view.

Dead Storage

Dead storage for equipment not being used during the State Fair is available. If you have any vehicles, trailers or hitches not needed during the 17-days of the State Fair, they must be stored in dead storage or removed entirely from the grounds. If this equipment is found parked in any other location on the grounds without the appropriate parking credential, it will be towed at the owner's expense. The State Fair assumes no liability for stored equipment.

Trailer/Stand Storage

Trailer/stand storage may be available prior to move-in in Lot 12A, which is the parking lot next to Gate 12. Please call the Commercial & Concessions Office at (916) 263-3155 to schedule.

Sub-Leasing

Your assigned space is for your sole, exclusive and personal use. As such, you are not allowed to sub-lease or allow any person or business to use your contracted space unless granted written permission by the State Fair. If the approved sub-lease is doing business under a fictitious name or as a partnership or corporation, one individual of the business must be designated as the responsible party. This individual is the only one who can conduct business, display, give or receive information at your location.

Sustainable Packaging for the State of California Act of 2018 (SB1335)

The Sustainable Packaging for the State of California Act of 2018 (SB 1335) prohibits state food service facilities (as defined in [statute](#)) from using food service packaging (also defined in statute) that is not identified as reusable,

recyclable, or compostable on CalRecycle's [List of Approved Food Service Packaging](#).

If your state agency has any food service facilities or concessionaires that are subject to SB 1335, please forward this message to the Procurement staff who purchase food service packaging or forward to the Contracts staff who oversee the contracts of the concessionaires operating on state property. Examples of food service packaging products are: bowls, cups, plates, containers, trays.

SB 1335 aims to ensure food service packaging fits into the state's recycling and composting systems, encourage packaging design improvements to protect public health and wildlife, create more takeback and reuse options at state facilities, and reduce contamination in recycling and composting streams.

Food service facilities, such as cafeterias, commissaries, restaurants, delis, stores, shops, markets, or mobile food units, are subject to the law if they:

- operate in a state-owned facility;
- operate on state property; or
- are under contract to provide food service to a state agency.

Exceptions:

- Food service facilities may continue to use any food service packaging items that the facility acquired prior to March 4, 2022.
- The law does not restrict the following items:
 - ceramic, porcelain, glass, and non-foil metal items that are cleaned and reused;
 - straws, lids, plastic bags, and utensils;
 - beverage containers; and
 - packaging of prepackaged, sealed food not prepared by the facility.

Additional information regarding SB 1335 can be found by visiting [CalRecycle's website](#).

If you require any clarification or assistance related to SB 1335, contact CalRecycle at SB1335@CalRecycle.ca.gov. CalRecycle appreciates your attention to this matter and your commitment to fostering environmentally responsible practices within state food service facilities.

U

Uniforms

All employees must be tastefully clothed at all times. While uniforms are not mandatory, they are highly recommended.

V

Violations

If you violate the Agreement, Handbook, California Exposition & State Fair Policies, or any law, regulation, or ordinance, the violation will be considered a material breach of your Agreement.

If you violate any law, regulation, or ordinance or if the violation impacts public safety as determined by State Fair Management, the State Fair may take any or all of the following actions against you:

- Immediately terminate your Agreement.
- Order you to immediately cease operations and vacate the State Fair premises.
- Prohibit you from being an exhibitor in future fairs.
- Impose a fine of up to \$100 to be paid to the State Fair immediately.

- Audit your operations.
- Require you to immediately pay all commission to the State Fair due under your Agreement, if applicable.
- Pursue any other rights or remedies at law and in equity concerning the violations.

For all other violations of the Agreement, Handbook, or California Exposition & State Fair Policies that do not impact public safety or involve a violation of any law, regulation or ordinance, State Fair Management will initially provide a verbal and/or written notice of violation to you and an opportunity to cure the violation within a reasonable amount of time. If you do not cure the violation within the time specified by State Fair Management, you will receive a second notice of violation in writing and will be given a final opportunity to cure the violation within the time frame specified in the second notice of violation. If you do not timely cure the violation as required by the second notice of violation, the State Fair may take any or all of the following actions against you:

- Immediately terminate your Agreement.
- Order you to immediately cease operations and vacate the State Fair premises.
- Prohibit you from being an exhibitor in future fairs.
- Impose a fine of up to \$100 to be paid to the State Fair immediately.
- Audit your operations.
- Require you to immediately pay all commission to the State Fair due under your Agreement, if applicable.
- Pursue any other rights or remedies at law and in equity concerning the violations.

In the event of a termination of the Agreement as a result of any violation, Cal Expo shall be relieved of any further payments, obligations, and/or performances required under the Agreement, and any fees you paid under the Agreement shall not be refunded.

W

Water

All concession stands are required to provide free water and cups. While you are under no obligation to provide ice water, no guest should be refused water. Carts and indoor food booths are excluded from this requirement.

Water Hoses

Water hoses must be Food Grade quality and be clearly identifiable as potable water by the County Health Department inspectors. No garden hoses are permitted.

Wi-Fi Service

Cal Expo offers complimentary Wi-Fi service for Commercial & Concessions vendors. Bandwidth info, instructions, and terms will be included with your move-in packet.

Will Call Pickup Policy

If you are permitted to sell any of the following items under your Agreement, you shall not directly provide the item to your customer on the State Fair premises:

- Knives (all knives, including but not limited to, pocket, kitchen, craft, hatchet, and machete).
- Scissors.
- Scalpels.
- Any other item deemed unacceptable to possess on the State Fair premises as determined by State Fair Management.

You may offer to deliver the item to your customer by mail, pick up at State Fair Will Call, or any other means of delivery not on the premises of the State Fair. Will Call pickup is located outside the Main Gate. If your customer chooses to pick up the item at Will Call, you must deliver the item to Will Call with a label on the item with the customer's name. You must also inform the customer that a valid photo ID is required in order to pick up the item at Will Call. State Fair assumes no responsibility for item(s) left at Will Call.

NOTES: