

## 2025 California Tourism Exhibits Information



Mendocino County 2023



Sacramento Convention & Visitors Bureau 2015

Establish a California tourism booth at the California State Fair! With over a half-million visitors annually, the fair provides an ideal platform to showcase the Golden State's diverse attractions, from iconic landmarks to hidden gems. Organizations can directly connect with a vast audience eager to explore California's renowned culture, cuisine, and natural beauty to increase tourism and economic growth statewide. Don't miss out on the chance to be a prominent ambassador for California's vibrant tourism industry.

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

**APPLICATION:** Call to reserve your space before the March 1 deadline. Then submit the attached application packet to the coordinator, who will contact you to finalize logistics. For more info, call the coordinator.

### CALENDAR:

March 1	Reservation Request & Proof of Permission due (late requests subject to availability)
May 30	Exhibitor Forms due (coordinator will follow up with all required forms)
June 9	California Building available to Exhibitors (9am-5pm, Mon-Fri)
July 9	Cut-off for use of saw or spray paint by 5pm
July 10	Exhibit must be completed by 5pm
July 11-27	2025 California State Fair
August 1	Exhibit removal deadline by 5pm

**EXHIBIT LOCATION:** California Building A (Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815)

**EXHIBIT DATES & TIMES:** July 11 - 27, 2025

Monday - Thursday: 4:00 PM - 10:00 PM **NEW!**

Friday - Sunday: 10:00 AM - 10:00 PM

**EXHIBIT SPACE OPTIONS:** Footprints: 10 x 10 feet or 16 x 16 feet; Single-wall, island or corner spaces; 10 or 30 foot height.

**EXHIBIT FORMAT & CONTENT:** Your exhibit can represent any component of California tourism such as a county, city, district, single park, tourism & visitors bureau, event, stewardship organization, campgrounds, tourist marketing campaigns, etc.

**DISTRIBUTED MATERIALS:** You are welcome to distribute materials to fair guests such as pamphlets, fliers, coupons, giveaways, etc. No Stickers or balloons. Food & beverage sampling must adhere to

Sacramento County Environmental Services health codes. Contact coordinator in advance for approval and guidance.

**PROOF OF PERMISSION:** You must provide a letter of permission, on official organization letterhead, from the representative body of the location or event promoted by your exhibit. Submit this document with your initial application.

**HEAVY EQUIPMENT USE:** Contact the Coordinator to reserve forklift, cherry-picker or boom lift assistance from Cal Expo staff. A date and time appointment are required. Reserve early.

**STORAGE:** A non-secure, small, indoor, dry storage space is available for extra brochures or similar during the fair. You can also build storage into your exhibit as long as it is finished and does not detract from a professional appearance. Secure, cold food storage may be available upon request for sampling activities.

**GROUND ACCESS:** Enter the Cal Expo Fairgrounds through Gate 12 at the corner of Ethan & Hurley. During the fair, July 11-17, your Delivery Pass and Admission Credentials are required to access grounds.

**CREDENTIALS:** Exhibitors will automatically receive: 4 Season Admission and 4 Season Parking Passes. Exhibitors may also request: 1 Delivery Permit for fair time morning maintenance, and a maximum of 4 daily admission & parking passes per day. (Megan's Law Forms are required from all participants)

**ADVERTISEMENTS & FLIERS:** You are encouraged to promote your California Tourism Exhibit! Any use of the California State Fair or Cal Expo logos must be approved by the Cal Expo Marketing Department in advance; submit to the coordinator. All promotions or advertising conducted while physically on Cal Expo Fairgrounds must be conducted within your exhibit area only.

**SALES:** Although sales are not the focus of this program, some sales may be permitted. Seller Fees apply. For information about conducting direct sales to fair guests, please contact the coordinator.

**INSURANCE:** Builders are required to provide their own liability and worker's compensation insurance.

**MEGAN'S LAW FORMS:** Required for all people working on or at your exhibit, including builders, maintenance workers, exhibit staff, etc.



Mono County Exhibit 2017



Solano County Exhibit 2016

# 2025 California Tourism Exhibits Reservation Request Form

**You must include Proof of Permission** on official organization letterhead from the representative body of the location or event promoted by your exhibit.

SUBMIT FORMS TO: Michelle Johnson  
[mejohanson@calexpo.com](mailto:mejohanson@calexpo.com)  
916.263.3189 *call to register by phone*

California State Fair  
1600 Exposition Blvd  
Sacramento, CA 95815

Exhibitor Primary Contact Name	
Name of Business/Organization (if applicable)	
Phone Number	Cell phone Number ( <i>for fair-time contact</i> )
Mailing Address	
City	State, Zip Code
Email Address	
Website	

**Exhibit will promote the following California Tourism location(s) or event(s):**

--

**Anticipated Needs:** The Coordinator will contact you to go over your needs, answer any questions and confirm availability and appointments. Mark all that apply, or are acceptable options for your exhibit:

**Exhibit Size**

- ☐ 10 x 10 feet      ☐ 10 x 20 feet  
☐ 16 x 16 feet

**Exhibit Layout**

- ☐ Island Unit (accessible on all sides)  
☐ Single Wall (3-side access)  
☐ Corner Unit (2-side access)

**Height Requirements**

- ☐ 10 foot maximum  
☐ 30 foot maximum  
☐ Ceiling Suspension for Signs/Props

**Service Needs**

- ☐ Unsecured indoor dry storage  
☐ Electrical 20 AMP w/ 4 110-volt outlets

**Assistance Needs**

- ☐ Forklift Assist  
☐ Boom Lift (JLG lift) Assist  
☐ Cherry Picker Assist

**Giveaway Approval**

- ☐ Printed Items: Flyers, Brochures, etc.  
☐ Swag: Buttons, Pens, etc.  
☐ Food or Drink Samples



# 2025 California Tourism Exhibits Exhibitor Rules & Regulations

Individuals or organizations building and/or staffing a California Tourism Exhibit, are considered an "Exhibitor," which is different from a "Commercial Vendor," and agree to adhere to these regulations. These regulations will be enforced by the Program Coordinator and State Fair Management.

## Contact Information

Admission & Parking Credentials  
Advertising  
Americans w/ Disabilities Act-ADA  
Booking & Reservations  
Building Hours - Pre/Post Fair  
Building Hours - Fair Time **NEW!**  
Damages  
Demolition  
Design, Content & Presentation  
Electrical Power

## Fees

Fire Marshall Regulations  
Food/Beverage (personal)  
Food Safety  
Gratuities  
Insurance  
Load In and Load Out - Pre/Post Fair  
Load In and Load Out - Fair Time  
Megan's Law Forms  
Proof of Permission  
Raffles/Drawings

## Repairs

Sales  
Security  
Special Assistance Requests  
Stickers  
Storage  
Temperatures  
Violations  
Waste Disposal  
Map of Cal Expo

## Contact Information

**Program Coordinator, Michelle Johnson**

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

**(916) 263-3189 office**

(916) 263-7903 fax

Cal Expo Front Desk  
(916) 263-3000

Cal Expo Mailing & Street Address  
1600 Exposition Blvd  
Sacramento, CA 95815

## Admission & Parking Credentials

Exhibitors will automatically receive:

- 4 Season Admission
- 4 Season Parking Passes

Exhibitors may also request the following for fair time morning maintenance and exhibit staffing:

- 1 Delivery Permit
- 4 daily fair admission passes per day
- 4 daily fair parking passes per day

Only those directly involved with staffing the booth, or assisting with move in/out will be issued credentials, and only after the receipt of the following documents: Exhibit Application, Megan's Law Form, Letter of Understanding, Insurance Certificate and Credentials Request.

**Admission Credentials:** allow one bearer one entry through any entry gate at the California State Fair. Each individual will need one for each day. (Re-entry requires handstamp)

**Parking Credentials:** allow one vehicle one entry into the Cal Expo Parking Lot designated on the ticket. (No re-entry)

**Delivery Permit:** allows vehicle access to demonstration buildings during the California State Fair, mornings only, until 30 minutes before the fair opens for the day. Vehicles remaining on the fairgrounds after that will be ticketed or towed.

**IMPORTANT:** Any attempt to sell, exchange, barter or give away to fairgoers any credentials issued by the State Fair is strictly prohibited.

## Advertising

In order to maintain consistency, Exhibitors are not allowed to advertise or promote their exhibit anywhere at the Fair other than in their designated exhibit space. The Cal Expo and California State Fair logo(s) and other trademark artwork used by the Fair cannot be used on any marketing materials (ads, promotions, etc.) without written consent from the California State Fair. Contact the Program Coordinator for approval.

## Americans with Disabilities Act - ADA

Make sure that your exhibit area remains wheelchair accessible and that you provide any assistance necessary to those who need it. 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).

## Booking & Reservations

Exhibit spaces are booked first-come-first-served, beginning on January 1 each year. Space reservations received after March 1 will be considered as space allows.

## Building Hours - Pre/Post Fair

California Building A (*subject to change*)

**Open to Builders:** Monday - Friday: 9 AM - 5 PM

## Building Hours - Fair Time

California Building A (*subject to change*)

**Monday - Thursday NEW TIMES!**

Deliveries: 9:00 AM - 3:30 AM

Exhibit Open: 4:00 PM - 10:00 PM

**Friday - Sunday**

Deliveries: 8:30 AM - 9:30 AM

Exhibit Open: 10:00 AM - 10:00 PM

## 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.

## Demolition

The builder must remove all exhibit materials and debris from the building into the provided dumpsters, or removed from Cal Expo property. Any items or materials remaining on the fairgrounds after the Exhibit Removal Deadline become property of Cal Expo, who reserves the right to dispose of them as is deemed necessary. Any waste removal done by Cal Expo will be done at the expense of the builder, who will be charged an appropriate fee for waste removal. Failure to comply with this Demolition policy will jeopardize future participation at the California State Fair.

## Design, Content & Presentation

Your exhibit reflects your company/organization and the California State Fair. Please present a polished presentation. Under no circumstances may you to paint, alter, improve, affix materials, remodel or renovate the area without the approval of CA State Fair. Do not obscure, alter or damage existing displays or materials.

### Content Requirements:

Your exhibit can represent any component of California tourism such as a county, city, district,

single park, tourism & visitors bureau, event, stewardship organization, campgrounds, tourist marketing campaigns, etc.

All participating entities must be California-based. Out-of-state locations/events are not allowed. Content must be appropriate for a family-friendly public event. The State Fair reserves the right to reject subject matter it deems inappropriate for exhibits at the State Fair.

### Fair Guest Interaction

You are highly encouraged to be interactive & educate fair guests. Avoid cell phone or computer use while in your booth. Be family-friendly, polite & courteous always.

### Dress/Apparel

You are encouraged to wear professional apparel which promotes your organization.

### Sound Devices

No amplified sound is allowed.

### Mascots

Mascots are allowed with prior approval and may roam the California Building only. Unsecured storage areas and public restrooms are available as changing areas.

### Other Decorations

- Balloons/Helium: must be securely attached to a weight, and must not be given out to fairgoers.
- Convention backdrops: not permitted
- Floor display items: must be contained within the exhibit space, do not block displays or violate ADA aisle regulations. Cal Expo staff will approve final set up.

### Supplies

Extra supplies (boxes, cleaning supplies, etc.) must be in labeled boxes/containers and out of sight. Additional cold and dry storage is available.

## Electrical Power

20 AMP power with 4 110-volt outlets is available upon request. Additional power sources are available for a fee. The State Fair does not provide power strips or extension cords. Bring these items with you. No 2-prong plug extension cords, power strips or splitters are permitted, by order of the Fire Marshall.

## Fees (optional)

There is no fee to participate in the California Tourism Exhibit program.

Optional Fees:

\$100: additional 20 AMP power with 4, 110v outlets

\$50 per hour: special assistance exceeding 2 hours

Seller's Fee: contact coordinator

## Fire Marshal Regulations

The State Fire Marshal (SFM) has jurisdiction at Cal Expo. For a complete listing of applicable regulations visit [www.fire.ca.gov](http://www.fire.ca.gov). All exhibits will be inspected regularly by the State Fire Marshal's office, and are required to meet standards and requirements.

- Open flames (torches, Sterno cans, candles, etc.) are not permitted in any building.
- Drapes and fabrics must be made of non-flammable materials or treated with approved fire retardant, and cannot block fire sprinklers.
- Tents, and "easy-ups" are not allowed as they inhibit the effectiveness of fire sprinklers.
- Do not block fire lanes or firefighting equipment such as fire extinguisher stations, fire alarm pull stations, fire hose cabinets and fire hydrants at any time, including for deliveries.
- Do not block access to exits or exit signs.
- A 10-foot clearance must be maintained at all times in building aisles, even during build.

## Food/Beverage (personal)

- No food may be consumed by exhibit staff in the exhibit area. Personal food may be kept "backstage," in sealed containers, and eaten outside of the exhibit area.
- Gate attendants are required to confiscate all glass bottles, aluminum cans, & alcohol. Please have your exhibit paperwork handy if you need to bring these kinds of items into the fairgrounds for the purposes of your exhibit display.
- Water bottles are allowed everywhere.
- **No alcohol may be consumed at any time in the exhibits.** Intoxicated individuals are not allowed to work or volunteer in any booth.

## Food Sampling & Safety

If you elect to hand out food or beverage samples from your exhibit, individual, pre-packaged samples are ideal. However, food storage, sanitary prep, and ware-washing facilities are available in the adjoining CA Kitchen exhibit, which is

classified as a Temporary Food Facility (TFF). It is regularly inspected by the Health Department throughout the Fair. Exhibitors are responsible for knowing and abiding by food safety standards. The fairgrounds is a unique environment with a mix of live ruminant animals, poultry, and a large number of people, creating a high-risk environment for the transmission of enteric pathogens such as e-coli, bacteria such as salmonella, and all manner of communicable diseases spread by humans such as norovirus. People with compromised immune systems and children can fall very ill and do die from such things.

### Minimum Requirements for Sampling:

- Samples must be monitored at all times.
- Fair guests may not grab any food or utensils from a collective container.
- Food on toothpicks may be placed spread out on platters. If a guest touches any food that they do not eat, it must be disposed of immediately.
- Fair guests may dip items into sauces/oil themselves, as long as there is no double dipping. If such contamination occurs, the dish must be immediately washed and fresh product replaced.
- A hand washing station must be available and utilized by the person staffing the exhibit which includes a water dispensing container containing warm water, a basin to catch dirty water, hand soap, and paper towels. Gloves are encouraged but not required if hands are properly washed.
- Closed-toe shoes are required.
- Long hair must be tied back or under a hat.
- Hand samples only to adults. Adults can hand samples to kids. (Allergies!)

**The main idea is that no one touches anything that will go into anyone's mouth other than their own.**

Cal Expo employees are under obligation to make sure that these standards are met by all of our guest Exhibitors, or we face being shut down for the day, or for good.

## Gratuities (tips/donations)

You are not allowed to solicit gratuities, tips, or donations from fairgoers. If any California State Fair employees or officers explicitly request any free services or gifts such as money, food, or

merchandise, report it to the coordinator immediately.

## Insurance - Liability

Liability Insurance is required for the term of your exhibit build, exhibition and post-fair tear down.

**If you do not have a liability insurance policy please contact the coordinator. We may be able to help.**

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. 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."**

Event Address: Cal Expo Fairgrounds, 1600 Exposition Blvd, Sacramento, CA 95815

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."

## Insurance - Worker's Compensation

All employees or agents (including volunteers) performing services on behalf of the exhibitor, builder or represented entity shall be covered by worker's compensation insurance. Worker's compensation insurance will not be provided by State Fair. Any contractor who may be in contact with a County that does not include or provide Worker's Compensation Insurance must provide proof of separate and appropriate insurance coverage.

## Load In and Load Out - Pre/Post Fair

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

- For all grounds access, including deliveries, enter the fairgrounds through Gate 12 at the

corner of Ethan & Hurley. Follow the service road and turn right over the farm bridge. Buildings A & B are directly ahead.

- No delivery pass or admission credential is required on days the fair is not open to the public.

## Load In and Load Out - Fair Time

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

### Fair Time On-Grounds Delivery Times

Monday - Thursday: 9:00 AM - 3:30 PM

Friday - Sunday: 8:30 AM - 9:30 AM

*For special requests, contact the program coordinator.*

- A delivery pass and an admission credential are required to enter the fairgrounds on fair days.
- Get a handstamp when exiting to park vehicles.
- All vehicles must be OFF the fairgrounds by the end of the On-Grounds Delivery Times.
- Satisfy all requirements in advance. You will not be issued any credentials, be able to set-up or open to the public until all requirements (fees, insurance, and other paperwork set forth in the Agreement) are on file with the State Fair office. An agreement may be terminated if any one of these requirements is not properly fulfilled prior to load-in and set-up.

### Closing Night Procedures:

- The exhibit closes to the public at 10:00pm on the last day of the fair. No removal or packing of exhibit elements is allowed until that time.
- No vehicles are allowed onto the fairgrounds after close until the Cal Expo Police Dept. clears access to the service road. This time is unpredictable and can be as late as midnight. A specific, non-delivery-hours Service Pass is required for closing night vehicle access, and must be obtained by special permission from the coordinator. Plan ahead.
- It is recommended that all valuable display items such as video monitors, artifacts, etc., be removed and secured immediately after the closing of the fair. These items can be removed from the fairgrounds by hand or hand-cart without the need for a Service Pass. Re-entry is generally not permitted and is controlled by Cal Expo Security and the Cal Expo Police Dept. Plan ahead.

## **Megan's Law Forms**

This form is required for all people working on or at your exhibit, including builders, maintenance workers, exhibit staff, etc.

## **Proof Of Permission**

You must provide a letter of permission, on official organization letterhead, from the representative body of the location or event promoted by your exhibit. The letter must give the builder explicit permission to construct the exhibit on their behalf for the current year.

## **Raffles/Drawings**

All raffles must meet the requirements of the State of California for Non-Profit Raffles:  
(<https://oag.ca.gov/charities/raffles>)

## **Repairs**

Contact the coordinator to arrange for any additional building access time needed for incidental fair-time repairs.

## **Sales**

Although sales are not the focus of this program, some sales may be permitted. Seller Fees apply. For information about conducting direct sales to fair guests, please contact the coordinator.

## **Security**

It is highly recommended that you do not leave your products or personal possessions unattended in the exhibit at any time.

### **Fair Time Overnight Security**

At 10 pm the building will be locked and roving security is present.

Demonstrators may use dry and cold storage to store materials overnight.

### **Losses & Damage**

Please note that the California State Fair is not responsible for lost, damaged or stolen property. You may wish to obtain a temporary insurance policy to cover your displays for the period of the fair. Losses should be reported to the State Fair Police immediately upon detection.

**Cal Expo Police & Medical**  
**(916) 263-3050.**

## **Special Assistance Requests**

This includes: dry or cold storage, forklift or boom lift services, ceiling suspension and cable

attachment services and electrical services.

Requests for these types of assistance must be made in advance and require a date and time appointment. Each exhibit is eligible for a maximum of one two-hour period of State Fair assistance at no additional charge. Additional hours may be arranged for a \$50 per hour.

## **Stickers**

Cal Expo has a strict "No Stickers" policy. You may not give away any stickers from your booth. The stickers end up all over the fairgrounds and are costly to remove.

## **Storage**

California Building A has limited storage. All excess boxes, cartons, and/or belongings must be out of public view.

**Indoor, Dry Storage:** A non-secure, small, indoor, dry storage space is available for extra brochures or similar during the fair. You can also build storage into your exhibit as long as it is finished and does not detract from a professional appearance.

**Food & Beverage:** Secure cold storage for food samples is available as long as the food is sealed and clearly labeled.

**Paint, Solvents, Volatile Materials:** may not be stored in exhibit hall during fair dates.

## **Temperatures**

It is HOT outside during the California State Fair (at times exceeding 100 degrees F). Bring water bottles and keep hydrated. Although hot outside, the California Building is air-conditioned, so please dress accordingly in layers. Building temperatures are kept at one setting for the entire Fair.

## **Violations**

Violations of any of the above items will be addressed in a manner appropriate to the infraction.

## **Waste Disposal**

Waste must be disposed of on a daily basis. Keep 10 ft. building aiseways clear at all times for safety and Cal Expo vehicle/forklift access.

**Construction & Demolition Debris:** place in the dumpsters provided.

**Paint Brushes:** wash only in the Building A/B men's room janitor closet sink.





# CAL EXPO

