

# PHOTOGRAPHY

## 2025 COMPETITION GUIDE

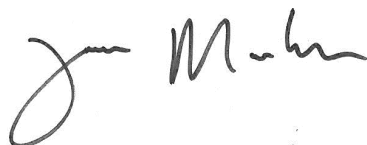
**It's your moment to shine!**  
**Enter today.**

For more than 170 years the California State Fair has been a constant showcase of the talents and achievements of the people of California. Entering into the California State Fair's 2025 Competitive Exhibits Program allows you the opportunity to showcase your abilities, and revel in your accomplishments!

The California State Fair's friendly competitions are designed to acknowledge the best of the Golden State. Our Competitive Programs inspire talented Californians, as well as highlight the latest advances in technology, agriculture, and industry.

More than 750,000 visitors are expected at the State Fair this summer. Your work is an integral part of the State's celebration, and we look forward to seeing your talents on display during the annual State Fair from July 11-27. We encourage you to enter today and begin making lasting memories for yourself, and for the hundreds of thousands of State Fair patrons!

Sincerely,



Tom Martinez  
Chief Executive Officer

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Gavin Newsom

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CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

Karen Ross, Secretary

January 8, 2025

On behalf of the California Department of Food and Agriculture, a warm welcome to you as we all prepare for the exciting 2025 fair season! We are thrilled you are joining us this year and sincerely thank you for your continued involvement in showcasing your products, livestock, and expertise. Your contributions help make our fairs successful and provide an invaluable experience for our communities.

Fairs play an essential role in connecting food and agriculture with the public. They are not only a time for us to celebrate the fruits of our labor, but also serve as a critical platform for educating future generations about the importance of farming and food production, livestock management, and sustainable practices. Through your participation, you directly contribute to the appreciation of the vital role agriculture plays in our lives and foster an understanding of the tremendous diversity, innovation and new technology that create new opportunities in agriculture and our rural communities.

The fairgrounds are not just a venue for the annual events. Throughout the year, they serve as a hub for various interim activities that support local economies, offer educational programming, and foster community engagement. From hosting agricultural workshops and livestock sales to providing facilities for regional competitions and cultural festivals, the fairgrounds contribute to the vibrancy and resilience of our agricultural community. Additionally, they play an important role in emergency preparedness, providing a space for disaster response and recovery efforts during critical situations, such as flooding or extreme weather events.

We understand the dedication and hard work that goes into preparing for the fair, and we want to express our deep gratitude for your commitment to making each fair season a success. Your participation ensures the continued relevance of our fairs and strengthens the agricultural ties that bind us all together as a community.

We look forward to this fair season and its great success!

Yours truly,

Karen Ross  
Secretary

CDFA Executive Office • 1220 N Street, Suite 400 • Sacramento, California 95814  
Telephone: 916.654.0433 • Fax: 916.654.0403 • [www.cdfa.ca.gov](http://www.cdfa.ca.gov)

State of California  
Gavin Newsom, Governor



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Please visit the following link for rules online:

<https://calexpostatefair.com/wp-content/uploads/2025/01/25-General-Rules.pdf>



# IMPORTANT INFORMATION TO KNOW

**Contact:** Anusha Govindan

*Photography Coordinator*

*Phone: (916) 607-4273 & Email: [fineart@calexpo.com](mailto:fineart@calexpo.com)*

## Entry Dates:

February 3	Entries Open Registration online
April 6	Entries Close
April 25	Results emailed & posted online for accepted entries
May 23	Shipping Must be received by <b>4 PM</b>
May 30 - May 31	Hand deliver entries between 2PM - 5PM
June 20	Artist Statements and Resumes due by e-mail
July 11	Exposition Opens. Award Results posted online
July 13	Awards Ceremony in Expo Center Building #7
August 2	Entry & Award Pick up <b>9 AM - 5 PM</b>

## The California State Fair July 11-27, 2025

The California State Fair has always been the awe-inspiring showcase of the state's finest, and ever since the first fair in 1854, California has upheld this tradition. People come from all over to witness the competition and innovation that our exhibitors produce. We continue to add new and exciting competitions to our competitive programs to showcase California's very best!

## Why enter the Competition?

The Photography Competition is the perfect place to showcase your photography skills and talent. Photographs will be juried by well-respected professionals

and will be competing against other amazing photographers like yourself.

Entries selected for the show can be marked for sale at the time of sign up.

Your entry could earn you the prized golden bear trophy and a cash award!

## For 2025

- The California Photography Competition awards ceremony will be presented on July 13 in conjunction with the Fine Arts Awards.

- Photographers will have the opportunity to sell their work during the fair if chosen for display.
- There are new awards and cash prizes available in the new juried system.
- You **Must** upload a photograph(s) of your photography item to complete your entry.
- Accepted entries must be presented professionally: framed (No glass. Plexi is okay).

## COMPETITION OVERVIEW



**The California State Fair Photography Competition is open to all adult photographers who will compete for a chance at cash awards, a golden bear trophy, and showcase their work during the 17 days of the fair.**

### Who Can Enter

1. Artists entering the competition must be residents of the State of California, who have reached 18 years of age as of January 1, 2025.
2. Entries must be original photographs created by the artist entering the competition. Photographs must have been completed within the past two years. The year the photograph was completed must be included as part of the online entry process.
3. An artist may enter an unlimited amount of photographs.
4. Photographs previously accepted into any California State Fair competitive program may not be re-entered. Same or identical items cannot be entered and/or exhibited more than once in a California State Fair competitive program or in more than one competitive Division or Class.
5. This is an “open” juried show. Entries are not required to have won a previous competition (County Fair or other juried show).

## Entry Deadline

All entries must be registered online an image of your entries uploaded, and \$12 entry fees paid, at **CalExpoStateFair.com/Competition** and click on the **Photography** icon link by 5:00 pm April 6, 2025. Late entries will not be allowed.

## How to Enter

Go to **CalExpoStateFair.com/Competition** and click on the **Photography** icon under the competitions page and follow the instructions. Use a Visa or Mastercard to pay entry fee.

By entering your work into the California State Fair's Competition you the exhibitor:

1. Agree to grant the California State Fair license to display, reproduce, and distribute your image in whole or in part as needed. For example: on display, online, archival, future promotion of the competition, educational, etc.
2. Guarantee the entry or entries submitted are original creations and you are the sole owner and creator of the entry or entries.
3. Are responsible for model release and permissions.
4. Please take a moment to look through this Competition Guide to see which competition your entry is eligible to compete in.

Note that sessions expire after 20 minutes of inactivity, so “save the cart” if you plan on leaving the computer for more than 20 minutes.

The California State Fair uses ShoWorks, an online entry program. ShoWorks is an industry standard and is used by over 50 fairs nationally. This user-friendly program can be trusted to accurately enter you into our competitions and allows for efficient communications via e-mail.

- a. Names, titles, addresses, etc. will be used **exactly** as entered for award tags and payment of award premiums. Please pay special attention to proper spelling, capitalization, full names of cities/counties, no abbreviations and the correct mailing address.
  - b. Descriptions may not contain personally identifying information. List materials, techniques used only, and size of frame or canvas.
  - c. Location: Please list the city, town, country, providence, etc, of where the photo was taken.
5. **You MUST upload a photograph(s) of your photography item to complete your entry. Entries are “Accepted” for delivery by Judges**

### using these image files.

After payment of fees within ShoWorks, a box will appear with a notification.

- a. Click “**Upload Files**” button.
- b. Confirm that the Division and Class across the top of the window are correct for the entry image files being submitted.
- c. Click “**Choose File**” and choose a saved file from your computer. Click “**Open**”
- d. Confirm that the thumbnail to the right of the title is the correct photo and Click “**Upload.**”
- e. When progress bar reads “**100%**” and “**Upload Complete,**” click the “next” button.
- f. If you have another entry, continue to upload required photos by repeating steps.
- g. When all images are uploaded, click “**Done.**”
- h. If after you have finished and quit, you discover you have uploaded the wrong image file(s) you can log back into “**My Account**” and select “**View/Print transactions made by the Exhibitor**” and select the “**Upload Files**” button. The second upload to entry will replace the initial image with the newly uploaded file.

## Photo Upload Guidelines

Preparing Your Images to Upload Online: Please follow these requirements when preparing your images for submission. Images not conforming to the desired formats and requirements listed below will not be allowed to upload.

1. Acceptable image formats are .jpg, .gif, .bmp, .png, .tiff only.
2. The total file size of the uploaded image must be less than 7 MB.
3. If your total image file size is greater than 7 MB, you will need to use a photo editing program to resize the photo image. Free programs available: Microsoft Image Resizer, Microsoft Photo Editor, Picasa, Irfanview, Photoscape, and others.
4. A short title for your photo entry is required. The title cannot be greater than 50 characters.
5. For advanced entrants familiar with using a photo editing program: Your images must be the RGB color format. CMYK files will not upload properly.

6. Do not upload signed or watermarked photos.
7. Do not use a mobile phone to upload photos.

## Accepted Entries

1. Accepted entries must be delivered to the California State Fair. See calendar (*page 5*) for delivery dates, times and location.
2. Accepted entries must have their entry tag on the back of their work.
3. Accepted photographs should be ready to display with a wire on the back for hanging.
4. Accepted entries must be presented professionally: framed (No glass. Plexi is ok), canvas, or metal. Solitary matted work without a frame will not be accepted.
5. Entries must be an accurate representation of the submitted digital image.
6. Entries arriving at the California State Fair after Delivery and Shipping Deadlines are disqualified from display and prizes forfeited.
7. The California State Fair reserves the option of not showing any entry which is improperly prepared, unsafe for public display, or inappropriate for family-friendly viewing.
8. **Optional content:**  
Artist statements and resumes:  
Artist statements are optional and will consist of 125 words or less about the accepted photograph(s). These artist statements are to be submitted as a word document, using Helvetica 12pt font. All submission must be in a Microsoft Word document. The statements will be in an Artists' statement binder for exhibitors to learn more about the work on display.  
**Due: June 20, 2025, to [fineart@calexpo.com](mailto:fineart@calexpo.com).**



Artist Resumes will be made available to the public during the exhibition and exhibitors are reminded to not include private or confidential information in this document. Artist Resumes are optional, must be no more than one page Microsoft Word document, in Helvetica 12pt font.  
**Due: June 20, 2025, to [fineart@calexpo.com](mailto:fineart@calexpo.com).**

## Non-Accepted Entries

9. Non-Accepted entries are those who have not been chosen for to be displayed by Judges.
10. If you receive a non-accepted notification, thank you for competing, there are no further actions needed.

# RULES & REQUIREMENTS

Digital photographs of all entries must be uploaded at the time of entry. After judging, exhibitors will be notified if their entry is accepted. Accepted entries are to be delivered to the California State Fair the second round of judging. See calendar dates (*page 5*).

Identical items cannot be entered into more than one Division or State Fair competition.

All content must be family appropriate and safe for display at the Fair.

### Special Notes on a resolution for photo printing:

It is recommended that shooting be done in the largest capture resolution for optimal print quality. The higher resolution will be for print value not digital.

Remember if you take a large file photo you can always make the image smaller to fit the online submission requirements.

## Preparing Accepted Entry for Delivery

1. Photographs may be printed on photo paper. Do not deliver entries on mat board. Acceptable display methods: Framed, canvas, or metal.
2. All photographs must be ready for display with a hanging wire on the back.
3. Photo Size: Must not exceed 108" x 108"/9' by 9'. This includes frame size.
4. No rolled-up entries will be displayed. Photographs must be shipped/delivered flat.

5. Entries will be hung with hanging wire affixed to the back of the photograph.
6. Please have your entry tag printed and attached to the back side of your entry. The entry tag will be e-mailed to you with your results.

## Disclaimers

Although care and diligence will be exercised in the course of receiving and handling entries, the California State Fair is not responsible for any technical malfunctions, failures, omission, interruption or defect of any entries. Nor are we responsible for entries that are not received in accordance with deadline rules due to a computer or electronic malfunction or other reason. The exhibitors shall hold the State Fair and its officers harmless and indemnify them against any legal proceedings arising from such accident or loss.



7. Insurance is the responsibility of the exhibitor. The California State Fair does not ensure exhibits and is not responsible for any loss, damage or theft of entries even if the loss, damage, or theft occurs as the result of the handling of the exhibit by staff, volunteers, contractors and/or visitors.
8. Photographs are taken in the California Photography Building during the Fair. These photographs are used for publicity purposes and archives. By submitting your entry form, exhibitors are giving the California State Fair permission to use such photographs at their discretion without compensation to, or prior approval from, the exhibitor.



# DELIVERY, SHIPPING, & PICK UP

## Hand Delivery & Pick-up:

1. Hand delivered **“Accepted”** entries to Cal Expo Fairgrounds, **Expo Center, Building #7** on either Friday, May 30 or Saturday, May 31, 2025, 9am - 5pm.  
**Directions to Expo Center, Building #7, California Photography Exhibit Hall:** enter California State Fairgrounds via **Gate 12 at Ethan Ave & Hurley Way** and follow the access road past Water Park, and **turn right** after **Water Park**. Expo Center is the set of tall concrete buildings directly ahead.
2. Late or absent entries will not be accepted or displayed and will forfeit all awards.
3. **Pick up** for entries and ribbons on **Saturday, August 2, 2025, 9 am - 5 pm** at **Expo Center, Building #7**.  
Exhibitors unable to pick up hand-delivered entries must send in a box with a pre-paid shipping label and California State Fair shipping form to have their entries shipped back to them after the fair. Shipping forms are available online at **CalExpoStateFair.com/competitions**.  
All three items are required for a returned entry.
4. **All photographs not picked up** will be **recycled or donated** on or **after September 1, 2025**.

## Shipped Entries:

1. Entries must arrive no later than **May 23, 2025**.
2. Shipped entries arriving at the California State Fairgrounds after the Delivery Deadline will not be judged or displayed.  
Mail or ship **“Accepted”** entries with shipping form to:  
**California Photography Competition**  
California State Fair  
Administration Building  
1600 Exposition Blvd.  
Sacramento, CA 95815
3. All shipped entries must be accompanied by a Shipping form available online at **CalExpoStateFair.com/competitions** and an entry tag. Any shipped entry without a shipping form and entry tag will not be mailed back. Use reusable shipping containers.



4. Return shipping costs are the responsibility of the entrant.
5. Return shipping options: UPS or FedEx account or a pre-paid shipping label.
6. The Fair reserves the right to return mailed/shipped entries by any carrier available.

## JUDGING

There are **two rounds** of judging.

1. First round is online, and entries will be juried from digital images for acceptance into the exhibition and invited to be delivered. Results of this judging will be published on our website, [CalExpoStateFair.com/Competition](http://CalExpoStateFair.com/Competition) by clicking on the California Photography icon link on the competitions page. Please ensure **no\_reply@fair-judge.com** is in your address book or check your spam/trash folders for confirmation results.
2. The second round of judging is closed to the public. This will be the confirmation judging where awards will be distributed at the jurors' discretion. Any photograph that does not meet the expectations set by the entered digital image(s) or the display requirements will be subject to disqualification.
3. Only those photographs accepted by the jury will be exhibited and only the photographs accepted will be eligible for awards. A list of accepted photographs in each Division and Class will be posted to our website [CalExpoStateFair.com/photography/](http://CalExpoStateFair.com/photography/). Once photographs are accepted into the show, they may not be removed from the exhibition by the artist or purchaser until after the close of the California State Fair and the exhibition.
4. Results of confirmation judging will be published on our website: [CalExpoStateFair.com/photography/](http://CalExpoStateFair.com/photography/) by the end of the Fair.

### Judging Criteria

All entries will be judged on:

Creativity - originality, does the image inspire or evoke a feeling.

Composition - framing, perspective, leading lines, etc.

Theme - adherence to Division/Class.

Quality - exposure, white balance, focus, depth of field, lighting, resolution, etc.

# AWARDS

**The California State Fair will award the following:**

## **BEST IN SHOW AWARD**

One award will be selected from the winners of Juror's Awards.

Award .....\$150, State Fair Rosette, and Golden Bear Trophy

## **JUROR AWARD**

Three (3) awards will be selected. Each juror will select one winning entry.

Award ..... \$75.00 and a State Fair Rosette

## **AWARD OF EXCELLENCE**

A maximum of fifteen (15) awards may be selected at the discretion of the jurors.

Award .....\$50.00 and a State Fair Ribbon

## **AWARD OF MERIT**

A maximum of twenty (20) awards may be selected at the discretion of the jurors.

Award ..... \$30.00 and a State Fair Ribbon

## **Credential Admission Information**

Each exhibitor having one or more of their entries selected for display at the California State Fair shall receive a maximum of one (1) complimentary gate admission credential at time of delivery.

## **Art Sales Information**

Artists will have the option of placing their photograph for sale. When setting the price of their photograph, artists are advised to take into consideration the commission, the cost of framing and/or otherwise preparing their photograph for display, as well as the cost of delivery of their photograph. A commission of 30% of the purchase price on each photograph sold will be retained. Sales tax will be charged to these sales. The Fair will not ship photograph to buyers and purchased photograph must be picked up by the buyer. A portion of the commission will be donated to the Friends of the California State Fair scholarship fund.

# AWARD SPONSORS 2024

## ARTHOUSE ABB PHOTOGRAPHY AWARD

Michael Crockett



Arthouse –a short term rental company- combines its passion for fine art and traveling. We provide unique lodging experiences for traveling professionals.

Entering another year of operations, we have hosted more than 7,000 travelers and are in 35+ locations within the region. Our mission is to celebrate art, support local and regional Artists and to connect travel with quality, memorable accommodation experiences. We award 1-FREE Night’s Stay to the winning Artist recipient of the Photography Best of Show Award. Award-recipient will receive a certificate with claim instructions.



## ARTISTIC EDGE “FRAME WORKS” AWARD

Art is important and evokes many feelings—it’s important to have art around you that is special to you and is unique. Artists give so much to the world and we want to return the support to the arts community. Artistic Edge will provide a \$75.00 Gift Certificate towards framing service for ‘Best of Show’ in the Photography Competition.



## “RURAL NORTH CALIFORNIA” ARTIST AWARD

The Arts Council of Placer County (ACPC) promotes and advocates for all arts across Placer County to enrich and help develop the artistic culture of our region of Northern California and beyond. They believe that art should be a part of every-day living and that everyone in the community benefits when art is included in daily living. ACPC is honored to provide \$500 to a ‘Rural Artist’ in Northern California. Rural as identified by areas of Humboldt, Yuba, Butte and Nevada County. Award recognizes traditional photography in Black & White and/or Color in any Division.

# DIVISIONS & CLASSES

## Division & Classes

Entry Fee: \$12

### DIVISION 25 - BLACK AND WHITE

Class 1: Architecture

Class 2: Landscape

Class 3: People

Class 4: Nature

Class 5: Any Other

### DIVISION 26 - COLOR

Class 1: Architecture

Class 2: Landscape

Class 3: People

Class 4: Nature

Class 5: Any Other

### DIVISION 27 - DIGITAL MANIPULATION/ALTERNATIVE PROCESSING

Class 1: Digital Manipulation/Alternative Processing

## Notes on Classes:

Architecture can include, but is not limited to: bridges, cityscapes, monuments, and buildings rural or urban, etc.

Landscape can include, but is not limited to: landscapes, skyscapes, seascapes, nightscapes, and waterscapes.

People can include, but is not limited to: action, children, documentary, events, family, fashion, festivals, group, portraits, self-portraits, travel, vacation, etc.

Nature can include, but is not limited to: animals of any kind, insects, flora, macro images, etc.

Any other can include, but is not limited to: any subject matter that does not fit into any of the preceding classes.

# 2025 GENERAL RULES

**CLICK LINK OR SCAN QR CODE TO VIEW GENERAL RULES ONLINE:**

<https://calexpostatefair.com/wp-content/uploads/2025/01/25-General-Rules.pdf>

