



OUR GOAL is to educate and share with almost 650,000 Fair Guests about California's progressive developments in arts, innovations, sciences and technologies, and to showcase the diversity of talents, traditions, and trends that shape the Golden State's future.

APPLICATION: Applications are reviewed and approved by state fair staff. Dates are awarded the first-come-first-serve basis. Should you be accepted to participate, your information may be included in our marketing campaigns. Booth space is booked by the day. **DEADLINE: June 13, 2025.**

DATES, TIMES & LOCATION: July 11 – 27, 2025
(Mon-Thu: 4 pm-10pm, Fri-Sun: 10am-10pm)
(Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815) Expo Center, Building 1-8
Building 7 – California Fine Arts & Photography

DESCRIPTION: All demonstration space is indoors, air-conditioned, strategically placed in the center of the statewide exhibit of featured competition winners. Dimensions vary per booth. Included with participation: wall space for display, electrical outlet, 8 ft. counter space, admission, and parking as deemed appropriate.

SALES: Sales are allowed. You will need the following:

- Post a seller's permit
- Issue receipts
- Complete daily a "Record of Sales"

Flat-Rate Booth Fee: Booths are FREE unless you decide to sell products on-site. If you wish to sell items the fees are as follows:

\$50 Monday-Thursday
\$150 Friday-Sunday

DISTRIBUTING MATERIALS: You are welcome to distribute supplemental materials such as pamphlets, flyers, coupons, etc. These items must be submitted in advance and approved by State Fair staff. No Stickers or Balloons allowed.

PRODUCT DELIVERY: Vehicles are only allowed on grounds during designated morning delivery times. You can drive your vehicle near your designated building to drop off/pick up your materials. All vehicles must be off grounds by 30 minutes before the fair opens to the public or will be subject to towing and tickets at the responsibility of the demonstrator.

DEMONSTRATION SUPPLIES: Bring any demonstration supplies needed, such as display products, materials for live demos, materials for make & take projects, contact cards, etc.

INSURANCE: If you do not have a liability insurance policy, please contact the CA State Fair Liaison. 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."

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

\$150 1-8 Consecutive Days
\$195 9-17 Consecutive Days

MEGAN'S LAW FORMS: It is required of all people who interact with the public at the Fair. Include all people who will be in the booth.

CONTACT: Programs Department, Anusha Govindan at 916.607.4273 or email at fineart@calexpo.com



2025 Call for Demonstrators Expo Center – Exhibit Buildings

SUBMIT TO: CSF Programs Department
c/o Anusha Govindan

916.607.4273(office)
fineart@calexpo.com

Name of Business/Guild/Organization	
Contact Person	
Phone Number	Cell phone Number <i>(for day of presentation)</i>
Mailing Address	
City	State, Zip Code
Email Address	
Website	

Availability: How many days would you like for your demonstration? _____

When are you available? Indicate preferred dates and we will contact you if the space is available for those dates or if you may need to pick other dates.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Hours of Operation: Fri-Sun: 10am-10pm; Mon-Thu: 4pm-10pm					July 11	July 12
July 13	July 14	July 15	July 16	July 17	July 18	July 19
July 20	July 21	July 22	July 23	July 24	July 25	July 26
July 27						

Title of Demonstration: Organization and/or Demonstration Title. Limited space – could be used for signage and in marketing.

Demonstration Description: Please provide a brief description of demonstration. (280 characters or less, this includes punctuation and spaces, all content may be used in our State Fair marketing efforts and is subject to approval)

Demonstration Goals: What do you hope to accomplish through your demonstration?

None of these are prohibited but do have policy stipulations, which will be discussed in a pre-fair meeting with your Coordinator.

Do you plan to...

Check all that apply

Explanation/List

<input type="checkbox"/>	Hold "Make & Take" classes or sessions	
<input type="checkbox"/>	Is any part of the demo hands-on for the public? <small>They may not take something home, but they will get to participate in the crafting process.</small>	
<input type="checkbox"/>	Hold a Raffle	
<input type="checkbox"/>	Distribute Printed Materials	
<input type="checkbox"/>	Operate Machinery	
<input type="checkbox"/>	"Other" to review	

Sales: To make sales, you must be registered with The Board of Equalization and post a current sellers permit in exhibit space. Prior approval by Fair Management is required for all merchandise sales. If chosen as a demonstrator, the Demonstration Coordinator will discuss any stipulations and the rules for merchandise sales.

Will you be offering sales? Y N
If yes, please describe product item(s) and price range:

Do you need...

Materials other than those listed here must be provided by the Demonstrator.

Check all that apply Quantity Description Purpose/Need

<input type="checkbox"/>	Internet Access/Wi-Fi		
<input type="checkbox"/>	Electricity (specify amps)		
<input type="checkbox"/>	Pedestal (max 1)		
<input type="checkbox"/>	Additional 8 ft. Table(s) (max 1)		
<input type="checkbox"/>	Folding Chair(s) (max 4)		
<input type="checkbox"/>	Overnight Storage Space		
<input type="checkbox"/>	"Other" to request		

Will you be using...

List all electronic and mechanical equipment you will be bringing, including instruments, monitors, computers, button maker, paper cutter, etc.

NEXT STEPS: Upon receipt of this form, the Demonstration Coordinator will contact you to confirm your booking. If selected, the following items must be submitted to secure a demonstration.

- Signed Letter of Understanding
- Megan's Law Form – every volunteer that will be at booth must put their name and birth date
- Credentials Request Form

You will also need to submit:

- Distribution materials for approval
- Proof/Certificate of Insurance

If making sales, you will need to submit:

- Seller's Permit
- Board of Equalization Form BOE-410-D
- Daily Sales Report

SUBMIT TO: CSF Programs Department
c/o Anusha Govindan
916.607.4273 (office)
fineart@calexpo.com

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