

# Temporary Display Space

at the

## 2011 California State Fair



<b>Tentative Dates:</b>	July 13 <sup>th</sup> - July 31 <sup>st</sup> , 2011
<b>Expected 2011 Attendance:</b>	900,000+
<b>Event Hours:</b>	12 Noon - 10 PM Monday - Thursday 10 AM - 10 PM Friday - Sunday

The California State Fair, located in California's Capitol City of Sacramento, will attract more visitors in nineteen days than most professional sports teams attract in one year! No other event in Northern California can deliver like the California State Fair!

With an average reach of over 40,000 people per day, the California State Fair is a fantastic opportunity for your company to:

- Create consumer awareness of new products and services your company has to offer
- Give Fair guests hands-on experience with your products and services
- Conduct sampling
- Create customer accounts and build a sales-leads database

**Temporary display space at the California State Fair is available for self-contained traveling exhibits. Display areas can accommodate most traveling exhibits.**

## **Pricing**

Temporary Display Space is available in the following options (Pricing based on standard mobile tours):

- **Weekends (Friday through Sunday),** **\$3,450 per day**
  - **Three day minimum Friday/Saturday/Sunday**
  - Includes all working staff credentials and 5 parking passes per day (additional parking passes are available at \$6.00 per pass)
- **Weekdays (Monday through Thursday),** **\$2,600 per day**
  - **No minimum stay on the weekdays**
  - Includes all working staff credentials and 5 parking passes per day (additional parking passes are available at \$6.00 per pass)

## **Terms**

- Display area is for self-contained vehicles only
- Display space is allocated on a first-come, first served basis
- Payment is due in full 14 days after signing Agreement
- Space is not guaranteed until payment is received in full
- Exact footprint is needed to assure proper fit
- All activities are subject to the rules and regulations contained within the 2011 California State Fair's Concessionaires and Commercial exhibitors handbook

## **Sampling**

All sampling activities are subject to the rules and regulations contained within the 2011 California State Fair Commercial and Concessions Handbook. Handbooks are available upon request by calling Brian Honebein, Strategic Partnerships.

## **Contacts**

For additional information, please contact:

Brian Honebein  
Strategic Partnerships  
(916) 263-4041  
[Bhonebein@calexpo.com](mailto:Bhonebein@calexpo.com)



# California State Fair

## Temporary Display Space Agreement



**California  
State Fair**  
**BIG FUN!**

Exhibitor/Company

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Contact Name

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On-Site Contact Name/Phone Number

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Address

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Phone

Fax

E-mail

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Description of Area

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Giveaway Items (if applicable)

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Exhibit size

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Requested Dates

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Payment Amount (see page 2 for pricing) \$

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Payment is due in full, 14 days after the signature of this Agreement. Space is not guaranteed until payment is received.

Signature

Date

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Please fax to: **California Exposition & State Fair  
Marketing Department  
Attention: Brian Honebein  
(916) 263-3304**

Please e-mail tour logos (eps & jpeg formats) along with a web link to [bhonebein@calexpo.com](mailto:bhonebein@calexpo.com)