

# Temporary Display Space

at the

## 2009 California State Fair



<b>Tentative Dates:</b>	August 21 - September 7, 2009
<b>Expected 2009 Attendance:</b>	900,000+
<b>Event Hours:</b>	12 Noon - 10 PM Monday - Thursday 10 AM - 10 PM Friday - Sunday & Labor Day

The California State Fair, located in California's Capitol City of Sacramento, will attract more visitors in sixteen days than professional sports teams like the Sacramento Kings (NBA) and Monarchs (WNBA) attract in one year combined! 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 almost all traveling exhibits.**

## **Pricing**

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

- Weekends (Friday through Sunday), **\$3,350 per day\***
- Weekdays (Tuesday through Thursday), **\$2,500 per day**
- Labor Day Weekend (Friday through Monday) **\$13,300 total\*\***

\*Three day minimum Friday/Saturday/Sunday

\*\*Four day minimum on Labor Day weekend

## **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 2009 California State Fair's Concessionaires and Commercial exhibitors handbook

## **Sampling**

All sampling activities are subject to the rules and regulations contained within the 2009 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)

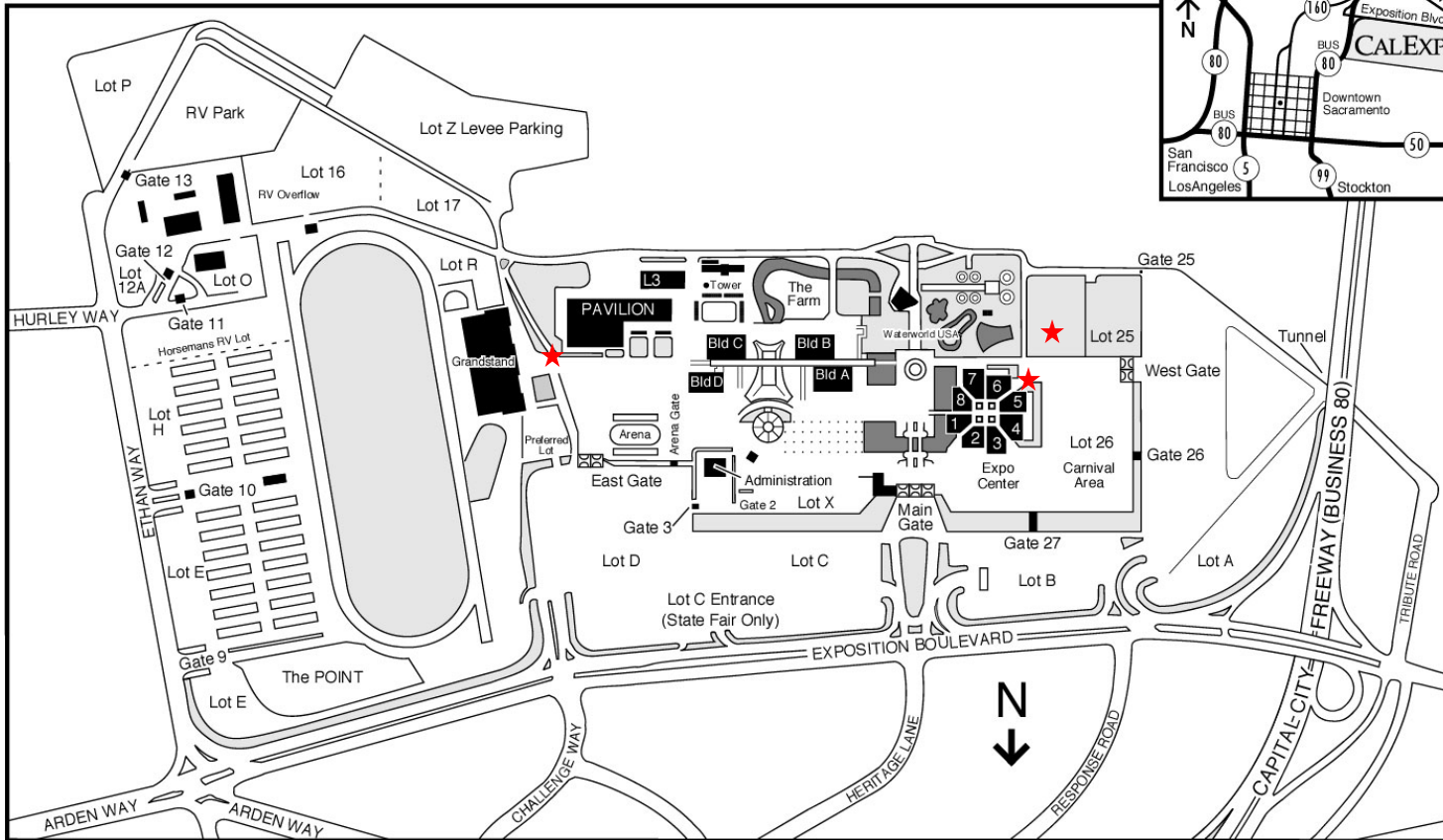
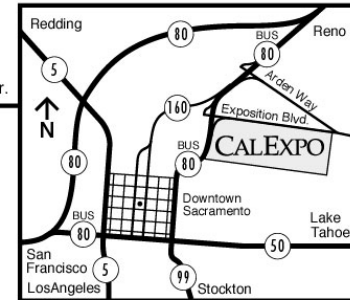


# CAL EXPO

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## HOME OF THE California State Fair

When entering Sacramento take the Capital City (Business 80) Freeway to the Exposition Boulevard exit to reach CalExpo, home of the California State Fair.



# California State Fair

## Temporary Display Space Agreement



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

**Exhibitor/Company** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**E-mail** \_\_\_\_\_

**Description of Area** \_\_\_\_\_  
\_\_\_\_\_

**Giveaway Items (if applicable)** \_\_\_\_\_

**Exhibit size** \_\_\_\_\_

**Requested Dates** \_\_\_\_\_

**Payment Amount** \_\_\_\_\_

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

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**Please fax to:**

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