



2009 California State Fair Media Credential Information

MEMORANDUM

TO: All Interested Media

FROM: California State Fair Media Center

RE: 2009 California State Fair Media Credential Information

The 2009 California State Fair will open on August 21, 2009 and run through Labor Day, September 7.

Please take a moment to formally request credentials for working members of your organization. We are asking **each individual to provide a photocopied picture identification card** on company letterhead. Media outlets applying for more than one credential need only to complete one application, but must provide copies of photo identification on company letterhead for each individual.

A Media Credential grants the bearer admission to the Fair, parking in Lot C and access to the Media Center through Gate 3. "Live trucks" will be able to access the grounds through Gates 3 and 12 with prior approval from the Media Center. **All media are required to check-in at the Media Center upon each arrival.**

Between **Monday, August 17th and Thursday, August 20th**, credentials may be picked up at the Media Center. After August 20th, all media credentials will be held at Media Will Call located at Gate 3. To avoid parking fees, please call the Media Center 24 hours prior to arrival at (916) 263-3108, and request gate clearance into Lot C.

Media credentials are for working media only and must be visibly displayed at all times. **Please note that Cal Expo reserves the right to verify the validity of any media organization in advance of providing credentials.** No complimentary credentials or tickets will be extended to family or guests of the media. Media credentials are transferable within a station/publication as long as the bearer's identification is on file with the Media Center. Failure to comply with any of these procedures or unauthorized use of a credential (including attempts to sell) may result in refusal, forfeiture of credential privileges, and/or removal from the premises or prosecution.

Thank you for your cooperation.
Sincerely,

State Fair Media Center
Cal Expo Administration Building
Phone: (916) 263-3108



August 21 – September 7, 2009
Cal Expo, Sacramento

2009 CALIFORNIA STATE FAIR

WORKING MEDIA CREDENTIAL APPLICATION

Publication/Business Name: _____

Contact Person: _____ Title: _____

Address: _____ City/Zip: _____

Business Phone: _____ Cell Phone: _____

E-mail: _____ Fax: _____

APPLICANTS SEEKING CREDENTIALS

I am requesting _____ Media Credentials for the following individuals and have attached photocopied photo identification (preferably driver's license) for each individual.

Note: Media Credentials are transferable. If individuals will be sharing credentials, more names may be listed than the number of credentials requested.

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

RETURN APPLICATIONS TO:

California State Fair Media Center

E-mail: media@calexpo.com

Phone: (916) 263-3108 • Fax: (916) 263-5823

Mail: PO Box 15649 • Sacramento, CA 95852

DEADLINE: August 14, 2009