



**Business Opportunities  
with the  
California Exposition & State Fair**

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# CALEXPO



HOME OF THE  
California State Fair

## Business Opportunities with the California Exposition & State Fair

Thank you for your interest in Cal Expo. We are always on the lookout for exciting new products to offer our fairgoers during the California State Fair. This booklet was designed to give prospective vendors like you a “sneak preview” of what doing business with Cal Expo is all about.

As you may know, the California State Fair has been providing Californians with the highest quality food, products and fun for more than 150 years. In other words, we’ve got quite a reputation to live up to. Our fairgoers expect the “Best of the Best” and that’s exactly what we deliver. By always featuring commercial vendors and concessionaires who possess these same high standards, we ensure an exceptional fair year after year.

Again, we look forward to the possibility of working with you to provide our fairgoers with an innovative and fun experience. Should you have any questions about Cal Expo or the California State Fair’s application process, please don’t hesitate to contact us.

Sincerely,  
CALIFORNIA EXPOSITION & STATE FAIR

Norb Bartosik  
General Manager/CEO

Chairman of the Board

**Important Notice:** All dates, times and prices listed are subject to change without notice!

## **Life at the Fair**

The California State Fair is 18 fun-filled days from July 14 to July 31, 2011. It boasts hundreds of exhibitors and concessionaires, high-caliber entertainment, livestock, crafts, animals and agriculture, thrilling rides and loads of activities for the whole family.

Before you apply for space at the Fair, there are a few things you should know. Putting on an 18-day event takes the tireless dedication and hard work of many, including our commercial exhibitors and concessionaires. It also requires that everyone follow the same guidelines, which are outlined in detail in the *Commercial & Concessions Rules and Regulations Handbook*. You can find this Handbook on our California State Fair's website at [www.bigfun.org](http://www.bigfun.org).

## **Who are you?**

A commercial exhibitor is someone who sells a product, ride or service at the Fair. A concessionaire is someone that sells food and beverages.

## **Basic Guidelines**

The main thing you should know is that Cal Expo does expect a lot from its commercial and concessions vendors. However, we also give a lot in return. Our commitment to customer service is bar none. You simply won't find a team more attentive and responsive than the one we have here. Knowing what to expect in advance can make a big difference in how successful you'll be at the Fair. While most of the guidelines apply to both commercial exhibitors and concessionaires, there are a few differences. For the sake of brevity, we're just giving you an overview here.

If you have any questions about the application and selection process, please do not hesitate to contact the commercial and concessions office. You can find the Commercial & Concessions Rules and Regulations Handbook, Commercial Exhibitor & Concessionaires Application and all other needed forms on The California State Fair's website at [www.bigfun.org](http://www.bigfun.org), or you can request a copy if you do not have access to the internet. For booth/space pricing see the commercial or concessions applications.

## **Hours of Operation**

First and foremost, if the Fair is open for business, then you're open for business. Some concessionaires may choose to open a few hours earlier each day to serve livestock workers and other early arrivals.

## **Application**

To apply, you will need to fill out an application and return it to us along with your current California Seller's Permit, a recent picture of your booth or stand and a product list/menu with prices. Only complete applications will be considered.

If no space is available your company may be placed on a waiting list. As spaces become available, applications are pulled from the waiting list.

## **Insurance & Workers Compensation**

Everyone needs to show proof of General Liability insurance including Product Liability in the amount of \$1,000,000 (\$2,000,000 for entertainment and thrill rides). When providing insurance by your own carrier, the name of the insured business must match the business name on the application. Insurance may also be purchased through Cal Expo from the Haas & Wilkerson Insurance Co. Pursuant to section 3700 of the California Labor Code, each concessionaire/commercial exhibitor must have on file and in their assigned space a Certificate of Workers Compensation Insurance or Certificate of Self-Insurance from the Director of Industrial Relations. For more information, contact the Department of Industrial Relations at 916-323-4920 or [www.dir.ca.gov](http://www.dir.ca.gov).

## **Exhibit Design & Presentation**

If you've been to the Fair you know that all the booths and stands are designed and presented in a professional, aesthetically pleasing way. There are several guidelines detailed in the Commercial & Concessions Handbook that you will need to follow. Management reserves the right to determine whether the display and/or displayed product(s) meet these requirements.

## **Tents**

Outdoor commercial exhibitors are required to rent a tent from us; the rental of the tent will be on your contract. "Pop-up" and "E-Z up" tents are not allowed. If you are a concessionaire, tents are not allowed.

## **Evaluation – Audit Review**

Evaluations and audits are based on State and County Regulations, conformance to the California State Fair Commercial & Concessions Rules and Regulations, quality and appearance of product sold, general appearance of space and the appearance and service of staff and personal. Post event evaluations will be used in determining acceptance in future California State Fairs.

## **Food Stands**

Because the Fair runs for 18 days, the Health Department requires an enclosed kitchen in the trailers. No pop up tents are allowed for prep or service.

## **Health Department**

Cal Expo cares deeply about public health. As such, all concessionaires are required to follow all Health Department guidelines, including being Food Safety Certified and pay safe food handling fees. Anyone handing out samples of food will need to pay the appropriate safe food handling fee and provide product liability insurance. For more information on Health Department requirements, contact the County of Sacramento Environmental Management Department at 916-876-8484 or [www.emd.saccounty.net](http://www.emd.saccounty.net).

## **Paperwork**

When working with governing agencies like the Health Department and the Board of Equalization there can be a fair amount of paperwork involved. All vendors, commercial and concessions, must obtain and provide a current resale permit. It will be up to you to be sure you have all the appropriate forms and certificates completed prior to Opening Day.

## **Coca-Cola**

Coca-Cola is the official soft drink and bottled water sponsor for Cal Expo. No other soft drink or bottled water products are permitted to be sold, sampled or given away on Cal Expo property at any time.

## **Selection Process**

The following is a list of what is considered when your application is reviewed for placement in the California State Fair.

### **Commercial Exhibitors / Concessionaires**

- Space availability
- Value to fair guests
- Uniqueness of product – Type of food served
- Appearance of booth/stand
- Prior experience
- Evaluations (returning applicants only) - Audit Reports (returning applicants only – only if on percentage)
- Paperwork submitted in a timely manner

### **Product Diversity**

The California State Fair strives to present a unique and diverse shopping experience. Although there is some duplication we try to incorporate many new and exciting products for our fair goers. When choosing the product you would like to sell please keep this in mind.

### **Product Exclusivity**

Commercial Exhibitors will not be granted exclusive rights to exhibit, promote, demonstrate and/or sell products or services. Items including but not limited to, balloons (any size), inflatable toys and glow-in-the-dark novelty items are covered under the California State Fair's Novelty Agreement as exclusive items for sale by that contractor only. These items may not be sold, used as giveaways or promotions or used as signage or decorations by any commercial exhibitor, sponsor or participant in the Fair.

### **Product List / Menu**

If an agreement is issued, only those items listed on the contract or approved menu may be sold. Any request to add or change product(s) to sell or menu items must be submitted in writing and approved.

### **Product Sales / Restrictions**

Some items that will not be considered for sale/giveaway are, but not limited to: weapons of any kind, lasers, and products made from any endangered animals, pornographic or drug related items, and stickers of any kind. Management reserves the right to determine whether an item is considered offensive or in poor taste and to prohibit the sale / display of such items.

### **Sub-leasing / Booth Sharing**

Commercial Exhibitors are strictly prohibited from sub-leasing, assigning or apportioning the whole or any part of their contracted space to any other business or individual.

### **Other Opportunities with Cal Expo**

Cal Expo hosts hundreds of events each year, which often include commercial exhibits and concessions. To see which events might be right for you, visit [www.calexpo.com](http://www.calexpo.com) and check out our calendar of events. In most cases, commercial exhibitors will work directly with the organizer of the event and food concessionaires will work with Cal Expo's exclusive caterer, Ovations, who can be reached at 916-920-1212.

Cal Expo also enters of contracts annually to support every aspect of the State Fair as well as the maintenance, development and rental of the property during the rest of the year. The California State Contracts Register lists all state contracts open for bid at [www.dgs.ca.gov](http://www.dgs.ca.gov). Please direct questions about Cal Expo contracts for services to the Contracts Office at 916-263-4042.

Cal Expo also contracts for purchases of items such as office and paper products, printing, hardware, mechanical and motor vehicle parts, and paint and lumber. Certified Small Businesses and Disabled Veteran Business enterprises are actively supported by Cal Expo. If you have any questions about Cal Expo contracts for purchases, please call the Business Services Office at 916-263-3027.

Again, thank you for your interest in The California State Fair and Cal Expo. We look forward to being of service.