

Temporary Display Space

at the

2012 California State Fair



Tentative Dates: July 12th - July 29th, 2012
Expected 2012 Attendance: 800,000+
Event Hours: 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 eighteen 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 2012 California State Fair's Concessionaires and Commercial exhibitors handbook

Sampling

All sampling activities are subject to the rules and regulations contained within the 2012 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

California State Fair

Temporary Display Space Agreement



**California
State Fair**
BIG FUN!

Exhibitor/Company _____

Contact Name _____

On-Site Contact Name/Phone Number _____

Address _____

Phone _____

Fax _____

E-mail _____

Description of Area _____

Giveaway Items (if applicable) _____

Exhibit size _____

Requested Dates _____

Payment Amount (see page 2 for pricing) \$ _____

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**

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