

California STATE★FAIR

Temporary Display Space Information

Event:	166th Annual California State Fair
Dates:	July 12-28, 2019
Location:	Cal Expo – Sacramento, CA
Expected Attendance:	700,000+
Total Event Days:	17 Days
Event Hours:	11am-10pm Monday-Thursday 10am-10pm Friday-Sunday

The California State Fair provides opportunities for you company to:

- Create consumer awareness of products/services your company offers
- Give consumers hands-on experience with your products and services
- Conduct surveys and sampling
- Create consumer accounts and build a sales-leads database

Display area is for self-contained vehicles only. Space is allocated on a first come, first serve bases and not guaranteed until payment is received in full. Payment is due in full, 14 days after signing the agreement. Exact footprint is needed to assure proper fit. All activities are subject to the rules and regulations outlined in the 2018 California State Fair's Concessionaires and Commercial Exhibitors Handbook (available upon request).

Weekends (Friday-Sunday)

\$4,000 per day

Three (3) day minimum. Includes all working staff credentials and five (5) parking passes per day (additional passes available for purchase at \$6 each)

Weekdays (Monday-Thursday)

\$3,000 per day

No minimum stay. Includes all working staff credentials and five (5) parking passes per day (additional passes available for purchase at \$6 each)

Space is limited; reserve your display area today!

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