



BLUES AND BREWS STAGE

CONCERT HOST GUIDELINES

MEDIA CREDENTIALS/FAIR ADMISSION

- Each station staff member, including multiple staff members within a station vehicle, will need a media credential to access the fairgrounds. Media Credentials will be delivered to your station by late May. See the station manager or program director for credentials. Requests for additional credentials must be made by the station manager or program director to the Marketing Director.
- Media Credentials are issued to official station personnel only. Friends or family members of station personnel must enter through the Fair's main gates and pay the regular admission price.

LOAD-IN & LOAD-OUT/VEHICLES

- Use Saratoga Drive to access the fair's main parking lot.
- Your media credential has a bar code on the back. Present the credential to the parking attendant for scanning.
- Once inside the lot, ask a parking attendant to direct you to the reserved parking area for media (outside of Gate #8). The media entrance gate is gate #9.
- Once parked, present yourself to the attendant at gate #9. Identify yourself as "media."
- The gate #9 attendant will radio the Media Center, who will promptly meet you at the gate to escort you in (whether you are on foot or in a station-branded vehicle).
- If your station has not pre-arranged for a station-branded vehicle to have a space inside the fairgrounds, Media Center staff will assist you via golf cart with loading your supplies in and out of the fairgrounds.
- If your station has pre-arranged for its station-branded vehicle to have a space inside the fairgrounds, the Media Center staff will escort your vehicle through the foot traffic.
- To ensure fair guest safety, unescorted station-branded vehicles are prohibited inside the fairgrounds.
- At the conclusion of your event/concert, please call the Media Center (650) 931-3326 and notify staff that you need to be escorted off the fairgrounds. In no case is your vehicle to move without an escort by the Media Center staff. Failure to comply with the escort rule could jeopardize the station's future participation at the San Mateo County Fair.

BOOTH SPACE

- Your station may bring a 10' x 10' canopy to set up at your designated space.
- Stations are responsible for providing all necessary furnishings, including tables, tablecloths, chairs, carpet, wastebaskets, or any other special exhibit items that you require.



- Outdoor booths must not exceed 12 feet in height. Any variance must be approved in advance by the Marketing Director.
- If the Fair is open, your host exhibit space must be staffed at all times that your station-marked vehicle and/or canopy are in place.
- All promotions are to be conducted within the designated exhibit space.
- Props of moderate size (inflatable, stand-up, etc.) may be considered, but are subject to approval in advance of opening day by the Marketing Director.
- Packing up your booth or its contents and/or loading in/out at any time during the artist's performance is strictly prohibited.
- **Sound:** Your station may conduct a live remote from this area. and conduct contests, call-ins, etc. from your exhibit space. All microphones and music are subject to approval by the San Mateo County Fair and will be controlled so they do not interfere with the public or your neighboring exhibitors and concessionaires. Please be considerate of your neighbors.
- **Attire:** All personnel must be neatly dressed, orderly and polite in their conduct and speech at all times.
- **Appearance:** All storage of supplies, boxes, or non-display items must be kept from the view of the public. When restocking, we ask that you break down boxes and stack them neatly next to a trash bin. It is up to you to maintain a clean exhibit space that is always clear of debris.
- **Lighting:** The use of LED lights is preferred due to the brightness and low radiant heat. NO halogen lights are permitted.
- **Signage:** All signs must be professionally made. No handmade or other non-professional, cardboard, paper, and/or unfinished signs exposed to public view are allowed.
- **Gratuities:** Gratuities are not allowed, you are not to solicit gratuities or tips from fairgoers. Any "tip jars" will be confiscated by the San Mateo County Fair representative and the contents will be donated to the Fair. Gratuities of any nature should not be requested from, nor offered to, any San Mateo County Fair employee or officer.
- **Opportunity Drawings:** If you are planning on holding an opportunity drawing, you must provide a sign stating the following: "Need not be present to win, and no purchase is necessary". All opportunity drawings must be held no later than Sunday, June 17, 2018, at 8:00 p.m. Solicitation for the opportunity drawing must take place only in your approved space.
- **Give-Aways/Sales:** The following items **cannot** be sold or given away without written permission from the Marketing Director: Candy, popcorn, nuts, balloons, plush animals, inflatables, glow products, stickers, decals, temporary tattoos or any other item that could create unfair competition. Pre-approved product samples are limited to no more than a 2-ounce size.
- **Plastic Bags:** A county ordinance prohibits any commercial vendor from providing single-use plastic bags to customers. You **MUST** charge \$.25 per bag. You can read the entire ordinance at <http://smchealth.org/BagBan>. Please plan accordingly to comply with this regulation.



BANNERS

- Banners (up to 25') may be located on the front skirt/apron area of the Blues and Brews stage. Media Center staff will direct you on event day as to the allowable banner locations.
- Station banners are **not permitted** at any other location than your designated space. Station banners **must** be placed with **only** tape (no wire ties of any kind are permitted). Tape must be completely removed before your station leaves the grounds.
- Please remove all station banners at the end of your respective show. Failure to remove banners will result in removal and discarding by Fair personnel and could jeopardize the station's future participation in the Fair.

INTRODUCTIONS/CELEBRITY CONCERTS

If your station has prearranged to introduce a celebrity act, your contact at the stage is Luis Del Arroz, Production Manager for the San Mateo County Fair. Please check in with Luis Del Arroz as soon as you arrive to work out details of the introduction – **no later than 30 minutes prior to show time.**

ELECTRICAL

- GENERATORS ARE ONLY PERMITTED WITH FAIR MANAGEMENT APPROVAL.
- All electrical installations must conform to the Electrical Safety Code of the State of California.
- Power conservation is mandatory and Fair staff will be monitoring everyone for compliance. Violators will have their power cords disconnected, so please be sure to follow these guidelines:
 - All lights and other non-essential equipment must be turned off when the Fair closes each day.
 - Outside lights must remain off until 7:00 p.m. nightly.
 - Fair staff may ask you to disconnect any/all items occupying an electrical outlet at any time.

GENERAL

- **Intoxication:** Use or possession of any alcohol or controlled substance, or impolite, discourteous or obscene speech or conduct toward, or in hearing range of, the public, or refusal to follow rules shall be sufficient grounds for immediate cessation of the right and privilege to do business with the San Mateo County Fair. In-person and on-air promotions must be appropriate for a family-friendly atmosphere and meet the approval of the Marketing Director.
- **Smoking:** Is only permitted in designated areas, which means smoking in food preparation facilities, county buildings, reception areas, hallways, entrances, or bathrooms is not allowed at any time. This rule also applies during load-in and load-out days. Please refer to Fair maps for the Designated Smoking tents.



- **Damages:** You agree to promptly reimburse and pay the San Mateo County Fair for any and all damages to Fair property or equipment that you, your employees, or your agents cause during the term of your Agreement.
- **Liability:** The San Mateo County Fair is not responsible for the loss or damage to station property during the term of June 8-18, 2018 (*dates include the fair dates June 9-17 plus set-up and load-out dates*) and shall not be held responsible for any injury to person or persons of the station, its employees or agents from any cause whatsoever arising from the performance of their contract.
- **Rain:** In the unlikely case of rain or heavy winds, all outside stands and booths may cover up to protect merchandise. Once the rain or wind stops, you will need to immediately remove the covers and re-open your operation for the rest of the day.
- **Restricted Items:** The San Mateo County Fair reserves the right to prohibit the sale or display of any type of items including but not limited to products such as drug paraphernalia (apparel and accessories), stink bombs, toy guns, weapons, imitation or real swords, clackers, knock-offs, designer replica handbags, and pornography.
- **Power Outages:** In the event of an electrical power outage whereby the public utility company deems it necessary to reduce, cut, or rotate electrical services to the San Mateo County Event Center/Fair, the Event Center/Fair shall not be liable for any losses suffered by Fair Vendors due to the power outage. Should the San Mateo County Event Center/Fair deem it necessary to cut water, gas, or electricity, the San Mateo County Event Center/Fair shall not be liable for any losses suffered by Fair Vendors and/or Concessionaires.
- **First Aid:** will be available during all hours of the Fair at the First Aid building located across from the Floral Department.
- **Internet Connectivity:** direct internet and wireless internet is available throughout the fairgrounds and may be purchased from the San Mateo County Fair.
- **Security:** Never leave your booth or stand unattended at any time. Valuable items that are small and portable, such as laptops, cell phones, DVD players, cameras, etc., should be removed from your booths.

Address:

San Mateo County Event Center
2495 S. Delaware St.
San Mateo, CA 94403
Phone: (650)-574-3247
Fax: (650)-574-3985

Main Parking Lot Address:

1346 Saratoga Drive
San Mateo, CA 94403



Contact Info:

Phone

- Pre-Fair (prior to June 6): (209)-667-7024
- Fair Time (June 6 - 17): (650) 931-3326
- Post-Fair (after June 17): (209)-667-7024

Email

- mediacenter@smcec.co
- pennie@rorexmarketing.com

Media Center Hours

Pre-Fair (June 6, 7, and 8): 9 a.m. to 5 p.m.

Fair Time (June 9 through 17): 10 a.m. to 9 p.m.

Post-Fair (closed until June 2019)

Staff

Pennie Rorex

Marketing Director / Fair Spokesperson



Mackenzie Colcord

Media Center Assistant



Online:

<https://www.sanmateocountyfair.com/>

<https://www.instagram.com/sanmateocofair/>

<https://twitter.com/sanmateofair>

<https://www.pinterest.com/sanmateocofair/>

<https://www.youtube.com/user/thesanmateofair>

#SMCF2018



Fair Hours Open to Public;

- Saturday, June 9, 11:00 a.m. – 10:00 p.m.*
- Sunday, June 10, 11:00 a.m. – 10:00 p.m.*
- Monday, June 11, 12:00 p.m. – 10:00 p.m.*
- Tuesday, June 12, 12:00 p.m. – 10:00 p.m.*
- Wednesday, June 13, 12:00 p.m. – 10:00 p.m.*
- Thursday, June 14, 12:00 p.m. – 10:00 p.m.*
- Friday, June 15, 12:00 p.m. – 10:00 p.m.*
- Saturday, June 16, 11:00 a.m. – 10:00 p.m.*
- Sunday, June 17, 11:00 a.m. – 10:00 p.m.*

**Carnival closes at 11:00 p.m. each night*

***Hours are subject to change*