



## **MEDIA POLICY**

### **Media Credentials:**

- Media credentials are required for non-paid admission/entrance to the Fair and are accepted at gate #9/Saratoga Parking Lot, and the Fair Administration Office.
- The Marketing Director will issue all media credentials.
- Media credentials will be issued to, and honored for, working members of the media only (not family members and/or guests).
- Freelance Reporters/Photographers and Bloggers: Media credentials will be issued on a case by case basis, at the discretion of the Marketing Director.
- The Marketing Director will distribute credentials to editors/station managers a minimum of two weeks in advance of the opening day of the Fair.
- Requests for additional credentials will be considered on an as-needed basis, in advance of opening day, and are subject to review and approval by the Marketing Director.
- Business cards, by-lined articles, or non-fair issued press passes will not be accepted for non-paid entrance/admission to the Fair.
- Use of media credentials for non-media purposes and/or distribution of media credentials to non-working members of the media, family members and/or guests will result in immediate loss of media credential privileges throughout the 9-day run of the Fair.

### **Media Parking:**

- 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).
- 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).
- To ensure fair guest safety, station-branded vehicles required for news will only be allowed via Media Center staff escort inside the fairgrounds.
- At the conclusion of your coverage, please call the Media Center (650) 931-3326 to 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.



### **Arriving Without A Vehicle:**

- If you have traveled to the fair by bike, public transportation, Uber, etc. please access the fair from the Fair Administration Office, located at 2495 S. Delaware Street, San Mateo.
- Upon arrival at the fair office, present your media credential to the receptionist, who will promptly notify Media Center staff of your arrival. Media Center staff will come quickly to escort you through the gate.
- For quicker access, please phone the Media Center at (650) 931-3326 approximately 5 minutes before your arrival and staff will be waiting for you in the Fair Administration Office.

### **Interviews:**

- Most entertainers will agree to telephone interviews in advance of their appearance but are reluctant to give interviews on the evening of their performance. All requests for interviews should be directed to the Fair's Marketing Director at least one month in advance of the show date. Interviews are subject to approval by the act's management and are not controlled by the San Mateo County Fair.

### **Photo Policy:**

- Subject to artist approval, photographers may be allowed front-of-stage access for the first two songs of concert only, which will be determined day of show. Photographers showing up after the second song may be denied access.

### **Exhibit Judging Results:**

- Results will be posted to the San Mateo County Fair's website at [SanMateoCountyFair.com](http://SanMateoCountyFair.com) after the Fair (normally 30 days after close of Fair). To request results during the Fair, please contact the Media Center at (650) 931-3326.

### **Media Center:**

- The Media Center is located inside Expo Hall at the northwest corner. Look for the (M) on the Fair map.
- A climate-controlled press office offers laptops and WIFI access for media representatives who prefer to write, post, upload and/or file from the fairgrounds.
- The Media Center also provides complimentary snacks and cold beverages.
- You are encouraged to use the Media Center as a resource center, workstation, and relaxation center.
- Our goal is to help you accomplish your tasks quickly and easily, without having to return immediately to your newsroom.



**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](mailto:mediacenter@smcec.co)
- [pennie@rorexmarketing.com](mailto: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

**Social Media:**

<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

**Official comments on behalf of the San Mateo County Fair will be provided by:**

- Dana Stoehr, CEO of the San Mateo County Event Center and Fair
- Justin Aquino, Fair Operations Manager for the San Mateo County Fair
- Pennie Rorex, Spokesperson for the San Mateo County Fair



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

**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 a.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*