

Exhibitor Pre-Entry Information Package 2020 Building Theme “The Roaring 20s”

The mission of this department is to create a forum that entertains and educates the people of the 31st District Agricultural Association while showcasing the agriculture and natural resources of Ventura County; their interdependence and importance to our lives.

Opportunities for Involvement

Choose one or mix and match to create the exhibit experience that is right for you and your company.

- **FEATURE EXHIBIT** - (100 sq. ft minimum – 324 sq. ft maximum on a space available basis as approved by superintendent.)
 - Exhibits should reflect the ever changing and diversified character of agriculture in Ventura County and today’s modern society.
 - Displays should tell a complete story: have and beginning, middle and an end.
 - Interactive exhibits are most appealing. Please stay away from just placing posters in your booth, as well as repeating the same display from previous years.
 - Creativity in design and delivery is encouraged.

- Family Farm class is open to family farms owned and operated by Ventura County residents. Products used in display must have been produced within the county during the last year by exhibitor on land farmed by the exhibitor. This is a commercial class open to family farmed and operated commercial businesses of Ventura County, where selling of produce or product is part of the family income.

- **“EDU-TAINMENT”** - Put on a scheduled independent/stand-alone activity on the AG building stage, or in another area of the building
 - Presentations
 - Demonstrations
 - Slide shows & videos
 - Hands-on, kid-friendly activities

- **TASTING EVENT** – This provides an opportunity to interact with the public while giving out samples of your product
 - A few hours or all day
 - Cooperative efforts between producers/vendors are encouraged
 - Enhance the experience with presentations about production, selection, use and preparation on the stage

- **SPONSORSHIP** – We have added a lot of activities and contests and have a need for sponsors! If you know of a person or business that would like to sponsor one of the following, please let us know.
 - Event
 - Contest
 - Area
 - Youth Award

For more information about sponsorship opportunities contact building superintendent or **Marty Lieberman** at (818) 512-5892 / mliberman@venturacountyfair.org.
For more information about Public Relations contact building superintendent or **James Lockwood** –805-648-3376 ext 110 / jlockwood@venturacountyfair.org .

2020 Ventura County Fair
Agriculture Building "The Roaring 20s"

Pre-Entry Information

Completed Pre-Entry Information and Memorandum of Understanding must be returned to the Fair office no later than **5:00 PM Monday, June 15, 2020.**

Detailed description and/or sketch of exhibit are helpful. Please note, completion of form does not guarantee entry. Entry and space allocation will be confirmed by building superintendents. For more information see Entry Guide or contact building the superintendent.

Business/Organization _____

Contact _____

Mailing address _____

Email _____ **Telephone** _____

Feature Exhibit : (Exhibits can be no more than 9 feet 6 inches deep -- from aisle to back wall of exhibit space)

Preference:

➤ **Space/size:** 10' x 9'6"20' x 9'6"18' x 18" (four-sided)

➤ **Location Preference:**

○ **Against a wall** NO YES

○ **Center exhibit (all 4-sides are visible to fair-goers)** NO YES

○ **No preference**

➤ **Equipment Needs:**

Electrical access NO YES

Chairs NO YES number _____

Tables (8ft) NO YES number _____

➤ **Will you be participating in the additional exhibit opportunities? (see below)** NO YES

➤ **Will you have a banner that needs to be hung?**

Please have the banner on a PVC frame. Thursday, July 30th: noon - 3pm NO YES

As you plan your feature exhibit, please remember to respect the physical and visual display space of adjacent displays.

Please attach a brief description and/or sketch of your feature exhibit.

Additional exhibit opportunities...We would love to see every booth have some sort of hands on activity during some portion of the day throughout the duration of the fair.

• **Presentation(s) / Demonstrations(s) –**

TOPIC: Preferred Date(s): Preferred time(s):

• **Hands-on, kid-friendly activity -**

TOPIC: Preferred Date(s): Preferred time(s):

• **Tasting event:**

Product: Preferred Date(s):

Preferred time(s):

All additional exhibits, including dates and times will be confirmed by the building superintendent by June 12, 2020 to ensure publication in the Fair Master Schedule and press packet.

Agriculture & Natural Resources Building
TENTATIVE Schedule 2020–Event dates and times subject to change

May 1	Entry Guide on Fair website (www.venturacountyfair.org) Exhibit applications accepted					
June 14	Exhibits Pre-Entry Information due/application window closes All exhibit applications due in fair office before 5:00 PM					
June 30	Last day to submit/update/ change information to be included in the fair master schedule and press packet. For assistance or more information please contact superintendent via email at VCAGBuilding@gmail.com .					
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
FE=Feature Exhibit	July 27	July 28	July 29	July 30 FE set-up 10:00 AM – 5:00 PM Hang Banners Noon-4pm	July 31 FE set-up 10:00 – 5:00 PM Wine, Beer, Kombucha, Honey & Olive Oil Entries 4:00 – 6:00 PM	Aug 1 FE set-up 10:00 AM – 5:00 PM Wine, Beer, Honey & Olive Oil Entries 9:00 AM – 4:00 PM
Aug 2 FE set-up 10:00 – 5:00 PM Judging Wine, Beer & Olive Oil	Aug 3 FE set-up 10:00 AM – 5:00 PM	Aug 4 FE set-up 10:00 AM - 5:00 PM Produce Entries 7:00 AM – 5:00 PM	Aug 5 Fair Opening Day Produce/FE Judging 8 AM – Approx. 11:00 AM	Aug 6 10:00 -10:30 AM Refresh Feature Exhibits Entries & Judging Dairy 1:00 – 3:00 PM Corn Shuckin' 11:30-12:30 5-7pm People's Choice for the Bounty of the County (Beer)	Aug 7 Youth Day 10:00 -10:30 AM Refresh Feature Exhibits YOUTH- Roaring 20's Video Presentation 11-12:30	Aug 8 10:00 -10:30 AM Refresh Feature Exhibits Cornhole competition 10 AM - 7:00 PM Fire Safety Awareness & Education Day
Aug 9 10:00 -10:30 AM Refresh Feature Exhibits Beneficial Insects	Aug 10 10:00 -10:30 AM Refresh Feature Exhibits	Aug 11 Senior Day 10:00-10:30AM Refresh Feature Exhibits	Aug 12 10:00 -10:30 AM Refresh Feature Exhibits Produce Entries 6:30 AM – 11:00 PM Judging Approx. 12:00 PM – approx. 3:00 PM Uncle Leo's Storytelling Contest 2PM VC History Day	Aug 13 Military Day 10:00 -10:30 AM Refresh Feature Exhibits Melon Carving Contest 3:00 5-7pm People's Choice for the Bounty of the County (Wine)	Aug 14 Auction Day 10:00 -10:30 AM Refresh Feature Exhibits Livestock Auction Avocado Day	Aug 15 10:00 -10:30 AM Refresh Feature Exhibits Noon- Cowboy Poetry Cattlemen's Day
Aug 16 10:00 -10:30 AM Refresh Feature Exhibits Berry Day	Aug 17 ALL EXHIBITORS Entry pick-up & Clean-up 9:00AM – 5:00PM					

Exhibit information & guidelines:

1. Feature Exhibit/Booth depth cannot exceed 9 ft 6 inches, in order to comply with safety regulations.
2. Feature Exhibit materials **must be made from non-flammable material or treated** and maintained in a flame retardant condition.
3. **All exhibitors** must supply and use timers and power strips/surge protectors to manage all power, electrical, lighting etc.
4. Feature Booth exhibitor's company/organization **banners will be hung on Thursday, July 30 noon – 4:00 PM ONLY**
 - o **Have your banner in the building by noon PM on Wednesday, July 30.**
 - o Exhibitor to provide PVC pipe through top banner casing and bottom to weigh down
 - Chain/cording/wire of the exhibitor's choice to hang banner from ceiling
 - Ceiling height is between 14 ft and 16 ft depending on position in building
 - Height of booth back pipe and drape-approx. 8 ft.
5. All exhibitors are cautioned against parking anywhere around the building at any time during set-up. Please move all vehicles to the main parking lot as soon as materials are off-loaded.
6. **Access for refreshing exhibit** flowers/produce/pamphlets/handouts and general upkeep will be done by the exhibitor 9:30 – 10:00 AM each day as needed. The exhibitor must be finished by the time the fair opens each day at 10:00 AM. Exhibitor vehicles must be off grounds by that time or vehicle will be towed at owner's expense.
7. **All exhibits must be dismantled and removed from the fairgrounds between 9:00 AM and 5:00 PM, Monday, August 17, 2019.**
8. **Premium checks will be held** until exhibits are dismantled and area cleaned to the satisfaction of building superintendent.

Questions are welcomed by building superintendents:

Rosa Vanoni-Brown 805.796.2423

Angela Vanoni 805.320.2339

Agriculture Building email: VCAgBuilding@gmail.com

TASTING EVENT - - Pre-Entry Information

Please complete and return with other pre-entry information by June 12, 2020.

Business/Organization: _____

Tasting _____ Event _____ Coordinator: _____

Email: _____ Phone: _____

Please be aware that all food sampling must be done from the TFF approved area/kitchen in the Ag Building.

For the duration of your event you will have use of the kitchen, which includes:

Refrigeration, prep table, power, three-compartment sink, portable salad bar, ice, food-service gloves and Temporary Food Facility certification.

Tasting space is approximately 15' x 9'6". Tasting event exhibitors will be able to decorate the booth, hang banners and posters, etc. Table, chairs, easels and microphone system available for use on request.

PLEASE NOTE: State law prohibits the use of a private home for food preparation and/or storage for such events.

Ventura County Environmental Health Division requires the following details:

- ✓ List all foods and beverages to be prepared or served (include prepackaged):
- ✓ Will foods be prepared in advance? _____ YES _____ NO

If so, please list off-site food preparation and/or storage:

Business name:

Street Address, City, State, ZIP:

Telephone:

Health permit#

- ✓ How will food be transported – (keeping frozen/cold food cold and hot food hot.)

- ✓ How will hot food be kept above 135 degrees F or cold food be kept at 41 degrees F or below during event?

MEMORANDUM OF UNDERSTANDING:

Please return copies of pre-entry information, including this memorandum of understanding, signed by your organization's feature exhibit chairperson to the building superintendent on or before June 15th.

I have read and understand the schedule and exhibit guidelines outlined above.

_____ Chairperson Signature and Date

Printed Name as agent/representative for _____

For Ag Building Use Only

- Pre-Entry Received _____ Confirmation Letter Sent _____
- Memo of Understanding Received _____ Official Entry Form Rec'd _____
- Tasting Event Form _____ Notes: _____