



*imagine the fun!*

### **MEDIA CENTER AND PUBLICITY STAFF**

A climate-controlled press office is located in the media center, behind the main Fair office.

The media center offers computers, WiFi access for media representatives who prefer to write, post, download and/or file from the Fairgrounds.

The media center also offers 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.

#### **Pre-Fair Media Center Hours (July 8-11th):**

Monday – Thursday, 8 a.m.–5 p.m.

#### **Fair-Time Media Center Hours:**

July 12-21, 10 a.m.–11 p.m.

#### **Media Center**

209-668-1333 x336

**Adrenna B. Alkhas,**  
Marketing and  
Communication Director,  
Fair Spokesperson

**Steven Lelham,**  
Online Marketing  
Coordinator



**Jamie Storzbach,**  
Marketing and  
Communication  
Coordinator



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

Matt Cranford, Chief Executive Officer

Adrenna B. Alkhas, Marketing and Communication Director



*imagine the fun!*

## RADIO STATION HOST GUIDELINES



### Fair Admission

- The Fair opens at 5 p.m. on weekdays and 12 p.m. on weekends.
- 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 early June. See the station manager or program director for credentials.
- Requests for additional credentials must be made by the station manager or program 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.

### Vehicles on Grounds

- You may bring **one** station-marked vehicle onto the Fairgrounds provided that the vehicle arrives **no later than 4 p.m.** Vehicles arriving after 4 p.m. will be **denied access to the grounds!**
- Non-station-marked vehicles are not permitted on the Fairgrounds.
- The driver of the vehicle must present a **Special Access Parking Pass** to gain entry onto the grounds for the FoodMaxx Arena. The parking pass will be issued by Adrenna Alkhas, Marketing and Communication Director. Vehicle entry passes must be requested at least **seven (7)** days in advance of your entry date by calling the Media Center at 668-1333 x336.
- To access the FoodMaxx Arena, present your Special Access Pass to the attendant at Gate #13 located on Soderquist Road (near the horse barns).
- Every person in the vehicle must show his/her media credential to the gate attendant. Persons without a media credential will be asked to leave the vehicle and proceed to the Fair admission gate and will be required to pay the general Fair admission price.
- After driving through the gate, proceed straight to the FoodMaxx Arena main entrance. The radio host area, which will be clearly marked, is located **outside the Arena, across from the ticket windows**, on the grass area, northeast of the restrooms.
- There are two different times when your station-marked vehicle may exit the Arena area: (1) You may depart 30 minutes after the event has started, subject to approval from the Marketing and Communication Director. (2) You may stay through the entire event and depart 30 minutes after the event has concluded, or as soon as the exiting crowd has disbursed. **Under no circumstances are you to move your vehicle until authorized by the Marketing and Communication Director. Failure to adhere to this policy will result in immediate termination from participation in any future Stanislaus County Fair events!**



*imagine the fun!*

**food!maxx ARENA**

**GUIDELINES CONTINUED...**

### **Host Exhibit Area Outside the Arena**

- Your station may bring a 10' x 10' canopy to set up at the radio host area across from the FoodMaxx Arena ticket windows. You will also need to bring tables, chairs, etc., for your exhibit area. You may banner your exhibit area, conduct contests and call-ins, etc., from your exhibit area.
- Alternate props (inflatable, stand-up, etc.) are subject to preapproval by the Marketing and Communication Director.
- Your station may conduct a live remote from this area. Power is available at this area if needed.
- The Fair prohibits the use and/or passing out of stickers, temporary tattoos, and balloons.

### **Arena Banners**

- On your host day, you may place radio station banners at the 10' x 10' host area, which is located across from the Arena Box Office.
- On your host day, radio station banners may also be placed inside the Arena on the front and back sides of the **one** set of bleachers immediately inside the Arena entry gate. The backside of this set of bleachers is approximately 35' long. You may banner the entire 35' of the front and back sides of the bleachers, making certain you do **not** cover the "No Smoking" signs.
- Radio station banners are permitted inside the Arena on the east-face railing – 30' of banner on left and right of the announcer's booth.
- Radio station banners **must** be placed with **only** plastic wire ties (no tape of any kind is permitted).
- Please remove all station banners at the conclusion of your respective event. Failure to remove banners will result in removal and discarding by Fair personnel and could jeopardize the station's future participation in the Fair.

### **On-Site Contact/Events**

If your station has prearranged to host motorsports or horse events in the Arena, your on-site contact is Adrenna Alkhas, Marketing and Communication Director for the Stanislaus County Fair. Upon arrival, please check in at the Media Center, located in the Media Center behind of the Fair office. You will be assisted in meeting your event contact inside the Arena so you can gain access to the announcer's booth.

### **Public Intoxication and Inappropriate Behavior**

The Fair reserves the right to excuse a radio station host if the Fair's staff or agents suspect that the host and/or his/her staff are under the influence of drugs or alcohol or are engaging in inappropriate behavior. In-person and on-air promotions must be appropriate for a family-friendly atmosphere and meet the approval of the Marketing and Communication Director.



*imagine the fun!*

## RADIO STATION HOST GUIDELINES



### Fair Admission

- The Fair opens at 5 p.m. on weekdays and 12 p.m. on weekends.
- 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 early June. See the station manager or program director for credentials.
- Requests for additional credentials must be made by your station manager or program 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.

### Vehicles on Grounds

- You may bring **one** station-marked vehicle onto the Fairgrounds provided that the vehicle arrives **no later than 4 p.m.** Vehicles arriving after 4 p.m. will be **denied access to the grounds!**
- Non-station-marked vehicles are not permitted on the Fairgrounds.
- **A special location has been set aside for your station-marked vehicle if your station is hosting the evening's show on the Coors Light Variety Free Stage. The designated area may vary day to day, so please inquire at the Media Center as to the day's location.**
- To access the host area for the Coors Light Variety Free Stage, drive to the Fair office located at the corner of Broadway and Canal. Once at the office, temporarily park in the Fair office parking lot and go inside the Fair office and ask that a staff member from the Media Center be radioed. A Media Center staff member will meet you at the Fair office and assist in directing your station-marked vehicle to the host area.
- Every person in your vehicle must show his/her media credential to the gate attendant. Persons without a media credential will be asked to leave the vehicle and proceed to the Fair admission gate and will be required to pay the general Fair admission price.
- No sooner than 30 minutes after the show concludes, please send one of your staff members to the Media Center to advise the show has concluded, the crowd has disbursed, and you are ready to be escorted off the grounds. Media Center staff will provide the official escort. **Please do not move your vehicle without security escort! Failure to adhere to this policy will result in immediate termination from participation in any future Stanislaus County Fair events!**



*imagine the fun!*

## GUIDELINES CONTINUED...

### Host Exhibit Area

- If the Fair is open, your host exhibit area must be staffed at all times and that your station-marked vehicle and/or canopy are in place. Your station may bring a 10' x 10' canopy to set up at the radio host area. You will also need to bring tables, chairs, etc. for your exhibit area.
- Packing up your booth or its contents and/or loading in/out at any time during the artist's performance are strictly prohibited.
- You may banner your exhibit area and conduct contests, call-ins, etc. from your exhibit area.
- Your station may conduct a live remote from this area. Power is available at this area if needed.
- Props of moderate size (inflatable, stand-up, etc.) may be considered but are subject to advance approval by the Marketing and Communication Director.
- The Fair prohibits the use and/or passing out of stickers, temporary tattoos and balloons.

### Stage Area Banners

- On your host day, you may place your radio station's banners at the 10' x 10' host area.
- On your host day, 3' x 6' radio station banners may be placed on the back side of each set of Coors Light Variety Free Stage area bleachers.
- Additional banners may be located near the stage. Media Center staff will direct you on event day as to the allowable stage-area locations.
- *Under no circumstances* are radio station banners to cover the Coors Light and/or their product banners.
- Radio station banners are **not permitted** at any other location, including the stage.
- Radio 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 conclusion 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 Coors Light Variety Free Stage is Luis Del Arroz, Production Manager for the Stanislaus County Fair. Please check in with Luis as soon as you arrive to work out details of the introduction – **no later than 30 minutes prior to show time.**

### Public Intoxication and Inappropriate Behavior

The Fair reserves the right to excuse a radio station host if the Fair's staff or agents suspect that the host and/or his/her staff are under the influence of drugs or alcohol or are engaging in inappropriate behavior. In-person and on-air promotions must be appropriate for a family-friendly atmosphere and meet the approval of the Marketing and Communication Director.