

The Sacramento County Fair
 May 21 – 25, 2009
 Cal Expo, Sacramento, CA

Who attends the Sacramento County Fair?*

Females outnumber Males 5:4

Average annual household income is \$62,000

Average age of our fair guests is 31 years.

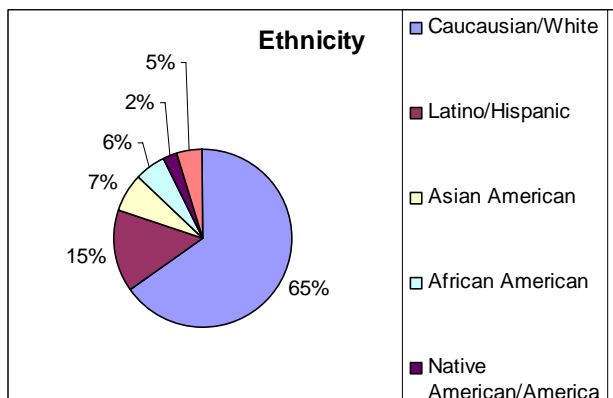
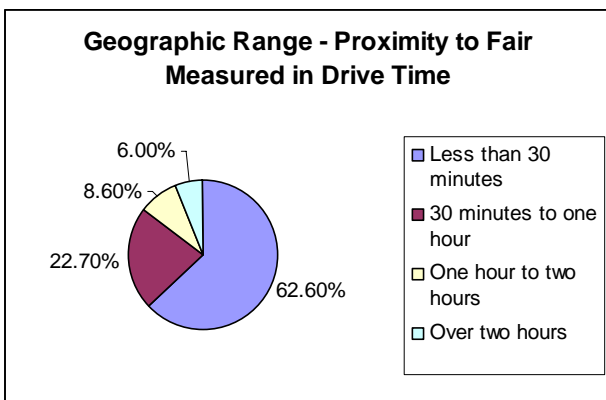
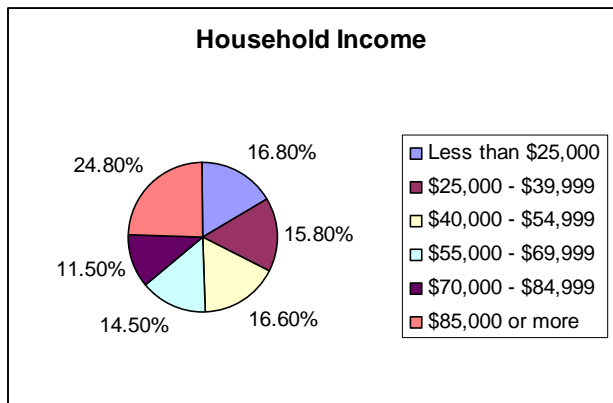
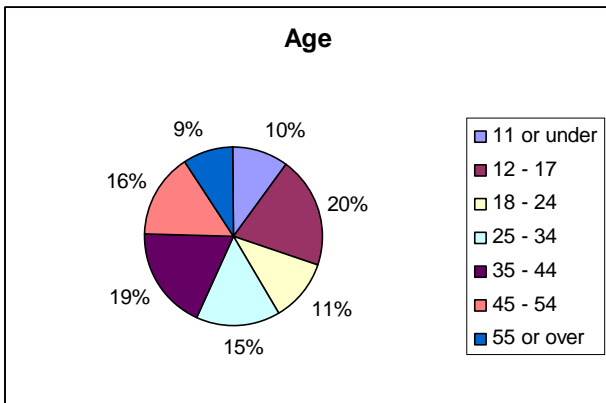
Our audience is quite balanced....25% are aged 45 and older, 34% are aged 25 -44 and 30% are 17 and under!

62% of attendees are married or common-law

49% of our patrons are post-secondary graduates

65% are White and 15% are Hispanic

62% of our guests traveled 30 minutes or less to attend the fair.



Why do people attend the Sacramento County Fair?

Guests of the Sacramento County Fair rated their Top Five Reasons for Attending the Sacramento County Fair:

1. Free Admission
2. Something for the Kids to do
3. Weather
4. Always Attend/Annual Tradition
5. Specific Event and/or Exhibit

Guests of the Sacramento County Fair rated their Fair Experience as “Good to Excellent” in the following five categories:

1. Family Friendliness
2. Ease of accessibility to events and attractions
3. Overall Enjoyment of Fair
4. Safety & Security
5. Ease of Movement

How can you reach our audience?

A traditional community agricultural, arts and entertainment festival, the Sacramento County Fair offers opportunities for business to promote, demonstrate and sell products and/or services.

Indoor Commercial Booth Spaces starts at \$525 per 10' x 10'

Outdoor Commercial Booth Spaces start at \$500 per 10' x 10'

For Commercial Vendor Booth Space contact Margie Ewen at (916) 263-2975 or via e-mail at mewen@sacfair.com.

*Information provided is based on a 2006 Exit Survey conducted by EventCorp Services.