

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3010
Fax: (916) 263-7903

MEMORANDUM

Date: September 16, 2019
To: Exposition Facility & Operations Committee
Via: Rick K. Pickering, Chief Executive Officer
From: Marcia Shell, Assistant General Manager, Expo Events
Subject: September Booking Update

Sacramento Convention Center Remodeling in 2019
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The Sacramento Convention Center is closed for remodeling. We have been working to accommodate some great events that have been taking place at the Convention Center. Below is the current status of the contracts for these events.

<u>Event</u>	<u>Use Dates</u>	<u>Status</u>
Almond Conference	Dec 6-13 2019	Executed Agreement
Almond Conference	Dec 4-12 2020	Dates Held
Unified Wine & Grape Symposium	Feb 1-8 2020	Executed Agreement
Unified Wine & Grape Symposium	Jan 9-17 2021	Dates Held
Sacramento Reptile Show	Sept 27-29 2019	Executed Agreement
Sacramento Reptile Show	Sept 25-27 2020	Dates Held
Sacramento Arts Festival	Oct 25-27 2019	Executed Agreement
Scrapbook Expo	Nov 1-2 2019	Executed Agreement
Scrapbook Expo	Oct 21-24 2020	Contract Sent
Sac Anime	Jan 2-5 2020	Executed Agreement
Sac Anime	Sept 3-6 2020	Contract Pending
Nail Pro Show	Sept 21-23 2019	Executed Agreement
IIBA Sacramento	Oct 7-8 2019	Executed Agreement
California Dairy Sustainability Summit	Mar 24-26 2020	Executed Agreement
Wizard World	Sept 18-22 2019	Executed Agreement
Sutter Health Mgt. Symposium	April 20-23 2020	Executed Agreement

June/July/August

2019

Status

Company	Contact Name	Event Type	Estimated Attendance	Booked	Lost	Other	Notes
California Careforce	Pam Congden	Community		x			Contracted Careforce Clinic October 2019
Recreation Enterprises	Bill Lawrence	Expo		x			Contracted Fall RV Show
Sac Anime	Dan Houck	Expo		x			Contracted Sac Anime January 2020
Sac Anime	Dan Houck	Expo		x			Contracted Sacramento Comic Con March 2020
Great Train Expo	Bill Grove	Expo		x			Contracted January 2020 Train Show
Enchanting Media	Joni Foust	Expo		x			Contracted Event & Wedding Expo Sept 2019
Sacramento Hmong New Year	Leo Lee	Festival		x			Contracted Sacramento Hmong New Year Nov 2019
Arden Fair Associates	Patrick Burke	Parking		x			Contracted Arden Fair Shuttle 2019
Nugget Market	Alex Ornelas	Private		x			Contracted Bag Off Event Oct 2019
DYT Enterprises Inc	Ian Cornell	Expo		x			Contracted Fall Home Show Oct 2019
SRBX	Jason	Private		x			Contracted Trades Day October 2019
Premiere Trade Shows, LLC	John Bentley	Expo		x			Contracted Bridal Showcase Jan 2019
Sutter Health	Donna Leon	Private		x			Contracted Sutter Health Conference April 2020
UNFI	Jillian D'Elia	Private		x			Contracted UNFI / Tony's Fresh & Conventional Show April 2020
Salvation Army	Elizabeth Hudson	Community		x			Contracted Dec 2019-Salvation Army Toy & Food Distribution
Happy Daze RV	Ronnie Radigan	RV Sale		x			Contracted Feb 2020 RV Sale
Marquez Brothers Entertainment	Toby Murray	Dance				x	Date Hold for February 2020 Hispanic Dance
Evolution Sports Expo LLC	Gabe Scarpelli	Expo				x	Date Hold for February 2020 Sports Expo
FoodieLand Night Market	Kevin Wang	Festival				x	Negotiating terms for Food Festival Spring 2020