

We Hope You Are Doing Well!

During this unprecedented time, we hope you and your loved ones are healthy and happy. While we wish we could hold events as normal, we want to share with you a few exciting and new ways we can help you safely host your meetings or parties.

Update on Marketplaces

Indoor and outdoor retail/shopping is now permitted in Alameda County with modifications. Indoor retail is now allowed at 50% building capacity and permitted limited food courts. The team at the Fairgrounds can walk you through all the ways we have helped partners reimagine their shows and gatherings, as well as how to bring the community together safely.

Indoor / Outdoor Options

There are many great perks to hosting an indoor or outdoor marketplace at the Alameda County Fairgrounds. Some of the features and services of marketplaces at the Fairgrounds includes:

Services:

- Professional Event Coordinators
- Equipment Rentals
- Set-up
- Labor & Equipment Operators
- Marketing services
- Catering (food & beverage)

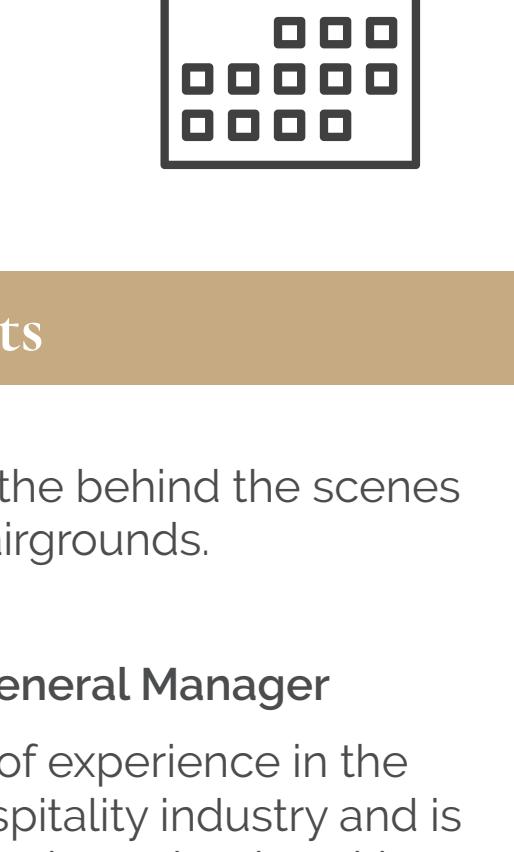
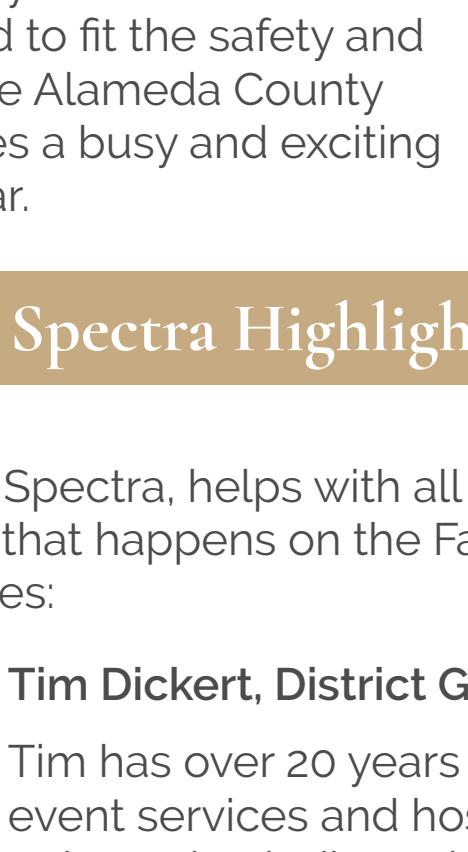
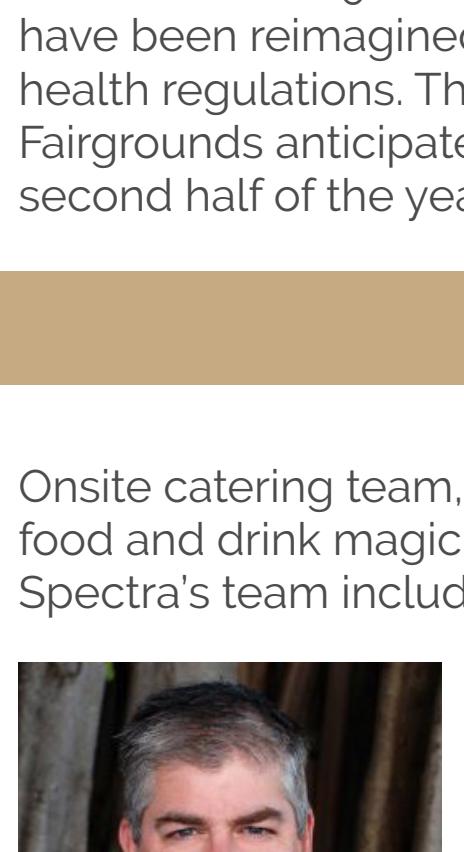
Features:

- More than a dozen indoor/outdoor venues
- Covered Outdoor areas
- Audio & Video Equipment
- Restrooms
- Ample Parking
- Box Office Services
- Health and Safety guidelines

Who has hosted an event at the Fairgrounds:

- Harvest Market
- Exotic Bird Mart
- Pirates of Emerson
- Dinosaur Adventure
- Wildlife Safari

Introducing *Farmhouse*



The newly renovated Farmhouse, formerly the Palm Pavilion, brings a rustic yet modern feel to the venue. The Farmhouse is ideal for weddings, social events, club functions, meetings, restaurant style dining and more. With beautiful views of the golf course and race track through panoramic windows, it is perfect for indoor and outdoor entertaining.

For more information on how to create your own vision in the Farmhouse, contact our Events Team at events@alamedacountyfair.com

Checklist for Promoters

We are proud to work with promoters to ensure the safest possible event for all. The ACAFA has used the reopening guide to create a checklist for our promoters, so you can check off important steps and reminders before your show or gathering.

Back of House guidelines require Promoters to go through the Promoter Checklist to be sure that all the regulations in place are followed. There are checklists for both indoor and outdoor gatherings, as well as for Vehicle-Based Gatherings.

Events or gatherings across the industry are moving to cashless transactions. For the health and safety of guests, the Fairgrounds is working to implement digital and touchless ticketing to further the efforts to reduce touchpoints between staff and guests. For information about the digital and touchless services we provide, reach out to your Event Coordinator.

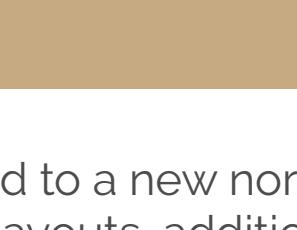
Health & Safety Precautions

Our number one priority is the health and safety of our staff and guests. The Alameda County Agricultural Fair Association created and frequently updates the Reopening Guide to effectively communicate steps the venue is taking to ensure guest safety.

Additional Restroom attendants and additional Event Operations protocols, are some of the ways we keep gatherings safe. ACAFA Event Coordinators can help you understand health orders and direct you to documentation required to put on a safe event.

For additional details on safety, please visit covid-19.acgov.org

[View Events Here](#)



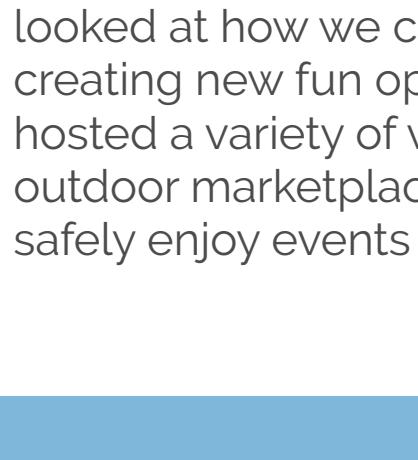
Calendar

Our Events Team is actively filling the calendar with events that were postponed due to COVID-19. Many of these events have been reimaged to fit the safety and health regulations. The Alameda County Fairgrounds anticipates a busy and exciting second half of the year.

[View Events Here](#)

Spectra Highlights

Onsite catering team, Spectra, helps with all the behind the scenes food and drink magic that happens on the Fairgrounds. Spectra's team includes:



Tim Dickert, District General Manager

Tim has over 20 years of experience in the event services and hospitality industry and is a dynamic, dedicated industry leader with a history of elevating revenues and profitability of high volume, complex hospitality services operations. Tim prides himself on being a motivational team manager and providing world-class service and quality.

Paul Davis, General Manager

Paul has many years of experiences in food service and the Fair Industry – He has been instrumental in designing and developing Concessions with impactful marketing that become destinations for guests to enjoy the whole F&B experience at the venue, featuring engaging Customer Service, Artisan foods, Craft Beers, Craft Cocktails along with Live Music in some locals for the guest experience.

Jose Ruiz, Executive Chef

Jose Ruiz has an impressive culinary career of over 30 years and has been professionally cooking since the young age of 17. He specializes in authentic Mexican, American, and Italian Cuisines. and loves to create custom menus with the freshest ingredients for the guests. Jose is happily married and has four adoring daughters.

Vaccination Site

The Alameda County Fairgrounds is proud to work with Alameda County Health Department, Stanford Health Care – ValleyCare and Sutter Health, continuing its efforts to support the community by serving as the host venue for a COVID-19 mass vaccination site.

"While there is still a long road ahead, we will continue with our commitment to provide the Fairgrounds as community resource," stated Board President Gordon Galvan. "Thank you to our health care partners for supporting our community on the frontlines."

For information regarding Vaccinations and for additional details on the Vaccination Center, visit <https://alamedacountyfair.com/covid-19-vaccine-information/>

- Jerome Hoban, CEO

A Word from Our CEO

Over the past year, the events industry has adapted to a new normal. We have become experts in physically distanced layouts, additional sanitization measures and limiting capacity, to name a few. As the COVID-19 vaccines become more widespread and California continues to move forward, the Alameda County Fairgrounds is excited to welcome back our favorite events.

The future of events looks bright and the Alameda County Fairgrounds will continue to maintain staff and guest safety. Masks will continue to be required on the Fairgrounds, physically distanced layouts will be created, cashless payment options will be prioritized and sanitization of high touch point areas will continue.

At the beginning of the pandemic, the Fairgrounds team quickly looked at how we could bring the community together safely, creating new fun opportunities to get out of the house. We have hosted a variety of vehicle-based gatherings, outdoor dining and outdoor marketplaces. These events have helped pave the path to safely enjoy events with friends and family once again.

- Jerome Hoban, CEO

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