

Fall brings ground improvement to the Fairgrounds as the RV expansion continues and new projects get underway, plus learn how Alameda County Fairgrounds accounting has gone digital and so much more.

New “Event” Address

Alameda County Fairgrounds has a new address for events. Use this address when promoting your event to streamline parking.

2005 Valley Avenue, Pleasanton, CA 94588

Court-of-4 Remodel

In a continued effort to upgrade the facility, we are improving the Court-of-4 Seasons. The project is currently underway and expected to be completed by mid-November.



Photo: rendering of the future interior plaza view with a shade canopy

ACF Ticket Management = Additional Marketing

We have an admissions team dedicated to managing event ticketing. ACF provides all the features companies require to manage, allocate, and analyze their tickets & events online, plus reach over 300,000 emails and 150,000 social media contacts. We will also provide the equipment for your admissions gates. Ask your event coordinator for more information.

Accounts Payable Going Digital

We've implemented the paperless Accounts Payable (AP) automation platform for invoice processing and check-generating. This will impact how you receive reimbursement for your event security deposit.

If you recently received a notification on how to enroll, please complete the form. You will continue to receive live checks from ACF through October, then we will switch the AP checks to Nvoicepay/Beanworks. If you have questions, please contact your event coordinator.

Payment Portal

A secure payment portal has also been added to allow easy online payments for your event. Your event coordinator can answer any questions.

Reminder - Bill 1499 Helps Us Help You

Please help communicate to your vendors and exhibitors who make sales at the Fairgrounds - report the sales in the City of Pleasanton.

It is as simple as checking a box on the sales and use tax return - Sales at State-Designated Fairgrounds - and filling in the amount they are reporting.

For a sample, click to watch a brief [video on the process](#).

This helps give back to local Fairgrounds, which helps your future events.

Other News

The team is already working on Fair 2024. Introducing the new theme - watch for more updates in future Promoter Newsletters.



To read this edition online or find event information and order forms, [click here](#).