

2024 is well underway with successful events, new Fairground improvements and various project updates. Learn about updated policies, new rental equipment opportunities and special tax exemptions.

Fairground Improvements

- The Court-of-4 Seasons remodel is complete
- The RV expansion, with 36 new spaces including two ADAs, is almost complete
- The Court of 4 Seasons (Buildings O, P, Q, R) all received acoustical ceiling installation
- The new Grandstand ADA ramp is complete
- Ground break in Q4 scheduled for the Maypole area to construct a pedestrian courtyard



Outside Food & Beverage

Kind reminder, no outside food or beverages are permitted for any event on the Fairgrounds. Security will check at all entrance gates.

Security Rate

The rates for on-site security for events remain the same.

Ticketing Platform

Our dedicated Box Office team oversees event ticketing, ensuring seamless management, allocation and analysis of tickets and events through our ticketing platform. With access to over 300,00 emails and 150,000 social media contacts, we offer extensive reach for promoting your event when using our ticket services. Inquire with your event coordinator for further details on our services.

Parking

In order to streamline parking, please:

- Add parking ticket link provided by the Fairgrounds to your website and email to your guests/ticket holders
- Inform interested attendees that parking accepts only credit or debit cards
- For safety reasons, parking is only permitted in designated parking lots. Parking inside event space is not permitted.
- Advertise parking for your event is 2005 Valley Avenue, Gate 8 and/or 12



AB1499

It's tax season! Kindly revisit the information on California's tax law [AB1499](#) which provides Fairgrounds additional funding with no penalty to you. View an easy to follow [video](#). Please share with your vendors to learn more.

Set Up Fee

Labor charge is for Association's Operations staff to set up equipment and services based on the equipment ordered and approved layout. [Click](#) to read the full letter regarding this fee.

Updates

Rent Speaker System

All our buildings are equipped with full building audio and can connect multiple buildings if needed, making announcements easy. We have recently added a sound system to the front grounds; the Main Paved parking lot is coming soon.

360° Selfie Photo/Video Booth

We're excited to announce that we have added a 360° Selfie Photo Booth to our inventory for rent. The booth creates more engagement at events, giving attendees an immersive experience they can remember forever.



Special Hotel Rates

The 2024 hotel partnerships are now available for Fair and year round events. [Click](#) for hotels. Use only the unique links the website to save.

Summer 2024



That Summer Feeling starts in June! [Click](#) to check out this year's schedule, attractions and Big O Tires Concert Series Line-up.



Reminder, for event forms and links, visit alamedacountyfair.com