

# 2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: San Mateo County Fair

Division # and Title: #7 Interim Event Rentals Class# 2

Marketing Goal: To promote the venue opportunities of the Event Center

### Form of Promotion (what type of promotion was it and where did it appear):

This is the new San Mateo County Event Center website, [www.smcec.co](http://www.smcec.co). It had been several years since we updated our main Event Center website, and per the direction of Kletra Newton, the new Director of Events and Sales, we decided to completely re-do the website to be more inline with our current vision, and reflect the professional quality of our organization

### Who was your target market?

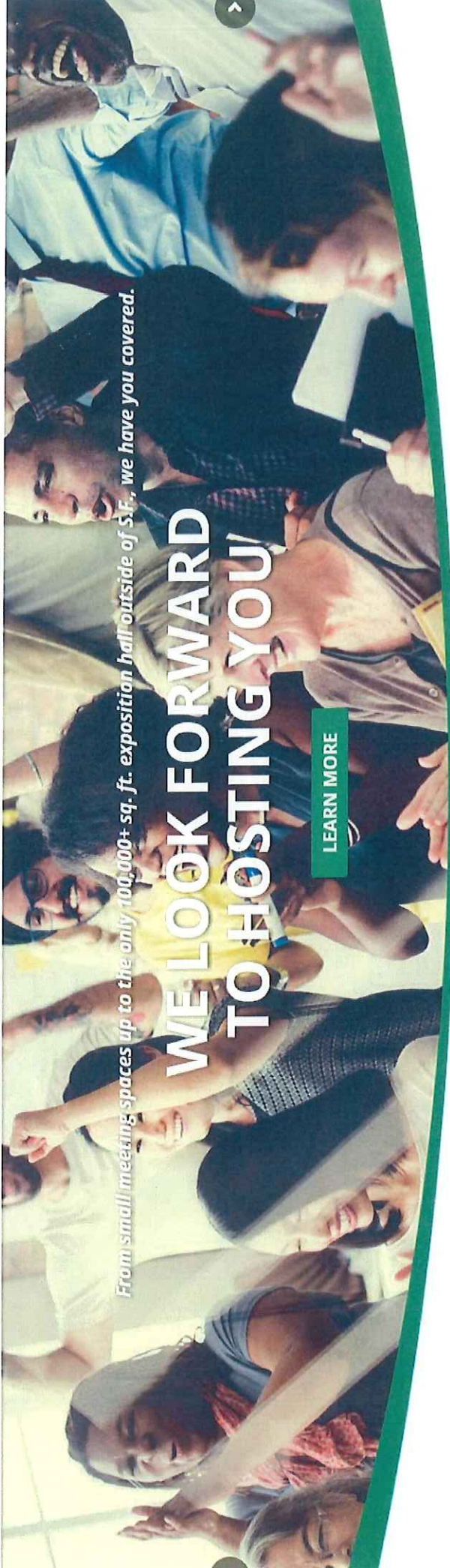
We were targeting potential venue rental clients and also the public at large who would be searching for information about the Event Center and the events occurring on property.

### What was the reach?

The website went live in May 1, and from May 1 to October 31 we have had 30,996 visits, which averages about 5,166 visits per month, which is an increase from the previous website. We also had 67,195 page views and 76.94% of visitors are new.

### What was the ROI or outcome

The new website completely changed our image with the public but it especially affected our image with corporate clients. We have received positive feedback about how easy it is to navigate the website and how enticing the website makes the property. Our Event and Sales team has been able to use the website as an effective marketing tool and it indirectly affected our ability to book several Silicon Valley tech companies for large scale corporate events with a sales revenue of almost \$1 million.



*From small meeting spaces up to the only 100,000+ sq. ft. exposition hall outside of S.F., we have you covered.*

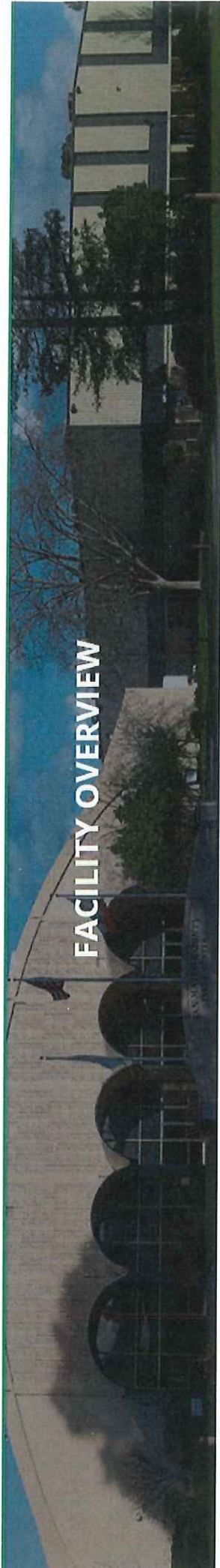
# WE LOOK FORWARD TO HOSTING YOU!

LEARN MORE

## TRANSFORMING GUEST EXPERIENCES

How do you recognize the full potential of your event? The San Mateo County Event Center's team of professional events managers is ready to partner with you in planning and executing your event with innovative thinking, anticipation of special requirements and consistent, friendly service.





## FACILITIES & FLOOR PLANS

The San Mateo County Event Center is a 48-acre event facility with seven indoor buildings. The Expo Center hosts hundreds of events each year including trade/consumer shows, product launches, ride & drives, concerts, social gatherings, and corporate meetings.

BUILDING DETAILS

BUILDING DIMENSIONS

GROUPS MAP

Click on building name for more details and a photo tour:

EXPO HALL



FIESTA HALL



CYPRESS HALL



## UPCOMING EVENTS

**Hillsborough Antique Show**

November 3 - November 5

**Harvest Festival**

November 10 - November 12

**Gluten & Allergen Free Expo**

November 18 - November 19

**International Gem & Jewelry Show**

November 24 - November 26

**Northern California Volleyball Association**





### WHY CHOOSE SMCEC

- Serving all of the major population centers in the Bay Area
- Up to 195,000 of indoor exhibit space. SMCEC is the only venue on the peninsula with over 100,000 square feet of exhibit space.
- Easy access to SFO, SJC & OAK
- 48 acres of parking and outside activities space

[FIND OUT MORE](#)

"They are flexible, friendly and always willing to work with you to make your event a success."

Jackie Waldorpha | Senior Event Manager at Yahoo!  
SMCEC customer since 2005

48

ACRES OF PARKING & OUTSIDE ACTIVITIES SPACE

195000

SQ. FT. OF FACILITY WITH 100,000+ SQ. FT. EXPOSITION HALL

7

BUILDING FLOOR PLANS TO MEET YOUR NEEDS





# WHY CHOOSE SAN MATEO COUNTY EVENT CENTER

## Convenience

The San Mateo Event Center is the only venue serving all of the major population centers in the Bay Area via freeways.

- Up to 195,000 of indoor exhibit space. SMCEC is the only venue on the peninsula with over 100,000 square feet of exhibit space.
- Professional team of events managers offering 24/7 single-point contact
- Easy access to all three major airports and Cal Trans
- 48 acres of parking and outside activities space

## Elements of Success

- Accessibility
- Food
- Awesome Location
- Concessions
- Committed, Professional Staff
- Lighting, Decorating and Security
- AV/Technology
- Parking/RV Parking

## Professional Staff

In-house event production services when you require innovative thinkers, flexible approaches and professionals that anticipate your needs  
Single point of contact available 24/7



## WHAT CLIENTS SAY?



**Jackie Waldorff, Yahoo!**

*San Mateo County Event Center staff and facility are an excellent choice for a large scale event. They are flexible, friendly and always willing to work with you to make your event a success.*



## CATERING & FOOD SERVICES

The San Mateo County Event Center offers full-service amenities including on-site venue managed catering. We offer local foods and a friendly knowledgeable team who will offer creative menu options.

The San Mateo County Event Center team looks forward to working with you on your next event! Call us at 650-574-3247 for more information.

[Click here](#) to view our menu!

## CONCESSION SERVICES

The San Mateo County Event Center is pleased to offer several Food and Beverage locations for guests attending public events hosted at our Venue. These outlets are located within Expo Hall, Fiesta Hall and mobile locations throughout the property depending on the event type and location.

Our Food and Beverage Concessions locations provide a variety of options, ranging from fresh grilled burgers to seasonal fruits and salads to premium specialty coffees brewed to order at our Starbucks Coffee Shop. All food and beverage is prepared in house by Executive Chef Jose Campos and his talented team of culinary professionals.

Please note that Food and Beverage options do vary per event, based on our clients request.



Executive Chef  
Jose Campos

## UPCOMING EVENTS

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November 3 - November 5

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November 18 - November 19

### International Gem & Jewelry Show

November 24 - November 26

### Northern California Volleyball Association

December 16 - December 17

[View All Events](#)

## RECENT POSTS

- » Peninsula Special Interest Lion's Stand Down CANCELLED
- » Not Your Traditional FAIR Concert!!
- » "Ticket to County Fair" and "San Mateo Heroes" School Programs Expands Access to Youth at San

**PDF Entry Information**

**Exhibitor Name:** Kaitlyn Findley-Thorn

**WEN:** 4A6BCA

**Division:** Section 1.3 - Media & Marketing

**Class:** 07 Interim Event Rentals Innovativ

**Title:** SMCF-Interim Events

**Description:** 2017 Event Center Website

**Notes:**

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