

2017 Western Fairs Association Achievement Awards Program Marketing & Media Form

Please submit this form for each division indicated with

Fair Name: _____

Division # and Title: _____ **Class#** _____

Marketing Goal: _____

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

Who was your target market?

What was the reach?

What was the ROI or outcome

DEL MAR FAIRGROUNDS



2260 Jimmy Durante Blvd.
San Diego, CA 92014
Phone: 858-755-1161
delmarfairgrounds.com
info@delmarfairgrounds.com

AMENITIES

FACILITY SPACE INCLUDES:

- Over 200,000 square feet of exhibit space
- Grandstand luxury suites to large exhibit halls
- Outdoor venues with courtyard fountains
- Del Mar Arena seats as many as 7,000 people

EVENT SERVICES INCLUDE:

- Professional, experienced event & security staff
- Audio/video production
- In-house professional, full-service catering
- Custom designed signs, banners, posters and flags
- Ample parking for 4,000 cars and RVs in the paved lot

MORE INFORMATION

- Social Events
- Historic Landmark
- Ocean Views
- Group Seated Capacity: 5,000
- Group Reception Capacity: 8,543

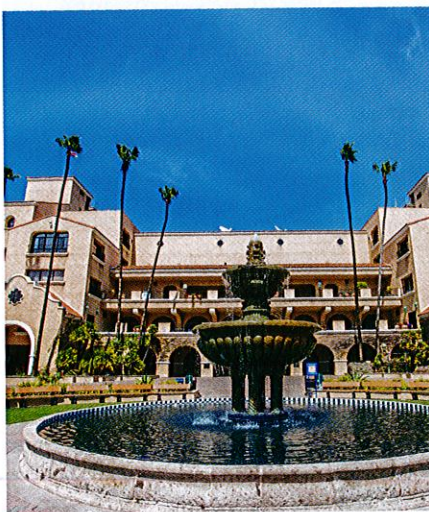


Spanning nearly 350 coastal acres in the heart of San Diego County, the Del Mar Fairgrounds hosts more than 300 events annually, and boasts 200,000 square feet of exhibit space and 25,000 square feet of meeting space suitable for just about any function.

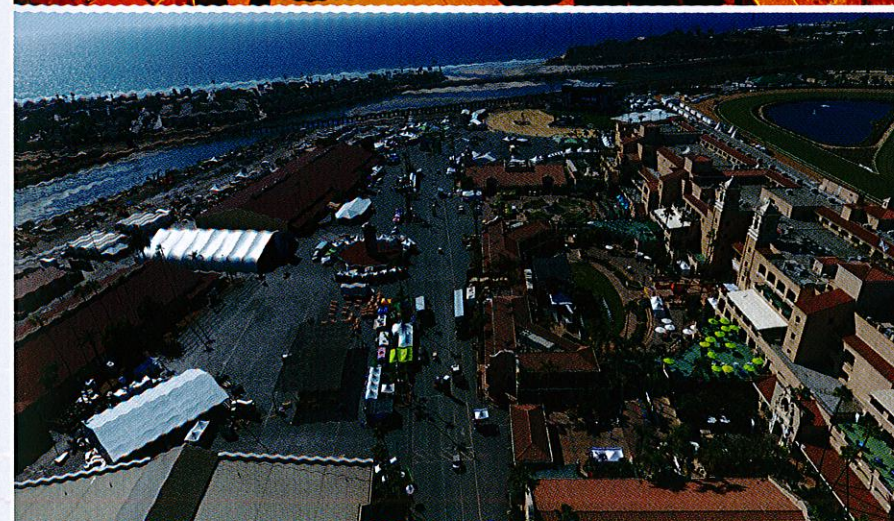
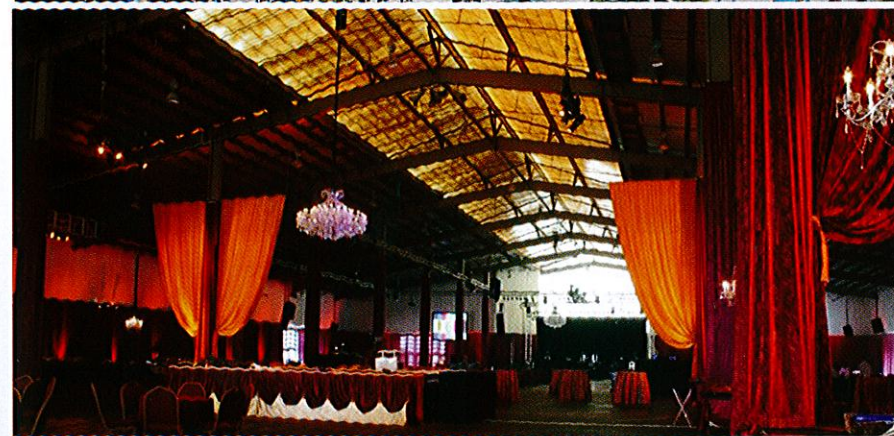
From Grandstand luxury suites and private courtyards for intimate gatherings, to the giant O'Brien Hall which can hold 6,800 guests and Del Mar Arena which can seat as many as 7,000 people for a homegrown music festival, the Fairgrounds truly is a multi-use facility. The 75-acre infield located in the center of the world-famous Del Mar race-track includes a large semi-covered pavilion which seats 2,000.

The Del Mar Fairgrounds has various options available to accommodate your special event for single or multiple day rentals.

ROOM NAME	DIMENSIONS IN FEET	SQUARE FEET	CEILING HEIGHT	THEATER CAPACITY	CLASSROOM CAPACITY	TRADE SHOW BOOTHS
O'Brien Hall	340' x 202'	68,680	35'	6,800	4,100	300 -10' x 10's
Exhibit Hall	400' x 138'	55,200	24'	5,500	3,300	250 -10' x 10's
Bing Crosby Hall	319' x 100'	31,900	24'	3,500	2,200	150 -10' x 10's
Wyland Center	200' x 154'	30,800	29' - 45'	3,000	800	145 -10' x 10's
Activity Center	220' x 90'	19,800	25'	2,200	1,300	100 -10' x 10's 125 -8' x 10's
Mission Tower	150' x 88'	13,000	18'	1,200	N/A	56 -10' x 10's



DEL MAR FAIRGROUNDS



EVENT SERVICES

The Fairgrounds has a broad range of services available, individually or in combination, for any size event or meeting.

SERVICES INCLUDE:

- Professional, experienced event & security staff
- Audio/video production for your event
- In-house food and beverage service from one of five kitchens
- Custom designed signs, banners, posters and flags created and installed.
- Ample parking for 4,000 cars and RVs in the paved lot, and another 11,000 in the unpaved lot with tram service available
- ATMs located on the grounds
- Phone Lines/DSL Services (Call 858-792-4400 for information on this service)
- For rates, please see the Rates and Rules page. For questions, please call 858-792-4235, or fill out our online Event Inquiry form and someone will contact you.

SIGNS AND BANNERS

The Del Mar Fairgrounds has a state-of-the-art, year-round Sign Shop that can produce signs and banners for your needs.

All of the many signs and banners created for the San Diego County Fair and other events at the Del Mar Fairgrounds are produced by the on-site Sign Shop. The staff specializes in the production of quality vinyl and digital signs, using the most cutting-edge equipment in the sign industry. Our signs are created on HP 5000 ps UV large-format printers and vinyl plotters.

We can produce for you:

- Banners
- Posters
- Plastic signs

PDF Entry Information

Exhibitor Name: Patricia Wallace

WEN: BC86B2

Division: Section 1.3 - Media & Marketing

Class: 07 Interim Event Rentals Innovativ

Title:

Description:

Notes:

