



Media Rules, Regulations and Info

IMPORTANT INFORMATION FOR MEDIA WHO WILL BE AT THE STATE FAIR

PLEASE MAKE SURE YOU READ THE PARKING AND CHECK IN DIRECTIONS TO ASSIST IN MAKING YOUR VISIT WITH US AS SMOOTH AS POSSIBLE. SHARE THIS INFORMATION WITH ALL PERSONNEL FROM YOUR ORGANIZATION WHO MAY BE COMING TO COVER THE EVENT

BACKGROUND

The Suburban Collection Showplace is home of the Michigan State Fair and is conveniently located at 46100 Grand River Avenue, between Novi and Beck Roads in Novi, MI. The Suburban Collection Showplace can be accessed from I-96 at the Novi and Beck Road exits.

There is a powerful groundswell of strong “can-do” attitude that has been rising across Michigan these past few years. As a community, we are being compelled to re-think many old ideas about the way our missions are accomplished. We believe that the Michigan State Fair, LLC is a prime example of this paradigm shift. The original Michigan State Fair was one of the state’s most venerable traditions and public sector events, since 1905—but in recent years it had struggled financially and was eventually discontinued.

At nearly the exact same time, however, a new grass-roots movement toward—and interest in—the great natural resources, agriculture, cottage industry food and beverages, farm-to-table produce and similar endeavors has been dawning across the state. As many old career paths have shifted or ended, waves of new businesses are being born here. The new Michigan State Fair is now being produced as a private sector event at the Suburban Collection Showplace in Novi, now with presenting sponsor Ram Trucks, zero state funding. The Fair’s aim is to celebrate and encourage the fresh new direction of the Michigan Agriculture Industry, while also maintaining the beloved traditions of our grand old State Fair.

The Michigan State Fair has always been an integral part of our community, and has traditionally supported a wide spectrum of philanthropic efforts. It also has enjoyed a long-standing partnership with Detroit’s Moslem Temple Shriners, the founders of the first Shrine Circus back in 1906. When Fairgoers purchase an all-inclusive pass to attend the State Fair, one third of the proceeds are donated to the Shriners local organization, who in turn contribute so much to Michigan charities, including their notable support of children and families being treated by their Shriners Hospitals for Children®.

CREDENTIALS

We are pleased to assist local, regional and national journalists with interviews, accreditation and general information regarding the Michigan State Fair, a private entity, LLC.

Each media representative covering the State Fair is required to complete a media credential application. Email your completed application to media@michiganstatefairLLC.com and our media relations contacts will contact you to confirm receipt and give further instructions.

Pre-arranged applications for credentials will be accepted through Monday, August 20th, 2018. Past that date, credentials can be picked-up at the media check-in center located at the Michigan State Fair Office in the front of Hall B. Please enter through the East Gate located in the back of the Hyatt Place Detroit/Novi, stop at security and they will call the show office. They will then direct you to the Michigan State Fair office for your credentials.

Credentials must be worn around your neck at all times when on property during the fair and must be returned to the show office prior to departure.

EVENT SUMMARY

Need a free and easy already written blurb? Here are a few brief Michigan State Fair summaries for various word lengths. Please feel free to use at your discretion on your website or social media channels.

- **25 Words** – Get ready for the Michigan State Fair, Aug. 30 – Sept. 3! The Fair features live entertainment, animals, education, food, rides, competitions, music, contests and more.
- **50 Words**– Get ready for the Michigan State Fair presented by Ram Trucks, Aug. 30 – Sept. 3! Michigan's number one summer tradition! Enjoy activities including the famed butter cow, agricultural displays, education, live entertainment, contests, competitions, carnival midway, mouthwatering food, farm animals, live music, horse shows, the Detroit Shrine Circus and more.
- **75 Words** –Get ready for the Michigan State Fair presented by Ram Trucks, July 25 – Aug. 5, Michigan's number one summer tradition! Enjoy a variety of activities including the famed butter cow, live entertainment, animals, agricultural displays, education, performers, contests, competitions, carnival midway, mouthwatering food, farm animals, live music, horse shows, the Detroit Shrine Circus, and more. This year- new for 2018- a nighttime drone show. Tickets can be purchased online at www.michiganstatefairLLC.com. Let's Celebrate Michigan Together!
- **100 Words** – Get ready for the Michigan State Fair presented by Ram Trucks, July 25 – Aug. 5, Michigan's number one summer tradition! Enjoy a variety of activities including the famed butter cow, live entertainment, animals, agricultural displays, education, performers, contests, competitions, vendor booths, sponsor activations, carnival midway, mouthwatering food, farm animals, live music, horse shows, the Detroit Shrine Circus, and much more. This year- new for 2018- a nighttime drone show. Join the over 150,000 people who attended the 2017 Michigan State Fair and be a part of continuing the tradition. Tickets can be purchased online at www.michiganstatefairLLC.com. Let's Celebrate Michigan Together!

GENERAL PHOTOGRAPHY

Permission to take general photographs/video "b-roll" is granted under the aforementioned credentialing system. While we encourage media to do interviews with our guests to ask them about their experience attending the fair, we do request that media members who are unaccompanied by Michigan State Fair staff use their discretion in not interfering with our guests enjoyment of the fair activities. We thank you in advance for this consideration.

HOURS

The fair is open 10AM to 10PM Thursday, August 30th through Sunday, September 2nd and from 10AM to 9PM on Monday, September 3rd (interior hall closes at 5PM on the 3rd). Media opportunities can be pre-arranged outside of open hours, please email media@michiganstatefairLLC.com and we will do our best to accommodate those requests.

INTERVIEW ARRANGEMENTS

We welcome the opportunity to assist you, should you need it, in making connections and coordinating interviews with concessionaires, exhibitors, competitors, music acts, attraction operators and State Fair staff. Please email media@michiganstatefairLLC.com as that will make it easier to keep track of these needs. Requests made in advance will be given first priority.

LOGOS

Please email media@michiganstatefairLLC.com if you need a Michigan State Fair logo.

MEDIA CONTACTS

Our Michigan State Fair media contacts are excited to handle all media inquiries for the fair. Types of inquiries may include: production and package story assistance; story ideas; access for footage of concerts or contests; interview/appearance arrangements with free stage artists, concessionaires, vendors and State Fair staff. Please find their contact information below.

Media Contacts:

Email: media@michiganstatefairLLC.com

Phone numbers: **Frank Novak** (Director of Marketing and Public Relations)
248-563-7217 (cell)
Nancy Phares (Publicist)
248-390-7340 (cell)

PARKING

Parking is available on-site at the Suburban Collection Showplace for the Michigan State Fair. Media members will be required to show their press badge, which must include the requesting media outlet's call letters or website to the Suburban Collection Showplace's parking lot attendant(s) to avoid incurring a parking fee. Members of media outlets who are unable to show the parking attendant a press badge or other form of identifying themselves and their employer will be responsible for paying a parking charge.

Please enter through the East Gate located in the back of the Hyatt Place Detroit/Novi, stop at security and they will call the main office and direct you to the show office where you can pick up your credential.

SOCIAL MEDIA

Media members are encouraged to promote their listeners/viewers to connect with us on our social media channels, as that is the best location for attendees to find out the most up-to-date information on

the fair including traffic info, weather info, ticket promotions/specials. People interested in posting photos to social media are encouraged to utilize **#MISTATEFAIR2018**

Facebook: <https://www.facebook.com/MichiganStateFair>

Twitter: @MIStateFair1

Instagram: @michiganstatefair

Flickr: <https://www.flickr.com/photos/147809114@N07/>

STOCK PHOTOS

Our Michigan State Fair Flickr page (<https://www.flickr.com/photos/147809114@N07/>) includes a wealth of photos from the past several years of the fair. Media wishing to cover the Michigan State Fair are welcome to utilize this photography – all that we ask is that the photo use be credited as follows within your caption: ***Photo courtesy of the Michigan State Fair presented by Ram Trucks, August 30th-September 3rd.***

TICKET PRICES – AT A GLANCE

Michigan State Fair Ticket Pricing Options:

Ultimate Wristband - \$30.00*

Includes Fair Entry, Unlimited Carnival Rides and Circus Performances

****Discount unlimited wristbands (\$22) are available at Kroger stores within a 20 mile radius of the fair***

Fair Only Admission

Adult - \$8.00

Children - \$6.00

Includes entry into the Fair only --- NO carnival rides or circus

Parking - \$10 per vehicle