



Guidelines for Media Participation State Fair of West Virginia

The State Fair of West Virginia welcomes all media outlets for the 99th Annual State Fair! This year, the State Fair will run Thursday, August 8, until Saturday, August 17. The hours of operation are from 8 AM – 11 PM, with carnival rides open from 11 AM until 11 PM.

To create and maintain a fun and safe environment, we have developed some guidelines for participation as an on-site media outlet or media partner. Since these guidelines apply to both non-paid and paid media, please take a few minutes to look over these guidelines. If you have questions, please let us know. Thanks for your support and cooperation!

GUIDELINES FOR ALL MEDIA OUTLET CATEGORIES

- The primary spokesperson/public information officer for the State Fair of West Virginia is Kelly Collins, CEO. Please call 304-645-1090 or visit the State Fair Admin Office during the event for appointments. When appropriate, another designated representative may serve as spokesperson at the discretion of the CEO.
- All media outlets may request an admission badge to enter the State Fair property. This badge may be requested by contacting Kelly Collins, kellyt@statefairfww.com or Box Office Manager Brenda Hunt, tickets@statefairfww.com. Please include outlet name, dates of coverage and a good phone number. Admission badges may be picked up at the State Fair Admin Office until August 7. From August 8, on, badges will need to be picked up at the Will Call Booth located in free parking.
- No coverage is permitted inside of the grandstand during concerts, whatsoever. This requires artist management approval. Coverage of the draft horse pull on 8/16 is permitted!
- All media outlets will need to enter the fairgrounds at the Tunnel Entrance. **Once on property, you MUST register at the merchandise booth, where you will check out a media credential for the day. The merchandise booth is the log cabin just inside of the main tunnel entrance.**
- In instances where the State Fair provides artwork, photos, or video footage, credit should be given to the State Fair of West Virginia.

FACTS:

- The State Fair of West Virginia is a 501c3 Non-Profit organization.
- A 2023 Economic Impact Study shows a \$16.9 million economic impact to the state.
- 2023 attendance was 185,000.
- The State Fair is celebrating its 99th Annual Event in 2024!