

IMAGiNOlogy

• POWER YOUR •
IMAGINATION

— AT THE OC FAIRGROUNDS —

APRIL 12-13

MEDIA GUIDE

COMMUNICATIONS DEPARTMENT

commdept@ocfair.com

714-708-1543

ocfair.com/imaginology



IMAGINOLOGY AT THE OC FAIRGROUNDS

MEDIA GUIDE

GENERAL INFORMATION

DATES: Saturday and Sunday, April 12-13

HOURS: Saturday, April 12, 10 a.m.-4 p.m.
Sunday, April 13, 10 a.m.-4 p.m.

ADMISSION: Free

PARKING: \$12

LOCATION: OC Fair & Event Center
88 Fair Drive
Costa Mesa, CA 92626

PUBLIC INFO: Phone: 714-708-1500
Website: ocfair.com/imaginology
Email: ocfinfo@ocfair.com

ATTENDANCE: 17,793 (2024)

ORGANIZATION

OC Fair & Event Center
32nd District Agricultural Association
State of California

SOCIAL MEDIA

Use #Imaginology and follow

OC Fair – [Instagram](#) | [Facebook](#) | [TikTok](#)

Centennial Farm – [Instagram](#) | [Facebook](#)

Heroes Hall – [Instagram](#) | [Facebook](#)

OC Fair & Event Center

88 Fair Drive, Costa Mesa, CA 92626

ocfair.com/imaginology



IMAGINOLOGY AT THE OC FAIRGROUNDS

Ⓜ MEDIA GUIDE Ⓜ

ABOUT IMAGINOLOGY

Each April, OC Fair & Event Center (OCFEC) transforms into Imaginology, a free family event produced by OC Fair staff that focuses on STEAM education and hands-on learning.

More than 40,000 children, teens, families and school groups dig into science, technology, engineering, art and math. Imaginology provides unique experiences for attendees of all ages – from preschool to high school, and their parents and grandparents – to build, create, play, observe and interact through activities that help them see the possibilities of a future in STEAM fields.

Youth competitions give students the chance to be recognized for their unique talents and accomplishments. This free event is presented as a community give-back by OCFEC and supported by local partners.

Imaginology features makeshops, demonstrations, competitions, hands-on activities and entertainment, as well as food and fun.

The event debuted in 1989 as Youth Expo and was renamed Imaginology in 2014.

WHAT IS STEAM?

At Imaginology, youth are empowered to explore their imaginations. All exhibitors are required to feature at least one hands-on activity that lands in one of the five STEAM subjects: Science, Technology, Engineering, Arts and Mathematics.

STEAM is ... “a philosophy of education that embraces teaching skills and subjects in a way that resembles real life” (steampoweredfamily.com).

This component of Imaginology is vital to the experience because it is what makes learning fun and relevant. Students are invited to build, interact and explore all kinds of activities using skills that directly correlate with a career.

IMAGINOLOGY AT THE OC FAIRGROUNDS

Ⓜ MEDIA GUIDE Ⓜ

EXHIBITS

Imaginology offers space for exhibitors of all types. Nonprofit exhibitors are invited to participate in Imaginology at no cost.

2025 EXHIBITORS

Confirmed 2025 exhibitors will include: Arts Teach, Arts & Learning Conservatory, American Opal Society, AmSTEAM, Boys & Girls Clubs of Central Orange Coast, Boy Scouts, Camp Newport, Child Creativity Lab, Children's Museum, theCoderSchool, Compass Charter, Costa Mesa Fire & Rescue, Costa Mesa Police Department SWAT, Creativity Lab, Dance Discovery Foundation, Excel Academy Charter, Fishing in the City, Girl Scouts, Girls Inc., Hack Club, Harbor Soaring Society, Hedgehog Lacers, Job's Daughters International, Life's Toolbox, Musical Arts, Muya Homeschool Enrichment, Newport Whales & The American Cetacean Society of Orange County, Oak Canyon Nature Center, Orange County Aerial Arts, Model T Ford Club, Oui-Connect, Philharmonic Society, Pretend City, The Reptile Zoo, Recess Revolution, Rolling Robots, Santiago Canyon College, Scholastic, Scouting America Orange County Council, Scroll Saw Association, Strategic Kids Academic Chess, techATTACK, Wonders of Wildlife and YMCA.

Additional exhibitors may be added.

CENTENNIAL FARM

Imaginology visitors can check out the amazing animals and California crops on the three-acre working farm and enjoy oxen demonstrations, blacksmithing, chick education, radish-seed planting, milking demonstrations, digging for roots, veggie stamping, garden touch table, terrarium-making, shearing and spinning demonstrations and the OC Beekeepers exhibit.

NINJA NATION BOOT CAMP AT HEROES HALL

For the first time at Imaginology, visitors can push their limits and have a blast at the Ninja Nation Boot Camp! Located on Heroes Hall's Sky Hawk lawn, this inflatable obstacle course is packed with challenges that will test both physical strength and mental agility. Whether you're jumping, climbing or racing through, it's the ultimate adventure.

MIND WORKS

Hands-on fun for all ages, featuring a variety of classic games, puzzles, building activities and interactive challenges. Visitors can compete in giant versions of games like Operation, Chess, and Connect Four, or enjoy creating with magnets, LEGOS and Lincoln Logs. Kids can immerse themselves in huge bubbles or explore a nostalgic Slinky staircase, while mental challenges like metal plexers and wooden puzzles await those seeking a brain workout.

OC Fair & Event Center

88 Fair Drive, Costa Mesa, CA 92626

ocfair.com/imaginology



IMAGINOLOGY AT THE OC FAIRGROUNDS

MEDIA GUIDE

ENTERTAINMENT

Imaginology features community entertainment performances. To inquire about performing at Imaginology, email Katie Hastings at khastings@ocfair.com.

COMPETITIONS

Competitions and contests are a big part of the show. In 2025, Imaginology will host three very special competitions, open to students in preschool through 12th grade.

MURAL PROJECT

Each student can work together on large sheets of paper or canvas, or students can make their own pieces, that will be placed/collaged together for the final mural display.

CARDBOARD ENGINEERING

Cardboard can be used to make any number of things and it has amazing strength when layered. What will you dream up?

POSTER ART

Create a work of art incorporating science, technology, art, engineering and math into your project. The sky is the limit!

The competitions are free to enter. The deadline for online entry submissions is March 26 at 6 p.m. Projects will need to be dropped off April 4 between noon and 6 p.m.



Detailed information and specific entry guidelines, can be found at ocfair.com/imaginology/competitions-contests

4-H COMPETITIONS

Local youth are judged on their abilities to raise small livestock, their understanding of animal and veterinary sciences and their projects on a variety of topics. Judging will take place at Imaginology.

IMAGINOLOGY AT THE OC FAIRGROUNDS

Ⓢ MEDIA GUIDE Ⓢ

PHOTOS

Activities



Animals/Livestock



Exhibitors



Competitions



Visitors



Entertainment



View or download more photos at

ocfair.com/about-us/media-center/media-center-photos/

OC Fair & Event Center
88 Fair Drive, Costa Mesa, CA 92626
ocfair.com/imaginology



IMAGINOLOGY AT THE OC FAIRGROUNDS

MEDIA GUIDE

MEDIA CONTACT INFORMATION



Online Media Center ocfair.com/mediacenter

Photos available for use ocfair.com/about-us/media-center/media-center-photos/

OC Fair & Event Center Communications Department

714-708-1543 | commdept@ocfair.com

Terry Moore

Communications Director

Cell: 714-371-6268

Email: tmoores@ocfair.com

Evelyn Nunez

Communications Associate

Cell: 714-559-8959

Email: enunez@ocfair.com

Cassandra Scott

Communications Associate

Cell: 714-559-5464

Email: cscott@ocfair.com

The Communications Department is located at 88 Fair Drive, Costa Mesa, CA 92626.

Communications Department hours

Year-round: 9 a.m.-5 p.m. Monday-Friday

During Imaginology: 10 a.m.-4 p.m. Saturday & Sunday

OCFEC MEDIA GUIDELINES

The following guidelines are to be observed at all times.

- All media representatives with video and/or TV, photo or radio equipment must be escorted by a representative of OC Fair & Event Center's Communications Department while on OCFEC property.
- All photo/radio/video/TV media representatives are to remain in general public areas and are not allowed in restricted, staff-only or ticketed areas. Exceptions are for pre-authorized permission and/or by escort.
- A library of Imaginology photos is available to the media at ocfair.com/about-us/media-center/media-center-photos; additional photos are available by request via email to commdept@ocfair.com.
- Media representatives may interview OCFEC staff with consent from the Communications Department and the staff member.
- For the safety of all guests, media representatives and all associated production activities are asked not to inconvenience Imaginology attendees or regular business activities by blocking access or filming an individual without consent.
- All media representatives must adhere to the most current county and state health and safety guidelines while on OCFEC property.

OC Fair & Event Center

88 Fair Drive, Costa Mesa, CA 92626

ocfair.com/imaginology

