

**Application Processing Fee**  
**\$25.00**  
Non-Refundable

**STATE FAIR OF TEXAS®**  
**EXHIBIT SPACE APPLICATION**  
**SEPTEMBER 24 - OCTOBER 17, 2010**  
NOT VALID FOR FOOD CONCESSION

The Business is: \_\_\_\_\_ Sole Proprietorship \_\_\_\_\_ Partnership \_\_\_\_\_ Corporation  
\_\_\_\_\_ Non-profit Organization Other \_\_\_\_\_

If Sole Proprietorship (owner's name): \_\_\_\_\_

D/B/A: \_\_\_\_\_  
(Doing Business As / Trade Name)

If Partnership (partners' names): \_\_\_\_\_

D/B/A: \_\_\_\_\_  
(Doing Business As / Trade Name)

If Corporation (including non-profit): State of Incorporation: \_\_\_\_\_

Corporate Name: \_\_\_\_\_

D/B/A (if applicable): \_\_\_\_\_  
(Doing Business As / Trade Name)

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Fax: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Federal Tax ID No.: \_\_\_\_\_ Texas State Sales Tax No.: \_\_\_\_\_  
(Can be obtained if Contract offered)

**Products or services and the manner in which they are displayed are significant factors in the selection process. Only products/services "listed" will be considered. List products/services to be displayed or promoted:**

---

---

---

---

Please "provide" visual aids of the product/services e.g. website \_\_\_\_\_, brochures, etc.

Please "provide" photo or diagram of exhibit layout.

Describe activities to be conducted within exhibit space:

---

---

---

(attach further description if necessary)

Do you request to use a microphone at the display? Yes: \_\_\_ No: \_\_\_

Will there be any food, beverage, or substance to be ingested by humans or animals? Yes: \_\_\_ No: \_\_\_

Is this your first time ever applying for exhibit space at any event? Yes \_\_\_\_\_ No \_\_\_\_\_

If no, list one (1) or two (2) shows in which you have participated:

EVENT                                      Year                      Contact Person      Phone Number

1. \_\_\_\_\_

2. \_\_\_\_\_

Have you ever participated at the State Fair of Texas? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, list most recent two (2) years: \_\_\_\_\_

If yes, are you applying under the same company/trade name? Yes \_\_\_\_\_ No \_\_\_\_\_

**DRAWING/SWEEPSTAKES**

Do you plan to conduct a drawing/sweepstakes? Yes: \_\_\_ No: \_\_\_ **If yes, your request to conduct a drawing/sweepstakes valued at more than \$25.00 must accompany this application. Local authorities have determined that the paid admission to the Fair is considered a charge to enter the sweepstakes unless you have equal opportunity outside of Fair Park in the Dallas area to enter the contest. The sweepstakes/drawings must be conducted in compliance with all Federal & State laws. A written legal opinion of the applicant's compliance with all laws must be submitted by applicant's legal counsel to State Fair of Texas management for approval.**

**EXHIBIT HOURS, SPACE SIZES, LOCATIONS AND RATES**

Rates are for 24 days unless otherwise noted.

**SPACE SIZE** 10' x 10' \_\_\_\_\_ 10' x 20' \_\_\_\_\_ 20' x 20' \_\_\_\_\_

Minimum space size 10' x 10'. Need larger space? What size? \_\_\_\_\_

**EXHIBIT BUILDINGS:**

- (\_\_\_) Centennial Building – \$26/sq. ft.
- (\_\_\_) Coliseum Market Place – \$27/sq. ft.
- (\_\_\_) Embarcadero – \$26/sq. ft.
- (\_\_\_) Grand Place –10' X 10' to 900 sq. ft. – \$25.50/sq. ft.
- (\_\_\_) Grand Place – 901 sq. ft. and up – \$22.50/sq. ft.

**PAVILIONS (Non-Air Conditioned Tents):**

- (\_\_\_) Crafts Pavilion – \$23/sq. ft. (Crafts & Collectibles)
- (\_\_\_) Gateway Pavilion – \$22/sq. ft. (Bazaar)

**OUTDOOR EXHIBIT AREAS:**

- (  ) Centennial Exhibit Terrace – 20’ x 20’ minimum – \$7/sq. ft.
- (  ) Coliseum Exhibit Terrace – 20’ x 20’ minimum – \$7/sq. ft.
- (  ) Nimitz Dr. – 10’ x 10’ – Flat Rate – \$11,500 (tent, electrical with 8’ table)
  
- (  ) East Park Plaza Promotional\* – 400 sq. ft. minimum up to 1,000 sq. ft. – \$8.50/sq. ft.
  - 1,001 sq. ft. to 6, 000 sq. ft. – \$7.25/sq. ft.
  - 6,001 sq. ft. and up – \$6.25/sq. ft.
- (  ) East Park Plaza (12 day lease option @ \$9/sq. ft.)
  
- (  ) Gateway Plaza Promotional\* – 400 sq. ft. minimum up to 1,000 sq. ft. – \$8.50/sq. ft.
  - 1,001 sq. ft. to 6, 000 sq. ft. – \$7.25/sq. ft.
  - 6,001 sq. ft. and up – \$6.25/sq. ft.
- (  ) Gateway Plaza Retail\*\* – 20’ x 20’ minimum – \$15/sq. ft.

**ENTRANCE GATE:** Pennsylvania/Lagow (permanent structure, canvas side and back walls, with 8’ skirted table):

- (  ) 24 days 10’ x 10’ – \$8,000
- (  ) 12 days 10’ x 10’ – \$6,500 (Sept. 24 thru Oct. 5)
- (  ) 12 days 10’ x 10’ – \$6,500 (Oct. 6 thru Oct. 17)

\***Promotional** – Distribution of information, sampling of product or services, and acceptance of deposit for future delivery.

\*\***Retail** – Accepts payment for immediate exchange of product or service.

**EXHIBITORS AWARDED EXHIBIT SPACE MUST:**

- **SUBMIT A DEPOSIT OF ONE-HALF OF THE SPACE COST WITH THE EXECUTED CONTRACT.**
- PROVIDE DECORATIONS, SIGNS, TABLES, ETC. AT THEIR SOLE EXPENSE AND LIABILITY, AND ALL MUST BE APPROVED BY THE VICE PRESIDENT OF EXHIBITS.
- EXHIBIT MUST BE MANNED FROM 10:00 A.M. TO 10:00 P.M. FRIDAY THRU MONDAY AND 10:00 A.M. TO 9:00 P.M. TUESDAY THRU THURSDAY.
- COMPLY WITH ALL CITY OF DALLAS HEALTH, FIRE AND ELECTRICAL CODES.
- **PURCHASE PARKING (NO COMPLIMENTARY PARKING PROVIDED).**
- PROVIDE **INSURANCE COVERAGE** MEETING CRITERIA OF EXHIBITS CONTRACT (**See the enclosed Insurance Requirements for minimum limits of coverage and additional stipulations for acceptable coverage**).
  - I understand that I must provide proof of either workers' compensation or occupational accident coverage Yes:  No:
  - I understand that I must provide proof of Commercial General Liability coverage with a copy of the policy. A certificate is not acceptable. Yes:  No:

EXHIBIT SPACE IS SUBJECT TO AVAILABILITY. ALL DECISIONS TO CONTRACT FOR EXHIBIT SPACE SHALL BE AT THE SOLE AND ABSOLUTE DISCRETION OF STATE FAIR OF TEXAS. STATE FAIR RESERVES THE RIGHT TO CONTRACT WITH BUSINESSES THAT DISPLAY UNIQUE AND INNOVATIVE PRODUCTS AND SERVICES. ALL APPLICATIONS WILL RECEIVE DUE CONSIDERATION. EXHIBIT SELECTION BEGINS IN FEBRUARY AND CONTINUES UNTIL ALL SPACE IS ALLOCATED.

The undersigned agrees to abide by the rules and regulations of the State Fair of Texas should space be available and a contract be offered by State Fair. The undersigned further understands that this is an application and is NOT an Exhibits Contract. By your signature on this application you hereby authorize the State Fair of Texas to obtain information pertaining to your company from the listed references. You further acknowledge and agree that there is a \$25.00 non-refundable application fee, regardless of State Fair's approval or denial of this application for an Exhibits Contract.

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Applicant's Name

\_\_\_\_\_  
Title

*This application does not automatically reserve space, and is valid for the 2010 State Fair of Texas® only. All questions must be answered completely before consideration can be given.*

The Exhibit Department may be reached at (214) 421-8727, fax (214) 421-0925, email [exhibits@bigtex.com](mailto:exhibits@bigtex.com) or visit our website at [www.bigtex.com](http://www.bigtex.com).

Mailing address: State Fair of Texas  
Exhibits Department  
P.O. Box 150009  
Dallas, TX 75315