

Application Processing Fee
\$25.00
Non-Refundable

STATE FAIR OF TEXAS®
EXHIBIT SPACE APPLICATION
SEPTEMBER 30 – OCTOBER 23, 2011
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/s: _____

Bus. 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. You must be authorized by the manufacturer to sell, distribute or display any brand-named products, including any copyrighted, trademarked, or licensed merchandise. 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:

	<u>EVENT</u>	<u>Year</u>	<u>Contact Person</u>	<u>Phone Number</u>
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 the Fair in the Dallas area to enter the contest. The sweepstakes/drawings must be conducted in compliance with all federal & state laws.**

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:

Indicate your preference by inserting 1st, 2nd and 3rd in the space preceding the building/area. If you are not familiar with our fair grounds or you have no preference, every attempt will be made to place vendors (based on size of space requested) in a location most favorable to their product or service while providing a good mix and variety of products to our audience.

- (___) Centennial Building – \$26/sq. ft.
- (___) Coliseum Market Place – \$26/sq. ft.
- (___) Embarcadero – \$26.50/sq. ft.
- (___) Grand Place – 10' X 10' to 900 sq. ft. – \$26.00/sq. ft.
- (___) Grand Place – 901 sq. ft. and up – \$24.00/sq. ft.

PAVILIONS (Non-Air Conditioned Tents):

- () Crafts Pavilion – \$24/sq. ft. (Crafts & Collectibles)
- () Gateway Pavilion – \$23/sq. ft. (Bazaar)

OUTDOOR EXHIBIT AREAS:

- () Centennial Exhibit Terrace – 20’ x 20’ minimum – \$5/sq. ft.
- () Coliseum Exhibit Terrace – 20’ x 20’ minimum – \$5/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. 30 thru Oct. 11)
- () 12 days 10’ x 10’ – \$6,500 (Oct. 12 thru Oct. 23)

***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’ RESPONSIBILITIES AT THE STATE FAIR OF TEXAS INCLUDE, BUT ARE NOT LIMITED TO:

- PROVIDE DECORATIONS, SIGNS, TABLES, ETC. AT THEIR SOLE EXPENSE AND LIABILITY, AND ALL MUST BE APPROVED BY STATE FAIR OF TEXAS MANAGEMENT.
- DISPLAY MUST BE STAFFED 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 DURING THE 2011 FAIR.
- COMPLIANCE WITH ALL CITY OF DALLAS HEALTH, FIRE AND ELECTRICAL CODES.
- **PURCHASE PARKING (NO COMPLIMENTARY PARKING PROVIDED).**
- **PURCHASE GENERAL LIABILITY INSURANCE COVERAGE** \$70 First booth \$50 each additional location.
- PROVIDE proof of either **workers' compensation** or **occupational accident coverage**

I understand that I must provide either workers' compensation or occupational accident coverage even if I will be the only person working the booth. Yes _____ No _____

EXHIBIT SPACE IS SUBJECT TO AVAILABILITY. ALL DECISIONS TO SELECT EXHIBITORS AND CONTRACT FOR EXHIBIT SPACE SHALL BE AT THE SOLE AND ABSOLUTE DISCRETION OF THE STATE FAIR OF TEXAS. THE STATE FAIR OF TEXAS 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 2011 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 or visit our website at www.bigtex.com.

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