

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:

<u>EVENT</u>	<u>Year</u>	<u>Contact Person</u>	<u>Phone Number</u>
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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:

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 – \$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 or visit our website at www.bigtex.com.

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