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GUIDELINES FOR MEDIA ONSITE PARTICIPATION

2015 STATE FAIR OF TEXAS®

The State Fair of Texas ("State Fair") enthusiastically welcomes media outlets onto the Fair Park grounds during the annual Fair. We recognize and appreciate the value of this informational pipeline to your viewers, readers and listeners.

To make life easier for everyone and to avoid any misunderstandings, we have developed some guidelines for participation as an onsite media outlet. Please take a few minutes to look over these guidelines and determine which category or categories apply to you and your company. **Please read carefully the IMPORTANT INFORMATION on Pages 5-6, which applies to all media outlets.** If you have questions, please let us know. Thanks for your cooperation!

CATEGORY 1: MEDIA OUTLETS PROVIDING EXTENDED OR ONGOING NEWS COVERAGE OF THE FAIR, WHICH REQUIRES A BASE LOCATION

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CATEGORY 1: MEDIA OUTLETS PROVIDING EXTENDED LIVE NEWS COVERAGE OF THE FAIR, WHICH REQUIRES A BASE LOCATION

- Media outlets in this category will be given priority in finding a location that meets their requirements. Selection of a broadcast base is made by mutual agreement between the outlet and the State Fair following a site inspection. The media outlet will be given right of first refusal for this location (if it is still available for broadcast purposes) until August 15 of the following year.
- There will be no charge to the media outlet for the location itself or for electrical connections if adequate power can be drawn from an existing State Fair power source. Any arrangements for power and/or space controlled by the museums or other non-State Fair institutions are the responsibility of the outlet. Phone lines are the responsibility of the outlet.
- Broadcast set or booth should be visually attractive. Plans must be approved by State Fair's Maintenance/Operations Department. The media outlet is responsible for all construction and signage costs. No vehicles may be parked at the site other than production vehicles necessary for on-air broadcasting.
- Parking passes for broadcast personnel and appropriate permits for vehicular movement inside the lift gate zone (equipment drop-offs or live remotes) must be obtained from State Fair's Public Relations Department ("PR Dept.").
- Media outlets will be encouraged to have ongoing activity at their broadcast location during operating hours of the Fair; or design their booth/set so that it serves as an attractive static display when it is not staffed.
- State Fair's PR Dept. will use golf carts to facilitate transporting the media outlet's guests and station personnel to the booth/set. State Fair will use approved scooter routes whenever practical. Media outlets will not be permitted to bring their own carts, nor will they be allowed to drive State Fair's carts. Specific PR Dept. staffers will be assigned to each broadcast operation and will carry cell phones. Stations are requested to give State Fair's PR Dept. as much advance notice as possible of the media outlet's broadcast plans.
- Media outlet vehicles are not allowed through any interior lift gates without appropriate parking credentials. If there is ever need for an exception, prior approval from State Fair's PR Dept. is required for temporary access, and the PR Dept. will notify State Fair's Maintenance/Operations Dept. and obtain appropriate credentials for media outlet's vehicle. Decisions regarding the need for an escort to lead a media outlet's vehicle to or from an interior zone broadcast site will be made exclusively by State Fair's Maintenance/Operations Dept.

- The PR Dept. will be responsible for notifying other State Fair departments in advance when broadcast plans could impact their area or activities.

CATEGORY 2: MEDIA OUTLETS PROVIDING SPOT NEWS COVERAGE

- Media parking passes are to be obtained from the PR Dept. prior to the Fair. Media outlets must provide advance notice to the PR Dept. if vehicle access to interior zone is being requested. Permission and appropriate credentials will be provided, if possible. State Fair's PR Dept. will provide golf cart transportation based on availability of PR Dept. staff and carts. Decisions regarding the need for an escort to lead a media outlet's vehicle to or from an interior zone broadcast site will be made exclusively by State Fair's Maintenance/Operations Dept.

CATEGORY 3: MEDIA OUTLETS PROVIDING LIVE BROADCASTS OF A SPECIFIC EVENT AT THE FAIR

- If initial arrangements are made with the event producer or another State Fair department, the PR Dept. should be notified ASAP to avoid possible conflicts. Approval of technical set-up, access and special parking needs must come from State Fair's Maintenance/Operations Dept. The event producer is responsible for providing State Fair's PR Dept. with a written summary of media agreements made independently of the PR Dept.

CATEGORY 4: MEDIA OUTLETS CONTRACTED AS FAIR SPONSORS

- Media outlet is required to abide by all provisions of its sponsorship contract. Parking passes and special arrangements are the responsibility of the State Fair department designated in the contract.
- Special consideration will be given to requests by these media outlets for additional promotional space and/or broadcast opportunities if there are needs beyond the original contractual agreement.

CATEGORY 5: MEDIA OUTLETS DESIGNATED AS A MEDIA PARTNER FOR A FAIR CORPORATE SPONSOR

- A corporate sponsor can (with agreement from the State Fair's Sponsorship/Exhibits Dept.) select a media partner. Parking passes for the media partner are the responsibility of the sponsor and/or State Fair's Sponsorship/Exhibits Dept.

- The media outlet is responsible for booth construction (if space is available), signage and broadcast phone lines. The physical and technical set-up must be approved by State Fair's Maintenance/Operations Dept. State Fair's PR Dept. should receive notification of the media partner's involvement as soon as possible.

CATEGORY 6: MEDIA OUTLETS AS PAID EXHIBITORS

- The media outlet must abide by the terms and obligations in State Fair's standard exhibitor's contract. State Fair's PR Dept. should be notified if live broadcasts are planned.

CATEGORY 7: MEDIA OUTLETS AS PROMOTIONAL EXHIBITORS

- If unsold exhibit space is available, and if the value of the media outlet's news coverage or the value of the promotional exhibit (as an attraction for fairgoers) is viewed as a significant benefit to the State Fair, then effort will be directed toward finding a place for the media outlet's 24-day promotional exhibit. A "no charge" standard State Fair exhibitor's contract must be executed, and the media outlet will be required to abide by the terms and conditions therein, unless specific exceptions are approved jointly by State Fair's Exhibits and PR Depts.
- Under no circumstances will a media outlet's "no charge" promotional exhibit be permitted to visually obstruct or otherwise interfere with the business operations of nearby exhibitors who have paid for exhibit space (this also applies to noise interference and/or crowd-related problems).
- Any construction or signage must be approved by State Fair's Maintenance/Operations Dept. (outdoor exhibit space) or Exhibits Dept. (indoor exhibit space). All costs other than the exhibit space are the responsibility of the media outlet. Requests for parking passes should be directed to the PR Dept.

CATEGORY 8: MEDIA OUTLETS AS ONE-DAY PARTICIPANTS

- Requests from media outlets desiring to broadcast live or host a promotional event on a specific day or days can be accommodated only if appropriate space is available.
- State Fair's PR Dept. is responsible for assigning temporary space and providing the necessary credentials unless the media outlet will be operating from a stage location, in which case credentials will be handled by the stage manager. Media outlet is responsible for the physical set-up and dress-out at its broadcast location, which **MUST** be approved in advance by State Fair's PR and Maintenance/Operations Depts. The appearance of the broadcast

location is important. External signage at the broadcast location will be restricted to the media outlet's identification/logo.

- All set-up must be completed before 9:00 A.M. on the day specified, and removal of equipment cannot begin until after 10:00 P.M. of the same day, unless otherwise approved by State Fair's PR Dept.

GUIDELINES FOR ALL CATEGORIES

- **No product giveaways or food sampling anywhere on the grounds** unless approved by State Fair's Exhibits Dept. and identified in a written contract with State Fair. Food samples must be prepackaged, and all sampling/giveaway items must be approved by State Fair. The media outlet must provide indemnity in favor of State Fair, along with proper insurance coverage.
- **No retailing of merchandise** unless specifically permitted by written contract with State Fair.
- **No distribution of bumper stickers or other adhesive-backed materials. No distribution of the media outlet's promotional items that might cause injury to fairgoers in crowded conditions.** Prior written approval must be secured from the PR Dept. prior to distribution of any promotional items.
- **No distribution of literature or other promotional materials except from inside a fixed exhibit booth/broadcast location.** Samples must be submitted to State Fair's PR Dept. for approval prior to distribution.
- **Media outlets may not bring third parties (clients/advertising partners) to the Fair as part of the media outlet's participation at the Fair. Demonstrations or marketing of a client's product or services to live audiences or State Fair patrons will not be permitted.** Under no circumstances will the media outlet's clients/advertising partners be allowed to share the outlet's booth space or assigned broadcast area. Displays of client's products and/or giveaways of client's merchandise or promotional items will not be permitted. Recognition of a media outlet's clients will be limited to the inclusion of literature in "goody bags" and signage on the back wall of the exhibit space/broadcast location, unless additional interior signage is specifically approved by State Fair in writing. On-air promotion of clients during a broadcast from the Fair is at the station's sole option.
- At least **one employee of the media outlet must be onsite and designated as the responsible party** anytime the booth or broadcast location is being used for the media outlet's activities.

- State Fair will make every effort to find an opportunity for visibility at some time during the 24-day Fair period for each media outlet desiring to participate. Requests will be handled in the order received and according to the stated guidelines.
- Guidelines for news coverage of State Fair and opportunities for promotional participation at the Fair are considered independently from decisions regarding advertising buys.

SPECIAL NOTICE

State Fair of Texas is the owner of certain registered trademarks and service marks, including STATE FAIR OF TEXAS®, BIG TEX®, BIG TEX® (figure), TEXAS STATE FAIR®, SFT® (logo), FRIED FOOD CAPITAL OF TEXAS®, PAN AMERICAN LIVESTOCK EXPOSITION®, SUMMER PLACE®, SUMMER ADVENTURES IN FAIR PARK®, HERITAGE HALL OF HONOR®, TEXAS SKYWAY® and COTTON BOWL®.