

# THE STATE FAIR OF TEXAS - 2019

## COMMERCIAL EXHIBIT RATE MAP



### INDOOR:

- 1 CENTENNIAL EXHIBIT HALL**  
\$29 sq. ft. (20'x20' min)
- 2 CRAFT PAVILION**  
\$26 (crafts & collectibles)  
Adtl. charge of \$100 per corner
- 3 EMBARCADERO**  
\$29 sq. ft.  
Adtl. charge of \$100 per corner
- 4 GRAND PLACE**  
\$29 sq. ft.  
(Adtl. charge of \$100 per corner)

- 5 GATEWAY PAVILION**  
\$26.75 sq. ft.  
(Adtl. charge of \$100 per corner)

### OUTDOOR:

- 6 NIMITZ CIRCLE**  
\$12,500 (10'x10' tent, electrical, 8' table)
- 7 CENTENNIAL EXHIBIT TERRACE**  
\$8 sq. ft. (20'x20' min.)

- 8 GRAND PLACE TERRACE**  
\$7 sq. ft. (20'x20' min.)

- 9 TEXAS TOWER PLAZA**  
\$9 - \$10 sq. ft. (promotional\*)  
\$17 sq. ft. (retail\*\*)

- 10 CHEVROLET PARK PLAZA**  
\$9 - \$10 sq. ft.

- 11 FIRST AVENUE**  
\$12.50 sq. ft. (20'x20' min.)

Rates are based on location space size, cost per square foot and are for 24 days unless otherwise noted. The Exhibits Department does not charge a percentage of sales.

### Cost calculation examples:

10'x10' = 100 sq. ft. x price per square foot (\$29) = \$2,900  
20'x20' = 400 sq. ft. x price per square foot (\$29) = \$11,600

**\*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.