

# THE STATE FAIR OF TEXAS 2020

## COMMERCIAL EXHIBIT RATE MAP



### INDOOR:

- 1 **CENTENNIAL EXHIBIT HALL**  
\$29 sq. ft. (20'x20' min)
- 2 **CRAFT PAVILION**  
\$27 (crafts & collectibles) Adtl. charge of \$100 per corner
- 3 **EMBARCADERO**  
\$29 sq. ft.  
Adtl. charge of \$100 per corner
- 4 **GRAND PLACE**  
\$30 sq. ft.  
(Adtl. charge of \$100 per corner)

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

### OUTDOOR:

- 6 **NIMITZ DRIVE**  
\$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**  
\$10 sq. ft. (promotional\*)  
\$17 sq. ft. (retail\*\*)
- 10 **CHEVROLET PARK PLAZA**  
\$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.