

THE STATE FAIR OF TEXAS 2021

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.