

THE STATE FAIR OF TEXAS 2023

COMMERCIAL EXHIBIT RATE MAP



INDOOR:

- 1 CENTENNIAL EXHIBIT HALL**
\$30 sq. ft. (20'x20' min)
- 2 CRAFT PAVILION**
\$27.50 sq. ft.
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**
\$15 sq. ft.

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

CHEVROLET PARK PLAZA
\$4,000 10'X10' SAMPLING

- 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.