



BECOME A COMMERCIAL EXHIBITOR at the **STATE FAIR OF TEXAS**®

SEPTEMBER 27 – OCTOBER 20, 2024

JOIN A TIME-HONORED TRADITION SINCE 1886 AND GROW YOUR BUSINESS OVER 24 CONSECUTIVE DAYS BY TAKING PART IN ONE OF THE LARGEST FAIRS IN THE COUNTRY. THE STATE FAIR OF TEXAS OFFERS A UNIQUE OPPORTUNITY FOR ANY BUSINESS TO REACH NEW CUSTOMERS. SAY “HOWDY, FOLKS!” TO MORE THAN 2 MILLION POTENTIAL CUSTOMERS WHO VISIT US EACH YEAR.

Why be a commercial exhibitor at the State Fair of Texas?

Exhibit space, combined with an eye-catching display and an effective sales team, can:

- Drive in-store traffic.
- Generate sales leads.
- Increase product sales and awareness.
- Interact face-to-face with potential customers.
- Give the customer a hands-on experience.

What types of businesses are successful at the Fair?

Although Texans love a variety of products, there are some business types that align with commercial exhibit space at the Fair more than others. Below is a list of business types that have had success at the Fair over the last five years. It is important to remember that proper staffing and an engaging display are critical ingredients to ensure a company achieves their business objectives at the Fair.

- Handmade Home Decor
- Home Improvement Products and Services
- Gadgets
- Pre-packaged Food Items
- Promotional Items
- Kitchen and Cooking-related Items
- Women's Clothing and Beauty Items
- Patio Accessories
- One-of-a-Kind or Unique Products



How much does it cost to be a commercial exhibitor at the Fair?

Space rental pricing will vary by location on the grounds. The rental fees are just one piece of a larger budget for exhibiting at the Fair. Businesses looking to exhibit at the Fair should consider the following expenses:

- **Rental Fees for Exhibit Space:** Indoor rates are \$27 - \$30 per square foot (\$2,700 - \$3,000 for a 10' x 10' space). Outdoor rates range from \$7 to \$17 and require outdoor tent enclosures. Rental fees are broken into two payments, with 50% due at contract execution.
- **Costs to Develop an Attractive Display:** Spaces come with drapes, electricity, and basic lighting in indoor locations. It is the responsibility of the business to bring and install flooring, decorations, display items, and signage.
- **Staffing Costs:** The exhibit space must be staffed all 24 days of the Fair during operating hours (nine hours on weekdays and 10 hours on weekends). Businesses must factor the costs for staffing their booths during those hours and related costs associated with staffing (uniforms, transportation to Fair for staff, etc.).

What does the Fair look for in a commercial exhibitor?

The Fair is always looking for unique businesses. When looking at applications from first-time exhibitors, the Fair evaluates based on the following criteria:

- **Uniqueness of Product or Service:** Do other vendors at the Fair already offer this product or service? Would Fair attendees be interested in this product or service?
- **Visual Appearance of the Display:** Will this display stand out in a shopping area? Does the design of the booth adhere to the expectation of quality set forth by the Fair?
- **Space Availability:** What area of the Fair would be the best opportunity for this display? What is the balance of similar products/services in the shopping areas where space is available?



**WE HOPE YOU CAN JOIN US AT
THE STATE FAIR OF TEXAS!**
APPLY NOW AT [BIGTEX.COM/EXHIBITORS](https://www.bigtex.com/exhibitors)



ABOUT THE STATE FAIR OF TEXAS

Since its inception in 1886, the State Fair of Texas has celebrated all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment.

THE STATE FAIR OF TEXAS IS A 501(C)(3) NONPROFIT ORGANIZATION WITH PROCEEDS HELPING TO PRESERVE AND IMPROVE OUR HOME, FAIR PARK; UNDERWRITE MUSEUMS, COMMUNITY INITIATIVES, AND SCHOLARSHIP PROGRAMS TO SUPPORT STUDENTS THROUGHOUT THE LONE STAR STATE PURSUING HIGHER EDUCATION; AND HELP IMPROVE STATE FAIR OPERATIONS. THE 2024 EXPOSITION RUNS SEPTEMBER 27 THROUGH OCTOBER 20 IN FAIR PARK. VISIT [BIGTEX.COM](https://www.bigtex.com) FOR MORE INFORMATION.

