

GENERAL INFORMATION

- The 2008 State Fair of Texas will run from Sept. 26 to Oct. 19. The Food and Fiber Pavilion is open from 10 a.m. to 9 p.m. Tues. - Thurs. and 10 a.m. to 10 p.m. Fri. - Mon.
- The deadline to send in your sign-up form and Participant Agreement is August 1, 2008!
- All participants will receive a pass to the Fair. The Texas Department of Agriculture (TDA) will also provide FREE shuttle service from the parking area to the Pavilion during peak hours.
- Plans to include live animals or plants in an exhibit or event must be submitted to TDA's Pavilion coordinator in writing. Any participant displaying live animals is fully responsible for the animals' care and must maintain them in a manner that would eliminate any risk to the animal or to the public.
- Retail sales are permitted in the GO TEXAN stores.

GO TEXAN STORES

- The GO TEXAN stores are the primary sources of retail sales within the Pavilion. They feature non-perishable and shelf-stable food, dry goods, horticulture and other non-food items. (The sale of alcoholic beverages is prohibited.)
- Only current GO TEXAN members and GO TEXAN approved products are allowed.

Cost

- Shelving is divided into premium shelves and standard shelves. There are 4 shelves per unit. The top 3 shelves on each unit are premium. The bottom shelf on each unit is standard.
- Dimensions for all shelves are 16 inches deep, 48 inches long and approx. 14 inches high.
- Premium shelf space is available on a first-come, first-served basis and costs \$240 per shelf.
- Standard shelves cost \$200 per shelf.
- Some products may not be displayed on shelving units due to size of product. In these cases, cost is based on space utilized and location.
- Large items or other products that require space equivalent to an entire shelving unit will be assessed the full cost of \$980, e.g. furniture, clothing racks, etc.
- Payment must be postmarked by Aug. 15, 2008. Any payment postmarked after Aug. 15 will be assessed a late fee of \$25 per shelf. TDA must receive your payment in full, including any late fees assessed, prior to participation or your product will be removed from the store.

Determining Shelving Needs

- Measure a 4-foot wide by 16-inch deep area and place your products as you would envision them displayed. If you stack products, make sure items are stable, but don't go higher than one layer for most items. Different items need adequate space, so plan accordingly. Remember, too many varied items without enough space may diminish sales.
- To determine space for clothing, fold items for optimal display and remember that different styles and sizes may need separate areas. If you plan to hang clothing or other items for display, you must reserve at least 16 feet of space. Please note that you will have to provide your own hangers.

Commission/Contracted Services

- GO TEXAN members do not need to be present to sell their products in the store because TDA retains the services of a contractor who is responsible for staffing the stores, restocking

shelves, maintaining accurate inventory records and collecting sales tax. The contractor works on a 30 percent commission basis. The commission is applied to total store sales (shelf space costs are not deducted from this amount). Store participants will not pay commission if deducting the commission from sales revenue minus shelf space fees results in a negative balance.

- Store participants will need to provide the contractor a sample label and UPC information. Participants must provide TDA with a copy of their manufacturer's license or number and proof of liability insurance with their participant agreement.
- Store participants cannot remove their retail items from the store until after 10 a.m. on Oct. 20, 2008.

EXHIBITORS

- Set up for exhibitors will be Sept. 22-25, 2008.
- TDA will provide up to one 8-foot table and two chairs per 100 feet of exhibit space. TDA can also provide other set-up requirements. Details will be sent with the invoice.
- If you sample product from your exhibit, samples must be limited to 1 oz. or less.

Cost

- The cost for exhibit and display space is \$9 per square foot.
- TDA must receive your payment in full prior to participating.

Recommendations for Displays

- TDA encourages interactive exhibits and displays that focus on Texas agriculture, such as demonstrations, product sampling, interactive programs and the distribution of literature.

SPONSORS

- More than 3 million visitors come to the State Fair of Texas, making it the largest fair in the country and one of the largest annual expositions in the world. Whether visitors come for the food, entertainment, shopping, tradition or simply because they feel it's "the thing to do," they love the state fair and support the sponsors. Pavilion sponsors enjoy prominent recognition and choose the level of sponsorship that best fits their desired goals.

EVENT PARTICIPANTS

Cost

- Program time for events is offered FREE of charge to all participants.

Recommendations for Events

- TDA encourages interactive programs that focus on Texas agriculture, agricultural heritage or family entertainment. Demonstrations, interactive programs and the distribution of literature or related materials are also encouraged.

Schedules

- Although some programs may be longer, a program or presentation should not exceed 55 minutes, with a break at the top of each hour.
- Pavilion exhibitors, sponsors and GO TEXAN store participants receive priority scheduling for events.

CONTACTS

For details on the State Fair of Texas, the Food and Fiber Pavilion and the many opportunities to participate, contact the Food and Fiber Pavilion Coordinator at (512) 463-2473 or e-mail txstatefair@tda.state.tx.us.