



## 2021 NEW YORK STATE FAIR • August 20 – September 6

# CONCESSION & EXHIBIT LICENSE RATE STRUCTURE

*Fairtime rate calculated based upon the square footage multiplied by the per square foot rate*

▶▶▶ FAIRTIME RATES COVER ALL 18 DAYS OF THE FAIR ◀◀◀

7/23/20 • Valid 2021 Fair ONLY

				PER SQUARE FOOT RATE		
Concession/Exhibit Area	Min. Size Available	Square Footage	License Fee Includes	Building Rate		
<b>Art &amp; Home Center</b>						
First Floor Space	10' x 4'	40	Pipe & Drape, Dumpsters and Electrical – (1) 115V/20AMP duplex outlet	\$20.05		
<b>Center of Progress Building</b>						
Wall & Corner Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electrical – (1) 115V/20AMP duplex outlet	\$34.35		
Inside Aisle Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electrical – (1) 115V/20AMP duplex outlet	\$31.50		
<b>Dairy Products Building</b>						
All Spaces	10' x 10'	100	Dumpsters – Electrical usage fee \$190 per location	\$17.14		
<b>Horticulture Building</b>						
Wall Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electrical – (1) 115V/20AMP duplex outlet	\$25.75		
Corner Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electrical – (1) 115V/20AMP duplex outlet	\$30.11		
Permanent Food Spaces	20' x 10'	200	Dumpsters, Grease Receptacle (if applicable) – Electrical usage fee of \$105 per location	\$31.74		
<b>The Eatery</b>						
Permanent Food Stand	20' x 20'	400	Dumpsters, Grease Receptacle (if applicable) – Electrical usage fee of \$105 per location	\$24.47		
<b>Pan African Village</b>						
Food Spaces	10' x 10'	100	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$17.93		
Non-Food Spaces	10' x 10'	100	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$17.93		
<b>Science &amp; Industry Building</b>						
All Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electrical – (1) 115V/20AMP duplex outlet	\$14.42		
<b>Wine, Beer &amp; Spirits Village</b>						
All Spaces	10' x 15'	150	Dumpsters	\$27.92		
<b>Outside – Food and Commercial</b>						
		0-200	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	Zone A \$29.50	Zone B \$26.71	Zone C \$23.93
		201-300	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$20.29	\$18.29	\$15.51
		301-400	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$16.84	\$15.51	\$12.72
		401-500	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$13.99	\$12.72	\$ 9.87
		501-600	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$11.21	\$ 9.87	\$ 7.09
		601+	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$ 8.42	\$ 7.09	\$ 5.57
<b>Permanent Concession Buildings</b>						
		0-1000	Dumpsters, Grease Receptacle (if applicable) and Electrical usage fee of \$300 per location	Zone A \$18.29	Zone B \$15.51	Zone C \$ 9.87
		1001+	Dumpsters, Grease Receptacle (if applicable) and Electrical usage fee of \$300 per location	\$13.99	\$11.21	\$ 8.42

▶▶▶ A \$25.00 Public Wi-Fi support surcharge will be added to all license agreements ◀◀◀

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### Not-for-Profit Rate:

Not-for-profit entities with IRS classifications of 501(c)(3), 501(c)(5) or 501(c)(6) with exhibits approved as educational or as offering a service to the New York State Fair and/or its patrons are eligible for a 25% discount. Prospective exhibitors must provide proof of tax status or proof of registration with the Attorney General's Charities Bureau.

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### The following businesses are required to purchase sponsorships in order to be a vendor at the Fair:

- Mobile marketing partners or companies represented by an agency or similar business that assists, plans or presents the concession on behalf of or in partnership with the prospective sponsors. The United States Military including the Army, Air Force, Marines, Navy and Coast Guard are exempt from this.
- Home improvement or similar businesses that market, sell and/or install home remodeling and improvement products and services including windows, sheds, garages and roofing systems.
- Home goods including mattresses, furniture, massage chairs, grills and patio furniture.
- Vendors selling pools, hot tubs, saunas and similar items.
- Vendors selling kitchen and cookware including appliances and pots and pans.
- Vendors selling beauty-type products and/or services including skin and hair treatments.

Please contact the sponsorship department at 315.728.4380 to learn of the opportunities available to partner with the Great New York State Fair!