



# 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 ◀◀◀

6.22.21 • Valid 2021 Fair ONLY

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Concession/Exhibit Area	Min. Size Available	Square Footage	License Fee Includes	BUILDING RATE	
Art & Home Center					
First Floor Space	10' x 4'	40	Pipe & Drape, Dumpsters and Electrical	\$15.08	
Center of Progress Building					
Wall & Corner Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electrical	\$25.76	
Inside Aisle Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electrical	\$23.63	
Dairy Products Building					
All Spaces	10' x 10'	100	Dumpsters and Electrical	\$12.83	
Horticulture Building					
Wall Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electrical	\$19.35	
Corner Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electrical	\$22.61	
The Eatery					
All Spaces	20' x 20'	400	Dumpsters, Grease Receptacle (if applicable) and Electrical	\$18.34	
Pan African Village					
Food Spaces	10' x 10'	100	Dumpsters, Grease Receptacle (if applicable) and Electrical	\$13.50	
Non-Food Spaces	10' x 10'	100	Dumpsters, Grease Receptacle (if applicable) and Electrical	\$13.50	
Science & Industry Building					
All Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electrical	\$10.80	
Outside – Food and Commercial				PER SQUARE FOOT RATE (ZONE B)	
		0-200	Dumpsters, Grease Receptacle (if applicable) and Electrical	\$20.03	
		201-300	Dumpsters, Grease Receptacle (if applicable) and Electrical	\$13.73	
		301-400	Dumpsters, Grease Receptacle (if applicable) and Electrical	\$11.59	
		401-500	Dumpsters, Grease Receptacle (if applicable) and Electrical	\$9.56	
		501-600	Dumpsters, Grease Receptacle (if applicable) and Electrical	\$7.43	
		601+	Dumpsters, Grease Receptacle (if applicable) and Electrical	\$5.29	
Permanent Concession Buildings				PER SQUARE FOOT RATE (ZONE A) (ZONE B)	
		0-1000	Dumpsters, Grease Receptacle (if applicable) and Electrical	\$13.73	\$11.59
		1001+	Dumpsters, Grease Receptacle (if applicable) and Electrical	\$10.46	\$8.44

▶▶▶ 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!