



## 2023 NEW YORK STATE FAIR • August 23 – September 4 CONCESSION & EXHIBIT LICENSE RATE STRUCTURE

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

▶▶▶ FAIRTIME RATES COVER ALL 13 DAYS OF THE FAIR ◀◀◀

Updated 1/9/2023 • Valid 2023 Fair ONLY

				PER SQUARE FOOT RATE		
Concession/Exhibit Area	Min. Size Available	Square Footage	License Fee Includes	Building Rate		
<b>Center of Progress Building</b>						
Wall & Corner Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electric	\$31.22		
Inside Aisle Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electric	\$28.66		
<b>Dairy Products Building</b>						
All Spaces	10' x 10'	100	Dumpsters and Electric	\$15.71		
<b>Exposition Center</b>						
All Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electric	\$34.32		
<b>Horticulture Building</b>						
Wall Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electric	\$23.47		
Corner Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electric	\$27.40		
Permanent Food Spaces	20' x 10'	200	Dumpsters, Grease Receptacle (if applicable) and Electric	\$28.87		
<b>The Eatery</b>						
All Spaces	20' x 20'	400	Dumpsters, Grease Receptacle (if applicable) and Electric	\$22.32		
<b>Pan African Village</b>						
All Spaces	10' x 10'	100	Pipe & Drape, Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$16.17		
<b>Science &amp; Industry Building</b>						
All Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electric	\$13.25		
<b>Outside – Food and Commercial</b>				<b>Zone A</b>	<b>Zone B</b>	<b>Zone C</b>
	All outside spaces will be sold in increments of 5'	0-200	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$26.60	\$24.09	\$21.58
		201-300	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$18.30	\$16.50	\$13.99
		301-400	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$15.19	\$13.99	\$11.48
		401-500	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$12.62	\$11.48	\$ 8.90
		501-600	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$10.10	\$ 8.90	\$ 6.38
		601+	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$ 7.59	\$ 6.38	\$ 5.02
<b>Permanent Concession Buildings</b>				<b>Zone A</b>	<b>Zone B</b>	<b>Zone C</b>
		0-1000	Dumpsters, Grease Receptacle (if applicable) and Electric	\$16.76	\$14.24	\$ 9.16
		1001+	Dumpsters, Grease Receptacle (if applicable) and Electric	\$12.87	\$10.35	\$ 7.85

- A. Contract Administrative Fee - Contracts Under \$1,000 - \$50 per contract / Contracts \$1,000 and Over - \$150.00 per contract**
- B. Contract Change Fee - \$50.00 per change**
- C. Late Fee Penalties - \$50.00 late fee for each contract and each supporting contract document submitted after the deadline (i.e. signed contract, insurance certificates, etc.) plus 5% of unpaid invoice. Payments for late fees not made by the specified due date will result in cancellation of the contract and loss of space.**

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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 of the published rates. Prospective exhibitors must provide proof of tax status (copy of organization's IRS letter recognizing status or current IRS Form 990) or proof of registration with the Attorney General's Charities Bureau.

The following businesses are required to purchase sponsorships 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 hair treatment products and/or services.
- Vendors that want a premier location as defined by the sponsorship map.

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