



2024 NEW YORK STATE FAIR • August 21 – September 2 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* ◀◀◀

NOTE: Applications received after April 1, 2024 may be subject to a 1.5% increase in published rates.

Updated 2/14/2024 • Valid 2024 Fair ONLY

				PER SQUARE FOOT RATE		
Concession/Exhibit Area	Min. Size Available	Square Footage	License Fee Includes	Building Rate		
Center of Progress Building						
Wall & Corner Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electric	\$32.00		
Inside Aisle Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electric	\$29.00		
Dairy Products Building						
All Spaces	10' x 10'	100	Dumpsters and Electric	\$16.00		
Exposition Center						
All Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electric	\$35.00		
Horticulture Building						
Wall Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electric	\$24.00		
Corner Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electric	\$28.00		
Permanent Food Stands	20' x 10'	200	Dumpsters, Grease Receptacle (if applicable) and Electric	\$29.00		
The Eatery						
All Spaces	20' x 20'	400	Dumpsters, Grease Receptacle (if applicable) and Electric	\$23.00		
Villages						
Pan African Village	10' x 10'	100	Pipe & Drape, Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$12.00		
Asian and Latino Village (5 days only each)	10' x 10'	100	Pipe & Drape, Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$3.00		
Science & Industry Building						
All Spaces	10' x 10'	100	Pipe & Drape, Dumpsters and Electric	\$13.00		
Outside – Food and Commercial				Rate A	Rate B	Rate C
	All outside spaces will be sold in increments of 5'	0-200	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$27.00	\$24.00	\$22.00
		201-300	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$19.00	\$17.00	\$14.00
		301-400	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$15.00	\$14.00	\$12.00
		401-500	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$13.00	\$12.00	\$ 9.00
		501-600	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$10.00	\$ 9.00	\$ 6.00
		601+	Dumpsters, Grease Receptacle (if applicable) and Electrical – (1) 115V/20AMP duplex outlet	\$ 8.00	\$ 6.00	\$ 5.00
Permanent Concession Structures/Stand				Rate A	Rate B	Rate C
		0-1000	Dumpsters, Grease Receptacle (if applicable) and Electric	\$17.00	\$14.00	\$ 9.00
		1001+	Dumpsters, Grease Receptacle (if applicable) and Electric	\$13.00	\$11.00	\$ 8.00
Wholesalers – Flat Fee - \$510.00						

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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 entities are required to purchase sponsorships to be a vendor at the Fair:

- Entities seeking static or digital advertising.
- Entities seeking promotional sponsorship opportunities.
- Entities requesting space at the Fair for less than 13 days.
- Entities requesting a premier location as defined by the Sponsorship Map.
- National or international franchise or franchisee.
- Entities selling products associated with multi-level marketing (MLM) companies.
- 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. Mobile marketing partners representing the US Military are exempt from this.
- Home improvement or similar entities that market, sell and/or install home remodeling and improvement products and services including windows, sheds, garages, and roofing systems.
- Entities selling home goods including mattresses, furniture, massage chairs, grills, patio furniture, air purifiers, vacuums, and similar items.
- Entities selling pools, hot tubs, saunas, and similar items.
- Entities selling kitchen and cookware including appliances, pots and pans.
- Entities selling beauty type products and/or services including skin and hair treatments.

Please contact the Sponsorship Department at 315.728.4380 to learn more about the opportunities available to partner with the Great New York State Fair!

The following Contract Administrative Fees will be added to all License Agreements:
Contracts Under \$1,000 - \$50.00 per contract
Contracts \$1,000 and Over - \$150.00 per contract
Contract Change Fee - \$250.00 per contract change