



FAIR FACTS:

The State Fair of Texas (www.BigTex.com), as one of America's largest, longest (since 1886), and most historic state fairs, provides a unique venue for the promotion of heritage tourism as an important Texas product. To this end, the Texas Heritage Trails Program rents a 400 Square Ft booth for all Trails Regions and the THC to share in greeting and educating the public, distributing travel literature and giveaways, and promoting the authentic, meaningful experience of travel in Texas. There's a lot of worthwhile background at https://en.wikipedia.org/wiki/State_Fair_of_Texas.

Over 24 days of the Fair, some 2.4 million visitors will attend from within and outside Texas. The THTP booth is situated in one of the most popular pavilions, the Texas Department of Agriculture's Food and Fiber Pavilion, where heritage tourism is naturally branded as a "made in Texas" product. Traffic through the booth is almost constant and sometimes very heavy, requiring two to three staff to work each shift.

If you would like to send your brochures to the State Fair of Texas here is what you need to know:

The Texas Hill Country Trail Region charges \$200 for you to display your materials and an invoice can be sent to you. Contact at info@txhillcountrytrail.com.

BROCHURE SHIPPING:

1. You must sign up to participate by **September 21, 2018**. No brochure will be accepted for display at the State Fair without an advance reservation.
2. All brochures must arrive at the proper address at the State Fair between **September 17-25, 2018**. No new brochures will be accepted after the Fair starts.
3. Clearly label your box of brochures with the region and your organization name on several sides. For example: **HILL COUNTRY – Bandera CVB**
4. Please do not send more than 500 copies of the same brochure. If your inventory gets low, you will be given the opportunity to send more.
5. Any brochures left over at the conclusion of the Fair will be discarded.
6. Ship your brochures to the address below. **NOTE: DO NOT USE THE US POSTAL SERVICE for delivery.** USPS does not deliver to our building. Use a shipper such as FEDEX or UPS and send to:

State Fair of Texas Food and Fiber Pavilion
Contact: Darrell Dean (on-site coordinator)
Attn: Texas Historical Commission
1233 Washington Avenue
Dallas, Texas 75210



Include in your tracking info: 214-938-0067, Darrell.Dean@TexasAgriculture.gov