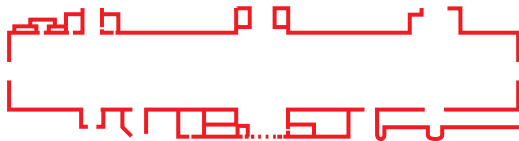


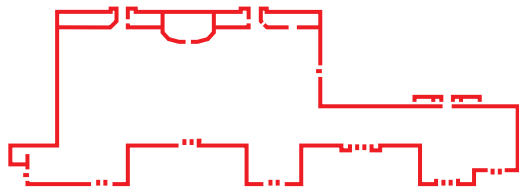
TXAS – 2023 RATE CARD

The 2023 Texas Auto Show is set to welcome approximately 2.3 million people through its 290,000 square feet of display space during the 24 days of the great State Fair of Texas. The Texas Auto Show is the only show in the country that can produce crowds this size and the demographics manufacturers want to target.

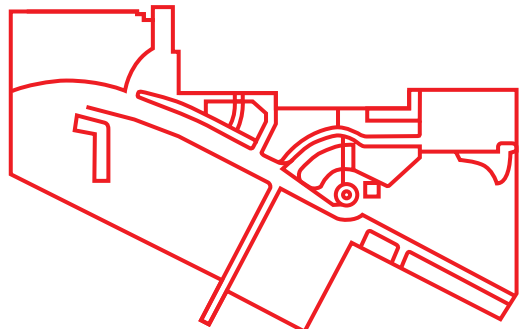
EXHIBIT SPACE RATES FOR 2023



INDOOR SPACE
Automobile Building
 \$ 4.65 per sq. ft.



Centennial Building
 \$ 4.65 per sq. ft.



OUTDOOR SPACE
Truck Zone
 \$ 4.30 per sq. ft.



GET MORE EXPOSURE AT THE TEXAS AUTO SHOW

The Texas Auto Show offers manufacturers opportunities for additional media exposure and visibility during the 24 days of the Fair.

TEXAS AUTO SHOW MEDIA DAY THURSDAY, SEPTEMBER 28, 2023

The Texas Auto Show Media Day is an opportunity for manufacturers to receive additional earned media coverage on a large scale – all before the State Fair of Texas officially opens. Texas Auto Show Media Day brings hundreds of auto industry writers from across the country to see the latest of what manufacturers have to offer, supplemented by coverage from regional and local broadcast stations. Last year's coverage from Media Day resulted in more than \$46 million in earned media publicity value and exposure to more than 7.9 million people. The State Fair of Texas' public relations team organizes all communication and logistics related to the event with the media, allowing manufacturers to focus on their presentations and reveals.

PARTICIPATION FEES

\$750 per press conference, per brand



STATE FAIR OF TEXAS ONLINE DAILY SCHEDULE

Manufacturers can submit content* to be included on the State Fair of Texas' online daily schedule – our most-viewed page of the website – for special events and special appearances by celebrities. Content must be submitted by Tuesday, September 6, for uploading to the schedule. Schedule items include:

- Promotional photo for scheduled event/celebrity appearance
- Written description of event
- Time, date, and location of event
- Logo

PARTICIPATION FEES

INCLUDED with purchase of exhibit space

TEXAS AUTO SHOW WEBSITE

Each manufacturer has a dedicated page on the Texas Auto Show's website – TexasAutoShow.BigTex.com to promote their displays and vehicle lineup. Content* must be submitted by Monday, September 4, for immediate inclusion on the website. Each dedicated page includes the following items, which must be provided by the manufacturer:

- Promotional content for your brand/display
- Images of featured display vehicles
- Links to manufacturer's website
- Schedule of events taking place during the Fair at your display location

PARTICIPATION FEES

INCLUDED with purchase of exhibit space

*Content must be in specified format.

