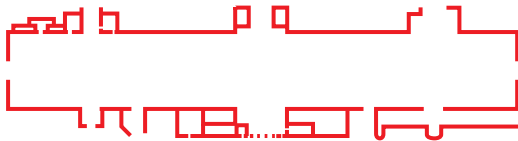


TXAS – 2024 RATE CARD

The Texas Auto Show, one of the largest auto shows in the country, is set to welcome millions of visitors into the 290,000 square feet of display space. The State Fair of Texas attracts a diverse gamut of fairgoers, and as a fan favorite, the Texas Auto Show is where our guests spend approximately 25% of their time at the Fair exploring the auto show displays.

Be a part of a Texas tradition and join Big Tex at this year's Texas Auto Show at the State Fair of Texas.

EXHIBIT SPACE RATES FOR 2024



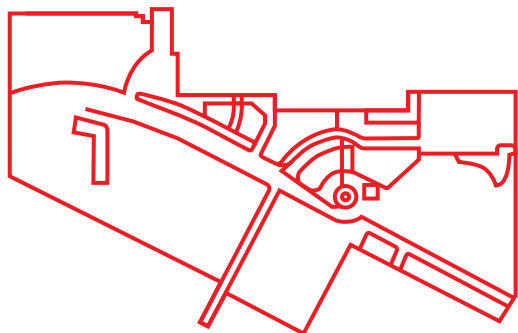
INDOOR SPACE
Automobile Building
 \$ 4.65 per sq. ft.



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 26, 2024

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 Friday, August 30, 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 Friday, August 30, 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.

