



FAIR FACTS:

The State Fair of Texas (<https://www.BigTex.com>), is one of America's largest, longest (since 1886), and most historic state fairs, and 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 Trail 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.

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 Go Texan 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:

Contact your Trail Region Executive Director to sign up and to inquire about any fees they may have in order for you to display your materials. (See next page for contact information)

BROCHURE SHIPPING:

1. You must sign up to participate by **September 17, 2021**. 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 20-22, 2021**. 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



**TRAIL REGION EXECUTIVE DIRECTORS
CONTACT INFORMATION:**

Texas Brazos Trail Region
Andrea J Barefield
832-723-3778
info@texasbrazostrail.com

Texas Forest Trail Region
Del Polikretis
936-560-3699
del@texasforesttrail.org

Texas Forts Trail Region
Tammie Virden
800-484-1462
tft@texasfortstrail.com

Texas Hill Country Trail Region
Joanne Crawford
830-739-1362
info@txhillcountrytrail.com

Texas Independence Trail Region
Seneca McAdams
979-353-1800
info@texasindependencetrail.com

Texas Lakes Trail Region
Jill Campbell Jordan
817-559-2288
jill@texaslakestrail.net

Texas Mountain Trail Region
Wendy Little
432-294-4312
texasmountaintrail@gmail.com

Texas Pecos Trail Region
Melissa Hagins
432-212-5910
info@texaspecostrail.com

Texas Plains Trail Region
Allison Kendrick
800-930-6024
info@texasplainstrail.com

Texas Tropical Trail Region
Mike Carlisle
361-701-0555
info@texastropicaltrail.com