



FAIR FACTS: TEXAS PLAINS TRAIL REGION

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 foot 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:

BROCHURE SHIPPING:

1. You must sign up to participate by **September 20, 2024**. Please let your Regional Trail Director know you are sending brochures. We have to send a master list to the fair. 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 23-25, 2024**. 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: **PLAINS – VISIT BIG SPRING**
4. Please do not send more than 1,000 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:

GO TEXAN PAVILLION
Fairpark
Attn: Texas Historical Commission
1233 Washington Street
Dallas, Texas **75210**

Include in your tracking info: 512-938-1645
Kate.Idzorek@TexasAgriculture.gov



**TRAIL REGION EXECUTIVE DIRECTORS
CONTACT INFORMATION:**

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