

2019 GO TEXAN Pavilion FAQ's

General Store

1. Who is the store contractor? The 2019 store contractor is Nourish Market from Houston. Once a GO TEXAN company is registered for the store, Nourish Market becomes the main point of contact for store operations and assumes responsibility for communicating inventory shipment schedules, store policies, etc. The store contractor is responsible for managing the day-to-day operations and inventory in the General Store. TDA is responsible for planning and managing the day-to-day operations for the entire GO TEXAN Pavilion; the General Store layout and product placement.

2. Am I responsible for setting up my shelf and restocking during the State Fair? GO TEXAN members are not responsible for setting up or restocking their shelves during the State Fair. Many of our participants live far away from Dallas and it would be cost prohibitive for them to be required to go to Dallas to set up their own shelves. Inventory delivery schedules are arranged between the GO TEXAN company and the Store Contractor, Nourish Market. Inventory delivery guidelines will be outlined in the upcoming Store Policies provided by the Store Contractor.

Before fair begins, you are welcomed to make arrangements with the store contractor to schedule a time during pre-fair set up to personally stock and arrange your shelf or shelves. The store contractor will take a photo of your shelf set up and make sure it is stocked the same way throughout fair.

3. Do I need a sales tax permit? You are not required to submit a copy of your sales tax permit to participate in the GO TEXAN General Store. The store contractor, Nourish Market, is responsible for collecting and paying the sales tax on product sold in the General Store (where sales tax is applicable). Each company must be a current GO TEXAN member, submit a copy of your current Product Liability Insurance and Food Manufacturers License, if you are selling a food product, to participate in the General Store.

4. What should I submit for the required insurance requirement? For the insurance requirement, you must submit a current copy of your Product Liability Insurance coverage with a minimum coverage of \$1 million, listing 'Texas Department of Agriculture' as the insured. This protects your business if a product causes injury or damages to a third party as a result of purchasing your product at the State Fair. This is not limited to food products and all companies must provide proof of current Product Liability Insurance.

5. Will I be the only product of my type in the store? All current GO TEXAN members in good-standing may apply to sell GO TEXAN approved shelf-stable food products or gift items in the General Store. Chances are you will not be the only product of your type in the General Store. All GO TEXAN members are qualified to participate in the General Store and many members produce the same type of product. There are no product category exclusivity agreements of any kind in the General Store.

The General Store layout is arranged so that similar products are not displayed right next to each other. This layout encourages shoppers to spend more time looking at the wide variety of products that are spread throughout the store.

6. Is there a policy in place for stolen or damaged product? There is a policy that covers stolen or damaged products. The Store Contractor, Nourish Market, will email the Store Policy to registered General Store participants. Stolen, damaged or spoiled products will be covered by the GO TEXAN member up to a certain percentage of inventory. If that percentage is surpassed due to theft, damage or spoilage, the Store Contractor is responsible to cover the amount surpassed for the GO TEXAN member.

7. Will my product be competitively priced? We cannot predict if your product will be competitively priced relative to other products available in the General Store. All GO TEXAN members in good standing with shelf stable food or gift products, can register for the General Store. Product pricing is up to each company's sole discretion. The Store Contractor does not price products. You are welcomed to ask the Store Contractor for any recommendations on pricing, but product pricing is ultimately up to the individual company.

8. Can I provide coupons for discounts, or buy-one/get-one free offers? TDA does not offer the opportunity for participants to provide discount coupons or buy-one/get-one free offers in the General Store. The product price is fixed once fair begins and remains the same throughout the 24 days of fair. However, you may include product coupons for future purchases at a different retail outlet on your shelf for fairgoers to take home.

9. My product must be kept cold or frozen. Does TDA provide refrigerator units or freezers? If your product requires a refrigeration unit or freezer, you must provide the unit yourself. TDA does not provide refrigeration units or freezers. The cooler fee to be in the General Store is for the rental of the floor space and the electricity that refrigeration units and freezers require. The cooler fee does not include the actual refrigeration or freezer unit itself.

10. Is my shelving placement in the store final? All product shelving placements in the store are final. TDA may place your products anywhere in the General Store. In the General Store, TDA places 100 different GO TEXAN members and over 1,000 different GO TEXAN products. There is a wide variety of shelving options; coolers, cash register spots, specialty units and GO TEXAN company provided units. Product layout is intentionally spread out throughout the store. Products are not grouped by category so that visitors do not become overwhelmed by too many choices of a similar product type. The store layout encourages shoppers to look at all products and extend their length of stay in the General Store. All placement decisions are final, and no changes are made on site. Store layout and product placement are at TDA's sole discretion in order to ensure the placement process is fair for all GO TEXAN members selling products in the General Store.

11. What happens if I have an issue with the store contractor? If issues arise, the GO TEXAN company is responsible for communicating directly with the store contractor. TDA is not responsible for solving or mediating any issues that may arise between a store participant and the store contractor.

12. What if I don't like my shelf position assigned? In the General Store, TDA places 100 different GO TEXAN members and over 1,000 different GO TEXAN products. TDA may place your products anywhere in the General Store. There is a wide variety of shelving options; coolers, cash register spots, specialty units and company provided units. The way you can increase your products' visibility is to purchase a more desirable shelving location; for example, an end cap instead of an entire unit, a premium shelf instead of a standard shelf, or a cash register spot for impulse purchase items. Product layout is intentionally spread out throughout the store. Products are not grouped by category so that visitors do not become overwhelmed by too many choices of a similar product type. The store layout encourages shoppers to look at all products and extend their length of stay in the General Store. All placement decisions are final, and no changes are made on site. Store layout and product placement are at TDA's sole discretion in order to ensure the placement process is fair for all GO TEXAN members selling products in the General Store.

13. I have an exclusivity agreement with H-E-B; can I still participate in the GO TEXAN General Store? Yes, TDA has confirmed with H-E-B that if you have an exclusivity agreement with H-E-B, you can still participate in the GO TEXAN General Store as a separate company on your own shelf. You would need to complete a General Store application and purchase shelving space from TDA in order to participate in the General Store as your own company.

14. Will I get a refund if I cancel my shelf? Once you are registered for shelving of any type in the General Store, and cancel or withdraw your registration, no refunds are issued. The 48-hour cancellation notification deadline for sampling is so that you will not be charged an additional cancellation fee. Notifying TDA before the 48 hours before your sampling slot begins only insures you will not be charged an additional penalty fee. There are no refunds issued for shelving of any kind or for sampling slots, no matter when the cancellation notice was sent to TDA.

Sampling

1. How can I sign up? Sign up for sampling by filling out a GO TEXAN Pavilion sampling application at <https://form.jotform.com/90905813265156>. Only products for sale in the General Store may be sampled. You must already be registered for the General Store in order to apply for sampling. You may sign up for as many available sampling sessions as you like. Retail sales are not allowed from the sampling kiosks.

2. If I sign up for the morning slot, can I stay for the afternoon slot too? You must be preregistered with TDA for all your sampling slots. If you sign up for the morning sampling slot, you may also sign up to sample during that afternoon slot, when you register for sampling. You are welcomed to

sign up for any sampling slots that are available when you submit your sampling application. No sampling slots are added, cancelled or changed onsite.

To make any changes to your sampling schedule, email your request to txstatefair@texasagriculture.gov for consideration. The sampling schedule is created from the sampling applications that are submitted to TDA by a certain date. The finalized sampling schedule is completed by TDA and is set before fair begins. Monday-Thursday sampling slots are free; and Friday-Sunday sampling slots and Columbus Day Monday, October 14 are \$45 per Sampling Slot. Sampling takes place daily; at 10am-12pm and 2-4pm with up to 10 companies distributing free product samples to the public.

3. Is there a wait list for sampling slots that I wanted but I did not receive? TDA maintains a wait list, up to three additional slots. Occasionally, there are circumstances in which a sampling company must drop a sampling slot. If this happens, with enough advanced notice, the first person on the wait list will be contacted to see if they are still interested and able to make it at that date and time. Wait lists are not guaranteed and are only a courtesy to our GO TEXAN members participating in sampling.

4. Will I be notified of more open sampling slots closer to fair? If there are any sampling slots still available by a certain date, GO TEXAN companies already signed up for sampling will be emailed a list of sampling slots that are still available.

5. Can I change and add dates during fair/after its begun? Before fair begins, the sampling schedule is finalized and publicized. If you are interested in dates in addition to the ones you already signed up for, notify us at Txstatefair@texasagriculture.gov before fair begins.

6. Are there different insurance requirements? The insurance requirements for sampling are the same insurance requirements to participate in the GO TEXAN General Store. To register for the General Store, you must submit current copies of your Product Liability Insurance (\$1 million minimum coverage and listing 'Texas Department of Agriculture' as the insured) and a Food Manufacturer's License, if you're selling a food product. All products must have current Product Liability Insurance coverage.

7. Do I need my own health permit? To sample your products from a sampling kiosk, you do not need your own health permit. TDA acquires and provides all health permits for GO TEXAN Pavilion participants. You will need to bring any and all supplies to be used during sampling and for kiosk clean up. TDA does not provide any supplies that are not specifically required to meet the health department's health permit requirements. Each sampling kiosk has the individual health permit posted on it for the duration of fair.

8. Can I sell my product at a sampling kiosk? All products that are sampled must be for sale in the GO TEXAN General Store. Products cannot be sold from a sampling kiosk; kiosks are for sampling only. The General Store shelf number for your product is posted on your TDA-provided sampling sign. Your sampling sign is affixed to the kiosk during your sampling slot. The shelf number on the sampling sign allows visitors to more easily find your product shelf in the General Store.

9. What if I need to cancel a sampling slot that I signed up for? If you need to cancel a sampling slot that you signed up for, email txstatefair@texasagriculture.gov at least 48 hours prior to the start of your sampling slot. If you do not email txstatefair@texasagriculture.gov at least 48 hours prior to the start of your sampling slot, you will be charged a \$50 penalty per missed sampling slot. This penalty fee applies to both free (Mon-Thurs) and \$45 (Fri-Sun) sampling slots and is not waived for any reason. To avoid this penalty fee, email your notice of cancellation to txstatefair@texasagriculture.gov at least 48 hours prior to the start of your sampling slot.

10. What if an emergency comes up and I don't make it to my sampling slot? If an emergency comes up, notify TDA as soon as possible by emailing txstatefair@texasagriculture.gov. A \$50 cancellation fee will be deducted from final sales for no-shows or cancellations made less than 48 hours in advance of the start time of your sampling slot. This fee applies to all sampling slots, whether they are free (Mon-Thurs) or charged \$45 (Fri-Sun) per sampling slot. To avoid this penalty fee, email your notice of cancellation to txstatefair@texasagriculture.gov at least 48 hours prior to the start of your sampling slot.

11. Will I get a refund if I cancel my sampling slots? Once you are registered for sampling, and cancel or withdraw your registration, no refunds are issued. If you cancel your sampling slots for any reason, no refunds are issued. The 48-hour cancellation notification deadline is so that you will not be charged an additional cancellation fee. Notifying TDA before the 48 hours before your sampling slot begins only insures you will not be charged an additional penalty fee. There are no refunds issued for sampling slots, no matter when the cancellation notice was sent to TDA.

12. What size of sample should I bring? The size of your samples should be a size that is easy to manage during sampling and easy to transport to and from the pavilion. The sample size should be big enough for the fair visitor to taste your product but not so big and the prep so complicated that it slows down your sampling line. The line of visitors at each sampling station moves quickly. On the busiest days, you may distribute up to 1,000 samples in two hours. TDA does not have a lower or upper limit on sample size. Please note, TDA has set limitations on the alcohol sampling sizes. Please refer to the Alcohol Pop-Up Porch application for details.

13. What time should I arrive? Sampling start and end times are strictly enforced; 10am-12 noon and 2 to 4pm. TDA provides each Sampler the use of one parking pass only on the time/day(s) you are registered to sample. Samplers use the State Fair Will Call system. Failure to return the parking pass to TDA at the end of your slot results in a \$400 penalty.

What time you should arrive is dependent upon many factors. The parking procedure typically involves stopping at the State Fair Will Call booth to pick up your parking pass assigned to you for your sampling slot. On busy days, sometimes there is a line to get into the Will Call booth parking lot. Once you pick up your parking pass, do you need to drop off product at the pavilion? If yes, you'll need to stop at the pavilion and unload product. Then notify the GO TEXAN staff at the pavilion who are driving the golf

carts, that you are heading out to the GO TEXAN parking area. Follow instructions to get to the GO TEXAN reserved parking area.

You will be picked up at the GO TEXAN reserved parking area in a GO TEXAN golf cart and driven to the pavilion. A sampling kiosk that already has a company's supplies in it, is claimed for the next slot and is not available for you to choose. Once in the pavilion, you are free to choose any available sampling kiosk; take your product to the kiosk, set up your kiosk to prepare to distribute samples to the fairgoers.

Circumstances that will lengthen the amount of time you should allow to arrive on time: bad weather, football game days, weekends (Fri, Sat, Sun), Columbus Day Mon Oct 14, Thursdays (Senior Days), opening and closing weekends, and the last day of fair. To purchase season parking passes directly from State Fair, contact lvstkoffice@bigtex.com.

14. How do I know where to park? TDA provides each Sampler the use of one parking pass only on the time/day(s) you are registered to sample. No parking passes are given to General Store participants; parking passes are temporarily assigned to samplers. To purchase season parking passes directly from State Fair, contact lvstkoffice@bigtex.com. Parking procedures change every year and are determined solely by the State Fair of Texas. TDA is notified of parking procedures about two weeks before fair begins. You will be emailed parking instructions and a map as soon as TDA has the information.

Parking passes are only assigned to GO TEXAN members who are sampling on that day; either the morning or afternoon slot. You must return your parking pass at the end of your slot. TDA is only given a very limited amount of parking passes and every pass counts. Failure to return the parking pass at the end of your slot will result in a \$400 penalty that will be deducted from your final store sales check. If you need to make arrangements to drop off product for the General Store when not sampling, contact the pavilion coordinator at least 24 hours in advance to coordinate how to get you temporary fair access via the Will Call booth.

15. Do I get to choose the location of my sampling kiosk or are they assigned? Everyone who is sampling gets to choose which kiosk they sample from; but you do not get to choose a kiosk that already has another company's product or supplies in it. You may not change the location of where the kiosk is located. TDA determines where each kiosk is located; and that remains the same throughout the duration of fair. Certain sampling kiosk locations are highly sought after and some companies arrive up to two hours prior to sampling to choose their kiosk. Kiosks are chosen on a first come, first served basis.

If you sample in the morning, you may leave your supplies in that kiosk to sample from again in the afternoon. Any supplies are left at your own risk; TDA does not guarantee security of any company product or supplies. Kiosks are not to be moved and are set in certain locations to maximize visitor flow and crowd control. Moving another company's product or supplies; or moving kiosks around are considered a violation of pavilion policy and may result in cancellation of future sampling slots and/or impact your ability to participate in future TDA events.

Retail Porch & Pop-Up Porch

- 1. Can I sell my product for just a day or two?** In order to sell your product for just a day or two, you will want to apply for the Pop-Up Porch. To participate on the Pop-Up Porch, you must also be registered to sell your products in the GO TEXAN General Store. Pop-Up Porch space is allocated on a first-come, first-served basis and is secured only after payment is received. On the Pop-Up Porch, you can sell your products for just one day or up to six consecutive days. The Pop-Up Porch fee is \$150 per day (Mon-Thurs) and \$300 per day (Fri-Sun & Columbus Day Mon, Oct 14). On the Pop-Up Porch you retail sell and sample your products directly to the public. There are no additional fees or commission charges for the Pop-Up Porch.
- 2. Do I need my own health permit?** To sample and sell on the Retail Porch or Pop-Up Porch, you do not need your own health permit. TDA acquires and provides all health permits for GO TEXAN Pavilion participants. You will need to bring any and all supplies to be used for sampling and clean up. TDA does not provide any supplies that are not specifically required to meet health permit requirements. Each Retail Porch or Pop-Up Porch location has the health permit associated with that porch posted for the duration of fair.
- 3. Does TDA take any commission from my sales in the porch?** TDA does not take any commission from your sales in the Retail Porch or Pop-Up Porch. TDA does require you report your sales to txstatefair@texasagriculture.gov that include number of transactions and total daily sales. Daily sales reports must be submitted within 5 days of participation. TDA may use cumulative sales figures for promotional purposes. Failure to provide daily sales amounts may prevent future participation in TDA events.
- 4. Do I need a sales tax permit?** You need to provide TDA a copy of your current sales tax permit as part of your application to sample and sell from the Retail Porch or Pop-Up Porch. If you do not provide a copy of your sales tax permit, your Retail Porch or Pop-Up Porch application will be considered incomplete and will not be processed.
- 5. Is there a wait list of dates if someone else drops the date I originally wanted on the Pop-Up Porch?** There is a wait list of dates available if someone else drops the date you originally wanted on the Pop-Up Porch. When you apply for the Pop-Up Porch, notify us at txstatefair@texasagriculture.gov that you are interested in being placed on the Pop-Up Porch wait list for the days you are interested in participating. Wait list dates are not guaranteed to be available. Pop-Up Porch participants on the wait list will be contacted if a registered Pop-Up Porch participant for that date cancels and the date becomes available with enough advanced notice.
- 6. Is there anything prohibited when setting up my porch display (lights, extra signage, extra stand-alone displays)?** TDA provides a sign, with your company name on it, to be displayed on your assigned day in the Pop-Up Porch. When setting up your Pop-Up Porch display, the following are

prohibited; balloons, distributing stickers to fairgoers, open flame or propane, hand-lettered signage, any display, sign or design element that is not in working order or not done in a professional manner, or anything that extends beyond the assigned Pop-Up Porch 10' x 10' area. This is not an exhaustive list and if you have something that is deemed inappropriate for the Pop-Up Porch area, you will be asked to remove it.

7. What hours must the porch be staffed? Retail Porches and Pop-Up Porches must be staffed daily, and always, during the hours of 10am to 7pm. We recognize that everyone needs a break during fair. However, if you are not present during Retail Porch or Pop-Up Porch hours, for longer than 30 minutes, you will be considered a no-show and charged a \$100 penalty, per day. Being fined as a no-show may prevent participation in future TDA events.

8. My display is larger than the area assigned, can I use part of the walkway to display my signage or product? You may not use part of the walkway to display your product or have any exhibit element, décor or signage outside of the assigned Retail Porch or Pop-Up Porch area. Extending beyond your assigned area is a violation of City of Dallas fire codes. All walkways and exits must always remain clear. The Pop-Up Porch exhibit space includes the 10' wide x 10' deep Pop-Up Porch space. Each Retail Porch exhibit space is 10' wide x 6' deep. Each Pop-Up Porch and Retail Porch is provided one metro shelf unit, one 6' table and one folding chair. If you require more décor for your assigned porch space, you may bring your own or ask TDA for contact information for decorating companies that provide these services.

9. Will I be competing for customers with a kiosk in front of the porch? You will not be competing for customers with a kiosk in front of the Retail Porch or Pop-Up Porch. Kiosks are placed throughout the pavilion to maximize traffic flows and promote a positive pavilion experience for the fairgoer. Kiosk placement is fixed before the fair starts and kiosks are not allowed to be moved around by sampling participants. The GO TEXAN Pavilion is widely known for food sampling, so every effort is made to create an environment that encourages that all available products can be easily accessed and sampled.

10. Can I sample alcohol? Sampling alcohol to the public, including beer, wine and distilled spirits, is only permitted by current GO TEXAN members from the designated Pop-Up Porch daily at 10am to 2pm and 3:00 to 7:00 pm. Sign up to sample alcohol to the public at <https://form.jotform.com/91755792551164>.

11. Can I sell alcohol? Alcohol sales to the public are not permitted from the Retail Porch or Pop-Up Porch. Alcohol sales to the public are not permitted anywhere inside the GO TEXAN Pavilion. Sampling alcohol is permitted inside the GO TEXAN Pavilion on the designated Pop-Up Porch. Sampling and selling alcohol are permitted in the State Fair Wine Garden, located next to the pavilion, that is managed by State Fair.

12. Can I sell company merchandise that is not GO TEXAN qualified? Merchandise that is not GO TEXAN qualified cannot be sold in the General Store or from a Retail Porch or Pop-Up Porch. Only

products that were listed on your GO TEXAN membership application, and were approved, are considered GO TEXAN products. All products intended for sale, must be listed on your GO TEXAN General Store, Retail Porch or Pop-Up Porch application. Any products not listed on the application are not allowed to be sampled or sold in the GO TEXAN General Store or from a Retail Porch or Pop-Up Porch. Alcohol companies may sell their branded merchandise from the Pop-Up Porch but may not sell alcohol from the Pop-Up Porch.