



STATE FAIRGROUNDS NEWS

Empire Expo Center • Home of the New York State Fair

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Fair seeks to promote innovative New York enterprises

The New York State Fair wants to showcase the best in New York business, innovation and tourism during the 2010 State Fair, and will offer special exhibit space in the Americraft Center of Progress to a limited number of organizations able to translate what they do into unique, thought-provoking exhibits.

The Fair will begin accepting applications from New York businesses, educational organizations and tourism destinations interested in becoming Vision NY exhibitors in the Fair's most popular exhibit building starting Tuesday, March 9.

Applicants have until May 1 to submit proposals to participate in "Vision NY – Innovation at the Center of Progress," an initiative created by Fair Director Dan O'Hara in 2008. Vision NY offers affordable opportunities for New York manufacturers, entrepreneurs and organizations to promote themselves during New York's largest annual event.

This year, the Fair is limiting the number of Vision NY exhibitors to those that best propose to tell their story in an engaging and entertaining way.

"We want the Americraft Center of Progress to showcase the exciting things that are happening in New York State," Fair Director O'Hara said. "We want to promote ground-breaking research, exciting new products, creative companies and fascinating destinations. At the same time, we want Fairgoers to experience the kinds of engaging and interactive exhibits that will create conversations for years."

Only companies or organizations that have manufacturing operations in New York State, or that provide *new or unique* services in New York State are eligible. Firms that are primarily distributors of a product will not qualify. Smaller organizations may partner with one or more other groups to make a single, creative, proposal.

Participation in Vision NY is a one-time-only opportunity. Past participants are required to pay full rental rates. Vision NY exhibitors whose primary purpose is to educate or promote will not be charged rent. Vision NY exhibitors that plan to sell items during the Fair are eligible for a half-price rental fee.

The 2010 Fair will run Aug. 26-Sept. 6. Organizations interested in Vision NY can find more information and an application form at the Fair Website www.nysfair.org.