

W E S T E R N S T A T E S  
**HORSE EXPO**  
SACRAMENTO

**June 9 - 11, 2017**

**EXHIBITOR  
HANDBOOK**

**Your Guide To A Successful Show**

**Location:  
CAL EXPO  
1600 EXPOSITION BLVD  
SACRAMENTO, CA 95815**

**HORSE EXPO, INC. • 4970 Windplay Drive, Suite C7 • El Dorado Hills, CA 95762  
PHONE: 530-672-7490 • 800-352-2411 • FAX: 530-387-2298  
[www.horseexpo.com](http://www.horseexpo.com) • [letters@horseexpo.com](mailto:letters@horseexpo.com)**

## **SHOW HOURS:**

Friday, June 9	9:00am - 6:00pm
Saturday, June 10	9:00am - 6:00pm
Sunday, June 11	9:00am - 5:00pm

## **OFFICE HOURS:**

Wednesday, June 7	11:00am - 5:00pm
Thursday, June 8	8:00am - 9:00pm
Friday, June 9	8:00am - 6:00pm
Saturday, June 10	8:00am - 6:00pm
Sunday, June 11	8:00am - 5:00pm

## **SPECIAL EVENTS:**

TBD - Friday, June 9th 6:30pm  
TBD - Saturday, June 10<sup>th</sup> 6:30pm

## **EXHIBITOR INFORMATION:**

### **Exhibitor Badges**

Two exhibitor badges will be issued to each (10 x 10, outside increments of 400 square feet, 5 horse trailers/vehicles) Exhibitor. Additional exhibitor badges may be purchased from the Western States Horse Expo office for a cost of \$15.00 each (a 3-day badge). Exhibitor badges will admit badge holder onto the Cal Expo grounds through exhibitor entrance and Main Gate one hour prior to opening each morning of the event.

An Additional Credential Request form <http://horseexpo.com/exhibitors/> must be returned with payment to the Western States Horse Expo office to purchase *additional* exhibitor badges. **Complete form and return by May 26, 2017. Fax to (530) 387-2298 or mail to 4970 Windplay Drive, Suite C7, El Dorado Hills, CA 95762.** Credentials will also be available for purchase at the Show Office.

**ALL EXHIBITOR BADGES WILL BE IN THE PACKET YOU RECEIVE,  
UPON CHECK-IN, AT THE SHOW OFFICE.**

### **PARKING**

Parking at Cal Expo is \$10 per day.

A 3-day pass with in-and-out privileges is available for \$20.00. This pass allows the exhibitor to park in Lot 26, reserved for exhibitors. Purchase on the Credential Request Form or at the Show Office.

## CALIFORNIA SELLER'S PERMIT NUMBER

### SACRAMENTO COUNTY TAX RATE IS 8.5%

All Exhibitors must have a California State Seller's Permit number, unless Exhibitor is not selling, while at Western States Horse Expo. If you are not selling, Form 410-D must be on file in our office. If you do not have a California Seller's Permit you will need to complete an application for a temporary seller's permit.

The State Board of Equalization has implemented an online system at <https://efile.boe.ca.gov/ereg/index.boe>. Prior to any load-in or setting up, your permit number must be on file with the Western States Horse Expo office and State Board of Equalization. More information can be found on the Exhibitor Service Center at <http://horseexpo.com/california-resale-certificates/>. The State of California will impose heavy fines AND/OR YOU WILL BE EXCUSED FROM THE SHOW without this necessary permit.

## MOVE-IN SCHEDULE

For set-up, Mane Market Mall (Buildings A/B/C/D), and The Ranch (outside bulk space) Exhibitors will Enter/Exit through Gate 12 only (Ethan Way & Hurley Way). Rigs and Digs (Horse Trailers) Exhibitors enter Lot D then Gate 3 (off Exposition Blvd). Refer to "Grounds Map" for gate location.

### Exhibitors will move in according to the following schedule:

**Wednesday, June 7th**                      11:00am – 5:00pm  
Mane Market Mall Exhibitors – 4 plus booths  
Outside Exhibitors – greater than 400 square feet

**Thursday, June 8<sup>th</sup>**                      8:00am – 9:00pm  
Mane Market Mall Exhibitors – 1-3 Booths  
Outside Exhibitors – 400 square feet or less

Load-in must be completed by Thursday, June 8, 2017 at 9:00 PM.

**EXCEPTION:** All booths in front of a freight door are **LIFO booths (last in – first out)**. Please do not arrive to set up until Thursday afternoon. All freight doors **MUST** be left open until 3 pm on Thursday.

This scheduled move-in was implemented to reduce traffic problems and maintain traffic flow around the buildings. We ask you to plan your move-in according to this schedule, which is based on the size and locations of your booths.

All Trailers/Vehicles can be staged in Lot 26 as the closest lot for Buildings A & B, or Lot D for Buildings C, D and The Ranch.

All Horses are to arrive via Gate 12 off Ethan Avenue.



## EXHIBITOR SERVICE CENTER

An Exhibitor Service Center is available on our website at <http://horseexpo.com/exhibitors/>. It will provide you with information and forms you NEED, including this handbook, credential request, maps, floor plans and State Board of Equalization information.

## FOOD PERMIT

Any Exhibitor selling food or giving out edible samples (*human consumption only*) must complete the application for a valid food permit from the Sacramento County Health Department. The Horse Expo will send the application packet to applicable exhibitors in April. The fee will be pro-rated between the food vendors. All individual candies given out in an exhibitor's booth must be wrapped – no loose candy allowed.

## INACTIVE TRAILER PARKING

Inactive trailer parking is available at no charge for the duration of the event. Location of parking will be thru Gate 12 to lot 26. See grounds map on last page of Exhibitor Handbook.

## INSURANCE

**We have you covered!** Your booth liability insurance is now covered by Horse Expo Inc.'s blanket policy so you do not need to submit a Certificate of Insurance, naming Horse Expo Inc. as additional insured.

## INTERNET

See Attached

## JANITORIAL

Western States Horse Expo will furnish janitorial service for aisles in the buildings and areas used by the public. Use rolling bins behind or near buildings for your trash. Break down boxes and stack next to trash bins. Use large rolling bins instead of trash boxes. Trash boxes are for public use only. All garbage, boxes, materials, or non-display items must be removed, all cleaning must be completed, and all coverings must be removed at least one-half hour before the Expo is open to the public each day.

## PARK YOUR PACKAGES

A "Park Your Package" station will be available to all shoppers so they can check-in their packages and pick-up later in the day, located in the breezeway between Buildings C and D.

## PROGRAM ADVERTISING

The Western States Horse Expo program is published by *California Horsetrader* and the “Booth Booster” online vendor upgrades are powered by [horsetrader.com](http://horsetrader.com). Programs are distributed at no cost to attendees as they enter the grounds and are filled with schedules, maps, events and special features to enhance the Expo experience. The **Booth Booster online vendor upgrade** gives online and mobile users the opportunity to access vendor information, websites, description of product or services, and watch a desired YouTube commercial. For advertising rates and ad specifications contact **Lori Wilson** at [\(760\) 546-1184](tel:7605461184) or [lori.wilson@horsetrader.com](mailto:lori.wilson@horsetrader.com). The ad deadline is Monday, May 29, 2017. The rate sheet is also available on our website at <http://horsexpo.com/exhibitors/>.

## RE-STOCKING

**DRIVE IN FOR RE-STOCKING IS PROHIBITED, UNLESS YOU HAVE A RE-STOCKING PASS.** Re-stocking passes will be included in your packet upon check-in. If re-stocking of your booth is necessary, during show days, exhibitor can drive up to their building/location through Gate 12 between 7:00-8:30 AM. Guard will allow entry into the buildings upon presentation of exhibitor badge and re-stocking pass. All vehicles must be removed from the show area by 8:30A.M. or you will be towed. If re-stocking is necessary during show hours, be prepared with a dolly/cart to move goods between your car/trailer to your location.

## SECURITY/THEFT PROTECTION

Never leave a booth unattended at any time during operating hours. Each Exhibitor should cover all valuable items or use appropriate prevention when leaving the building after closing. Roving security guards will be on duty from closing times until the time the building is open to the general public. Valuable items in outdoor booths such as electronics, or any other portable items should be removed or properly secured and concealed after closing.

It is suggested that the Exhibitor obtain a temporary insurance policy to cover their displays for the period of the Western States Horse Expo, as an added protection against possible losses. Western States Horse Expo or any of its employees will not be responsible for lost, damaged or stolen merchandise or equipment.

## SOUND DEVICES

Radios, television sets, microphones, public address systems, and all other sound-producing devices are subject to the approval of Western States Horse Expo and shall be controlled so as not to interfere with neighboring Exhibitors. If interference exists or persists, Western States Horse Expo reserves the right to revoke that particular Exhibitor's privilege of using any sound devices at anytime.

## SPACE LOCATION

Upon submittal of completed contract and deposit, every effort will be made to allocate the requested space. Management reserves the right to move any Exhibitor to another location in the best interest of the Expo, at any time, including during the Expo. There is no guarantee that a returning Exhibitor will be assigned the same space. Locations are assigned on an annual basis. Returning Exhibitors may request a different location. Every consideration will be given to such a request should space become available. No space will be reserved without receipt of a deposit.

## TELEPHONE

See Attached

## **PICK-UP PASS**

Temporary passes are available, from the Show Office, for a customer to access Lot D during show hours to pick up large items purchased. Call Park Your Packages if you need help delivering the item to your customer.

## **VEHICLES**

Any Exhibitor requiring the use of any vehicle during business hours shall require the consent of Western States Horse Expo. **No Exceptions Will Be Made.** No vehicles will be allowed on the grounds during show hours. **VEHICLES WILL BE TOWED AT OWNER'S EXPENSE.**

## **WILL CALL**

Will Call service will be available if you need to leave a pass for another person to pick up. Bring the pass to the Show Office, fill out a will call envelope (name & date picking up), leave it with the Show Office the evening before and we will deliver it to the Will Call Booth at the Main Gate prior to opening the following day.

## **REGULATIONS:**

Non-compliance with any of the Exhibitor Contract shall be considered a breach of contract. Read and understand the "Terms and Conditions of Agreement" on the back of your contract.

### **AMERICANS WITH DISABILITIES ACT (ADA)**

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from web site <http://www.usdoj.gov/crt/ada/infoline.htm>.

### **GOVERNMENT REGULATIONS**

The Exhibit shall be conducted and the privileges exercised in strict conformity with all applicable:

1. Laws of Federal, State and local authorities
2. Public safety and fire regulation
3. Rules and regulations of State and local health authorities, including but not limited to copyrights, patents, trade names, and trademarks.

Exhibitor shall:

1. Pay all required deposits, fees, and taxes.
2. Obtain all licenses applicable to the operation of said Exhibit, and shall be responsible for other city, county and state permits and licenses required by law.

## **MOTORIZED VEHICLES ON DISPLAY**

Any motorized vehicle that is part of an Exhibitor display must be approved by Western States Horse Expo in advance and remain in place during the entire three day run of the Expo.

The exhibition of vehicles powered by internal combustion gasoline engines inside buildings shall require the following:

- a. Gasoline must be drained from the tank allowing only enough fuel to enable the vehicle to drive in and out of the building. The gas cap shall be taped in place to deter removal.
- b. The battery or batteries must be disconnected.
- c. The battery terminals must be taped with electrical tape
- d. Vehicles must be available for inspection by the State Fire Marshall.
- e. No motorcycles, roller blades or skateboards.

## **FIRE MARSHALL REGULATIONS**

- The State Fire Marshall (SFM) has jurisdiction at the Cal Expo facility. The following is provided for your convenience and is not a complete listing of all applicable State Fire Marshall regulations.
- SFM may enter any portion of any exhibit space or booth on the grounds of Cal Expo at any time for the purpose of inspecting the premises for fire and life-safety.
- No display or exhibit shall be installed or operated that will interfere in any way with access to any exit, or with the visibility of any exit sign. No display shall block access to firefighting equipment, such as fire extinguisher stations, fire hose cabinets and fire hydrants.
- No display, exhibit, booth or temporary construction shall be built of highly combustible material.
- Any paper or fabric used in displays or exhibits shall be fire resistive or treated with any approved fire retardant solution prior to use. All draped, hanging, curtains and all other decorative material, including decorative trees
- that would tend to increase the fire and panic hazard shall be made from nonflammable materials, or shall be treated and maintained in a flame-retardant condition by means of a flame-retardant solution process approved by the SFM, such as Flame-X which can be purchased from the show decorator, STL.
- Electrical equipment and installation shall be inspected and approved by a qualified person acceptable to SFM.
- The use and handling of any flammable or combustible liquid shall be subject to approval by SFM. Location of such material shall be noted.
- Location and use of portable containers of Liquefied Petroleum Gas (LPG) or other compressed gas cylinders inside buildings or tents is subject to approval by SFM.
- A Commercial Exhibitor cooking may be allowed only in approved locations with approved equipment. Prior approval by SFM is required.
- The use of any type of open flame must be approved by the SFM prior to use.
- Bark dust or like material must be kept moist at all times.



## **TRAVEL:**

**Please be advised: Hotels in the area do sell out. Make your reservations early.**

### **HILTON Sacramento Arden West**

2200 Harvard Street  
Sacramento, CA 95815  
(916) 922-4700

[www.hiltonsacramentoardenwest.com](http://www.hiltonsacramentoardenwest.com)

Phone reservations: 916-922-4700

(ask for the Horse Expo rate of \$99.00 per night – Code WSH)

Online Reservations: <http://www.horseexpo.com/html/tixaccom.html>

### **Courtyard Marriott**

1782 Tribute Road  
Sacramento, CA 95815  
(800) 321-2211 or 916-929-7900

Rate: \$99-\$109/night <http://www.horseexpo.com/html/tixaccom.html>

[www.marriott.com/sacramento](http://www.marriott.com/sacramento)

.77 miles from Cal Expo

### **Fairfield Inn Marriott**

1780 Tribute Road  
Sacramento, CA 95815  
(916) 920-5300

Rate: \$99-\$109/night <http://www.horseexpo.com/html/tixaccom.html>

[www.marriott.com/sacramento](http://www.marriott.com/sacramento)

.77 miles from Cal Expo

### **RV PARK**

Cal Expo RV Park Phone: 916-263-3187

### **AIRPORT**

Sacramento International Airport (SMF) Approximately 20 minutes to Cal Expo

### **CAR RENTAL**

Budget Car Rental Phone: 800-527-0700

## **OFF GROUNDS SERVICES:**

### **Building Supplies**

Home Depot 2000 Howe Ave.....916-643-2098

### **Credit Card Terminal Rental**

Equity Commerce – Brady Waite.....877-362-3800

### **Golf Cart Rental**

EZ GolfCart.com .....530-671-6905

### **Post Office**

Arden Branch 2801 Arden Way .....800-SKUSPS

### **Printing/Photocopies**

Simply Brilliant Press 925 Howe Avenue .....916-641-5535

Fed-Ex Office (24 hours) 1795 Arden Way (Arden Mall) .....916-649-2900

### **Rental Companies**

Aba Daba.....800-292-RENT

Rent Rite.....916-927-6363

US Rentals.....800-222-1129

### **Wholesale/Retail Suppliers**

Costco 1600 Expo Parkway 916-563-7000

Sam's Club 3360 El Camino Avenue 916-487-8242

### **Employment Agencies**

Apple One.....916-483-9180

Labor Ready.....916-921-4940

### **Shipping**

Federal Express.....800-463-3339

United Parcel Service.....800-742-5877

### **Office Supplies**

Office Max..... 3120 Arden Way.....916-979-0334

Wal Mart.....3460 El Camino Ave.....916-977-0201

### **Taxi Service**

Yellow Cab.....916-444-2222

Airport Flat Rate Taxi .....916-879-6000

## Western States Horse Expo Contacts

Office Phone	800-352-2411 / 530-672-7490
Office Fax	530-387-2298
Miki Nelsen - Producer	<a href="mailto:miki@horseexpo.com">miki@horseexpo.com</a>
Marcy Goodman - Project Manager	<a href="mailto:marcy@horseexpo.com">marcy@horseexpo.com</a>
Alisa Borneman - Business Development	<a href="mailto:alisa@horseexpo.com">alisa@horseexpo.com</a>
Dana Weinhardt - Office Manager	<a href="mailto:dana@horseexpo.com">dana@horseexpo.com</a>
General Information	<a href="mailto:letters@horseexpo.com">letters@horseexpo.com</a>

## CHECK LIST:

<b>ITEM</b>	<b>DUE DATE</b>
• Final Payment	4/01/17
• Show Decorator	5/25/17
• Electrical	5/25/17
• Telephone through AT&T	5/25/17
• Internet	5/25/17
• Credential Request Form	5/26/17
• California Resale # or 410-D	5/26/17
• Program Ad	5/29/17

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## Attention Vendors: Instructions for ordering AT&T telephone and High Speed Internet at Cal Expo

- Please contact the AT&T Business Office at 800-288-2020 for new service.
- The address you need to give the AT&T Service Representative for service is:

**1600 Exposition Blvd** Sacramento CA 95815.

VERY IMPORTANT! **DO NOT** include your building #, booth #, space # or lot # in the Service address given. Ask the Representative to place your building/booth # etc in the **REMARKS** section of the order.

You will also need to ask the AT&T Representative to have jack work (reference code RJ11C) placed on the order so that your order will require a technician visit. If this step is not done your service will only work to the main telephone closet and no further. Cal Expo has their own cable to extend service to your requested location but this work needs a technician visit to complete.

The Technician charges for temporary service include: \$135.00 for the installation of the phone/internet service up to one jack, \$70.00 for each additional jack installed. There will also be a fee of \$85.00 for removal of service wire and jack after the event has concluded. The order should be placed 15 days before the start of the show or before service is needed.

When your event is concluded you **MUST** contact AT&T and place your disconnection of service order so that monthly charges will not continue. This step can also be done when you place your initial service request but you should still verify that it has been disconnected from the AT&T Business Office after the event.

Mary Toms

ATT California Manager

Installation and Repair

916-568-2235