



Horseman Warwick Schiller

Photo by Tyler Schiller

WESTERN STATES  
**HORS EXPO**

**MARCH 9-11, 2018**  
**FAIRPLEX • POMONA, CALIFORNIA**

**JUNE 8-10, 2018**  
**CAL EXPO • SACRAMENTO, CALIFORNIA**



**HORSE EXPO  
OFFICE**

**EXHIBIT INFORMATION**  
800.352.2411

**MAILING ADDRESS**

4970 Windplay Drive, Suite C7  
El Dorado Hills, CA 95762

**EMAIL**

letters@horseexpoevents.com

**OFFICE HOURS**

Monday – Friday  
9:00 am to 5:00 pm  
Pacific Standard Time

**TELEPHONE NUMBERS**

530.672.7490 • 800.352.2411  
FAX.530.672.7491

*Bringing together horse enthusiasts and the businesses who serve them in an entertaining and informative atmosphere; to provide access to world-class knowledge, retailers and manufacturers of high quality products; and to promote the enjoyment and advancement of the equestrian lifestyle.*






Meet the equestrian consumer of the Western States. Conduct on site sales, lead generation, *product introduction and three dimensional interaction* with the end user of your product.

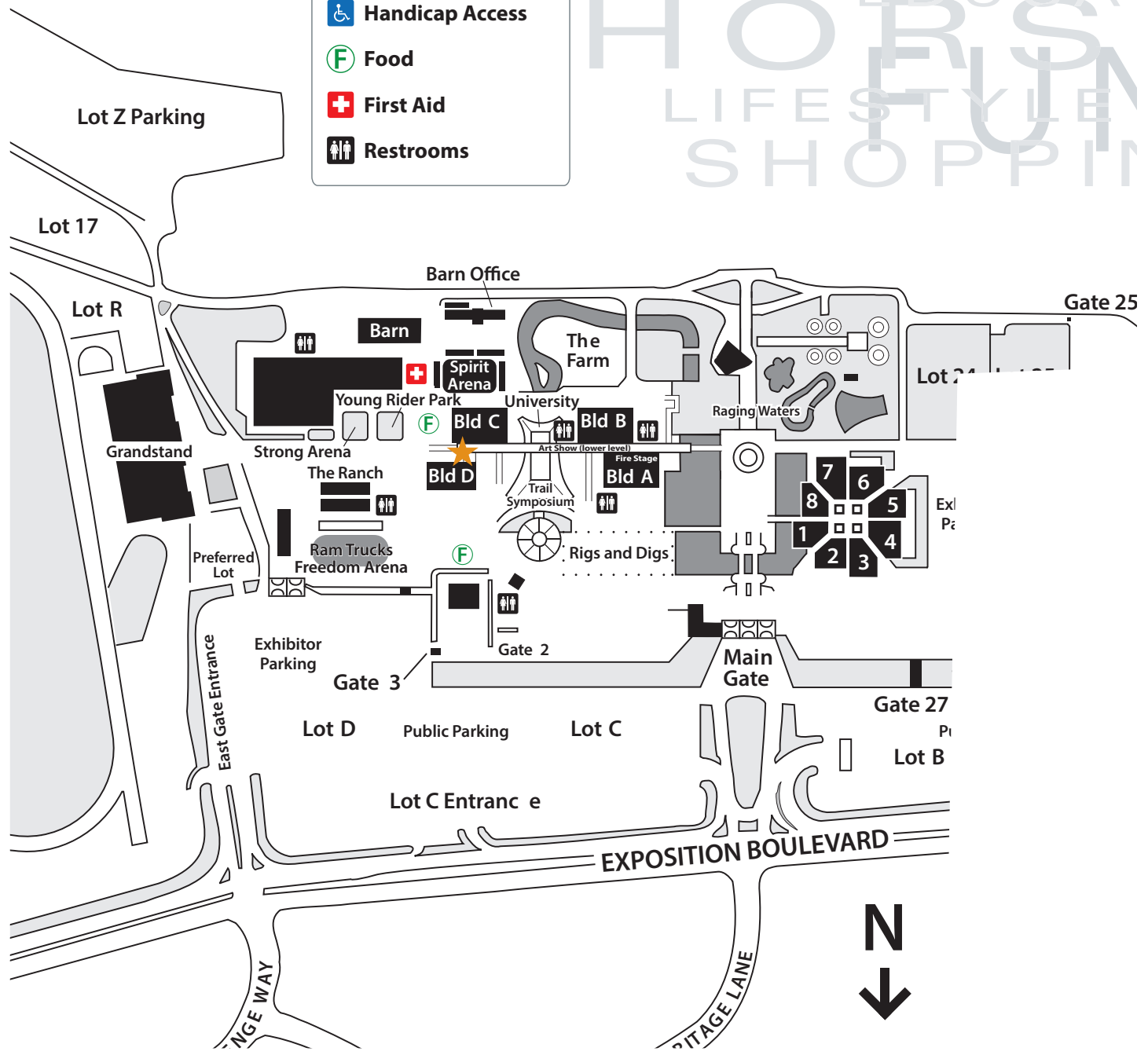
Sign up early for best locations, social media interaction with our fans, product announcements and quality preparation that comes with early planning.

**THE NATION'S FINEST HORSE EXPO**

# THE VENUE

HORSE  
EDUCATION  
LIFESTYLE  
SHOPPING

-  **Show Office**  
Park Your Packages
-  **Handicap Access**
-  **Food**
-  **First Aid**
-  **Restrooms**

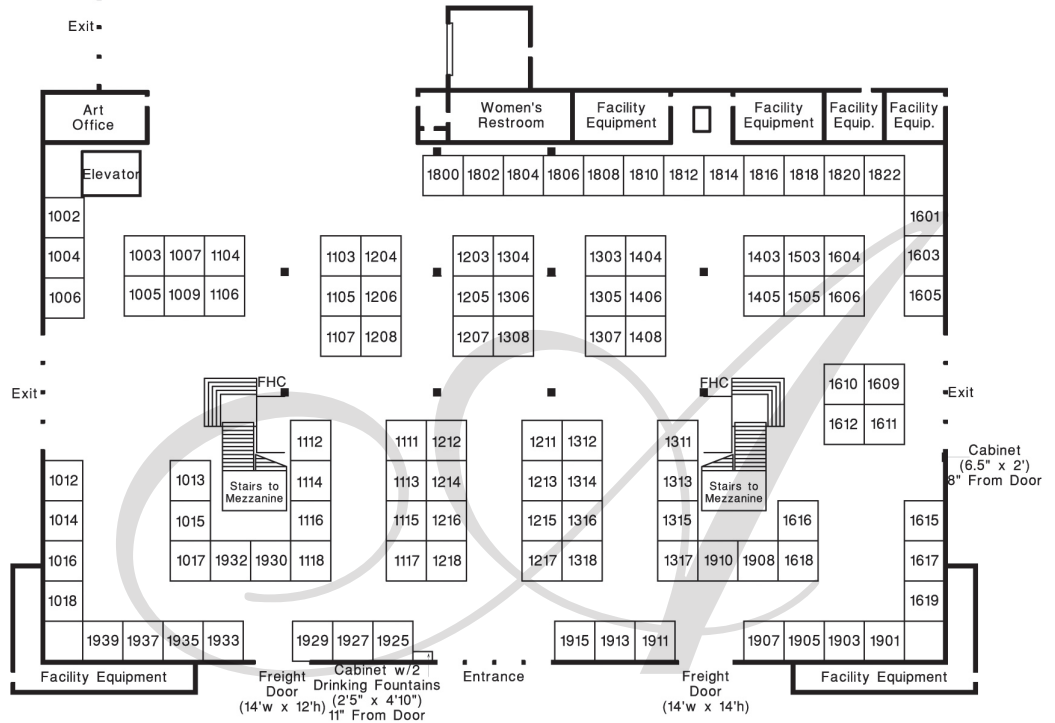
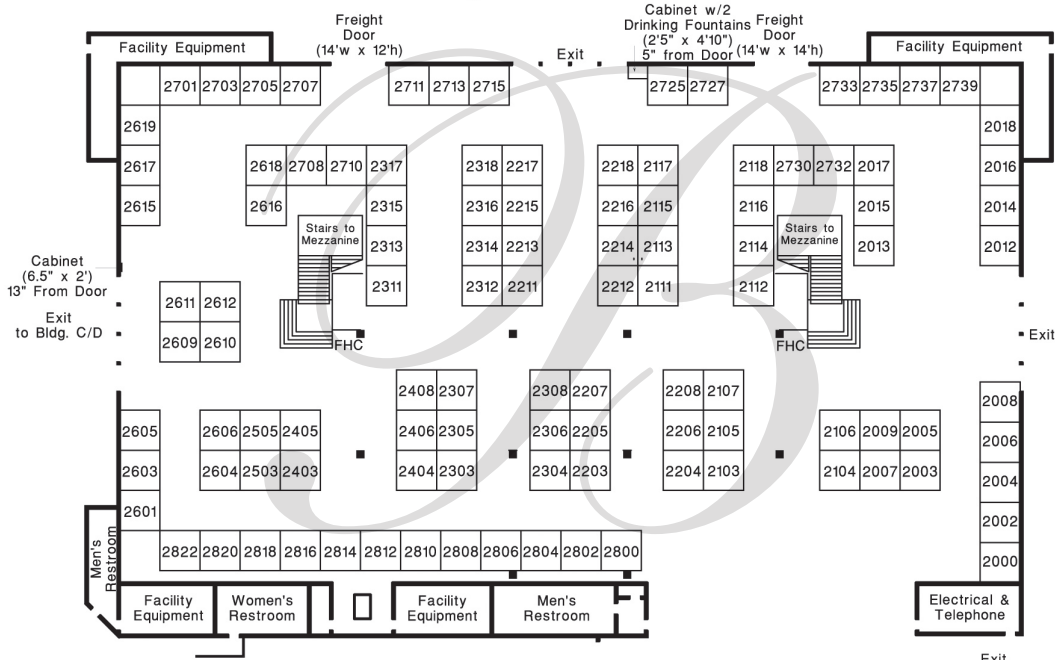


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# BUILDINGS A&B

## Bldg. B Main Floor



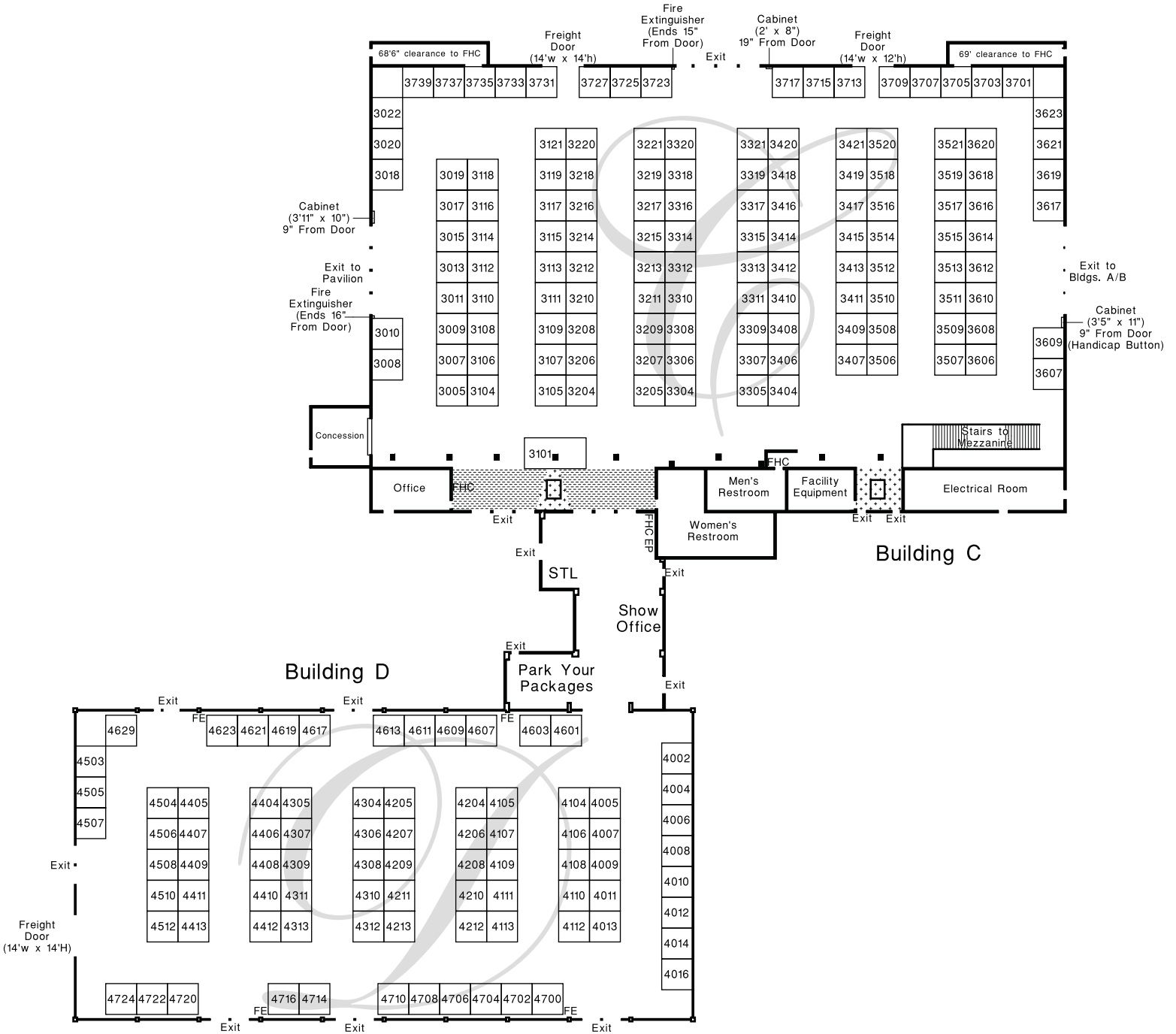
## Bldg. A Main Floor



JUNE 8-10, 2018

CAL EXPO • SACRAMENTO, CALIFORNIA

# BUILDINGS C&D

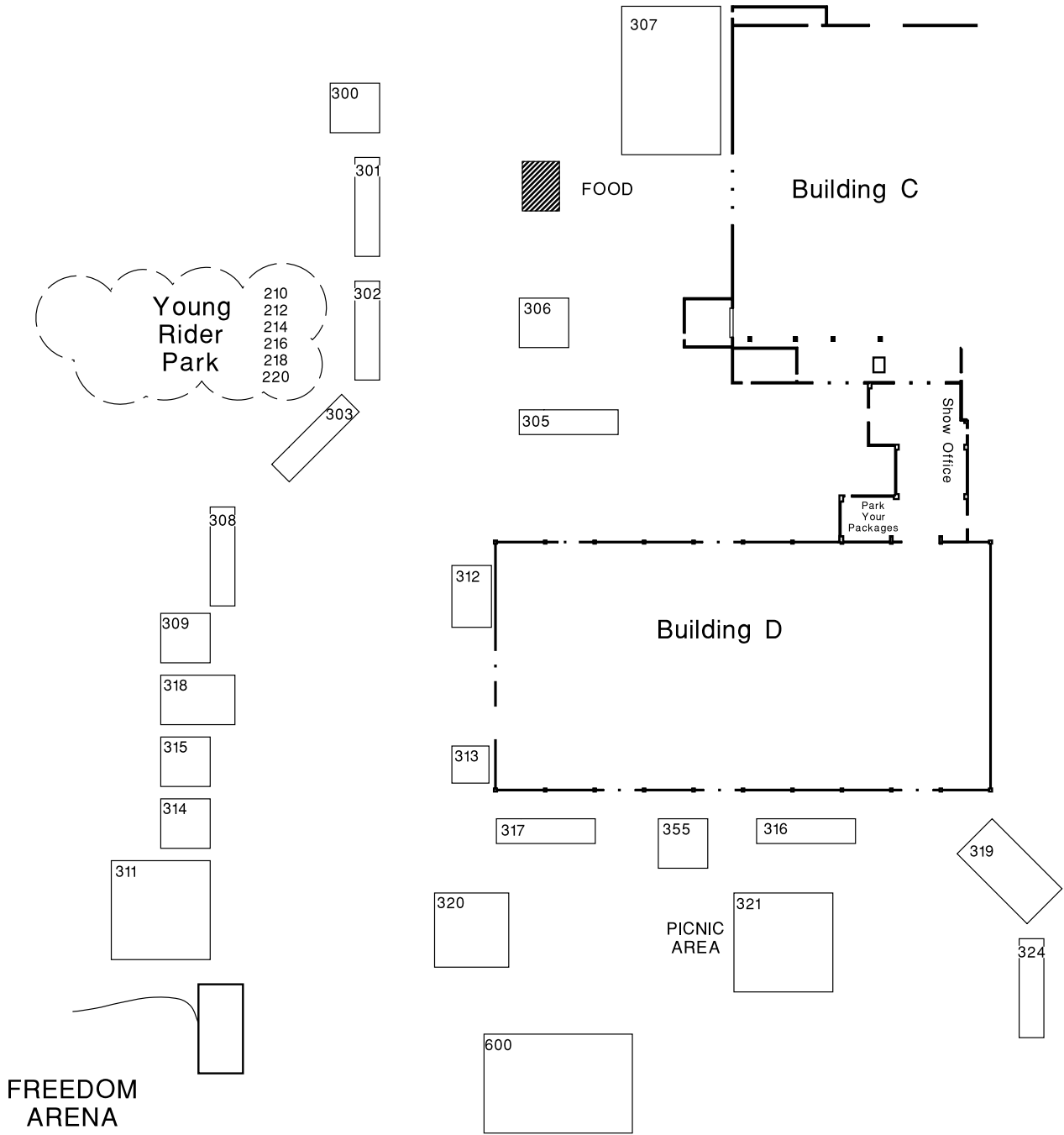


WESTERN STATES  
**HORSE EXPO**

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# THE RANCH



W E S T E R N S T A T E S

# HORS EXPO

JUNE 8-10, 2018

CAL EXPO • SACRAMENTO, CALIFORNIA



Exhibit Name:		Contact Name:	
Phone:	Cell/Alternate:	Fax:	
Email:		Website: (Will be posted on www.horseexpo.com)	
Mailing Address (Street or P.O. Box):		City:	State: Zip:

EXHIBITING CATEGORY (Check applicable boxes from legend on back)

- A    C    E    G    I    K    M    O    Q    S    U    W    Y    AA  
 B    D    F    H    J    L    N    P    R    T    V    X    Z    BB

PRODUCT DESCRIPTION: \_\_\_\_\_

**EXHIBIT VENUE**

	Quantity	Total
Mane Market Mall (1st Booth)	1 - 10'x10' x \$1,200	\$
Mane Market Mall (2nd-4th booths \$1,100 after the 1st booth) 10'x10' each	x \$1,100	\$
Mane Market Mall (5th+ booths) \$1,000 after the 4th booth) 10'x10' each	x \$1,000	\$
Rigs & Digs (\$1,200 min. & \$200 each over 5) Horse Trailers only	x \$200	\$
The Ranch (\$1,200 min. up to 400 sq.ft.) Barns, corrals, vehicles, tractors	sq. ft. x \$3.00	\$

**BOOTH CHOICES**

1st Preference	2nd Preference

**FOR OFFICE USE ONLY**

\_\_\_\_\_

\_\_\_\_\_

**PAYMENT SCHEDULE**

+\$100 per corner booth	\$	25% DEPOSIT DUE W/CONTRACT	\$
Discounts/Credits (if applicable)	\$	25% DUE DUE BY 2-1-18	\$
<b>TOTAL DUE</b>	\$	<b>BALANCE DUE DUE BY 4-1-18</b>	\$

**METHOD OF PAYMENT**

- CHECK ENCLOSED (Payable to Horse Expo, Inc.)  
  AMEX  
  VISA  
  DISCOVER  
  MASTER CARD

Please Charge \$ \_\_\_\_\_ to my Credit Card now. \_\_\_\_\_

Initial here to charge balance on 2-1-18. \_\_\_\_\_

Account # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Initial here to charge balance on 4-1-18. \_\_\_\_\_

Billing address of card holder (if different than address above): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Security Code: \_\_\_\_\_

We, the undersigned, do hereby agree to exhibit at Western States Horse Expo, produced by Horse Expo, Inc. with the terms and conditions outlined above, on the reverse side of this application and within the Exhibitor's Handbook. This contract is null and void if not signed and original received with deposit.

**SIGN HERE**

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ X \_\_\_\_\_

(EXHIBITOR) SIGNATURE REQUIRED

California Sellers Permit # \_\_\_\_\_ X \_\_\_\_\_

(A COMPLETED FORM 4100 IF YOU ARE NOT SELLING)

(HORSE EXPO SIGNATURE)

**MAKE SURE**

- Contract has been dated and signed
- Deposit payment enclosed
- Terms and conditions have been thoroughly read and understood
- CA sellers permit applied for / provided

**FOR MORE INFORMATION**

(800)352-2411  
(530)672-7490 • (530)387-2298, FAX  
www.horseexpo.com  
letters@horseexpo.com

**MAIL TO**

HORSE EXPO, INC.  
4970 Windplay Drive, Suite C7  
El Dorado Hills, CA 95762

**EMAIL TO**

LETTERS@HORSEXPO.COM

# TERMS AND CONDITIONS OF AGREEMENT

1. **LIABILITY** Exhibitor agrees to indemnify and hold harmless Horse Expo, Inc., also referred to as management, principals, agents, officers and employees from all claims, losses, costs, damages or expenses resulting or arising from any and all injuries to or death of any person or damage to any property caused by an act, omission or neglect of Exhibitor's agents, employees, invites, contractors, or guests which occur in or about the Exhibit Space. Exhibitor agrees to use and occupy the Exhibit Space at Exhibitor's own risk, and hereby releases Horse Expo, Inc., its agents, officers, employees and invites from all claims for any damage, loss or injury to persons or property to the full extent permitted by law occurring in or about the Exhibit Space, including, but not limited to damages, resulting from the acts of other Exhibitors, theft, vandalism, fire and other casualty damage or damage arising from any defects in the premises.
2. **BOOTH DETAIL** Each booth will contain 3 ft. high curtain side dividers, 8ft. curtained backdrop, sign, two badges per booth and listing in program and website.
3. **EXHIBIT INSTALLATION** Exhibitors may initiate booth construction, after checking in at the show office. See below for hours.
4. **LABOR** Exhibitors are responsible for providing or arranging all necessary labor in transporting, uncrating, erecting, dismantling and recrating of displays. These services, if desired, may be arranged for with the official show decorator.
5. **EXHIBIT STAFFING** All exhibits must be staffed during show hours by at least one person. Exhibitors are requested to arrive at least 20 minutes prior to show opening.
6. **EXHIBIT CARE** Contracted janitorial services will sweep and clean aisles and empty trash canisters. Exhibitors are responsible for keeping exhibits clean and orderly. Trash must be placed in aisles for picking up at close of show each evening.
7. **REMOVAL OF EXHIBITS** No part of an exhibit will be allowed to leave the exhibit hall before closing on June 10, 2018. Removal of exhibits will take place on Sunday, June 10, 2018 from 5:30 pm to 9:00 pm and on Monday, June 11, 2018 from 8:00 am until 12:00 pm. Any exhibits not completely dismantled and removed by 5:00 pm Monday, June 11, 2018 will be removed and all fees will be charged directly to the Exhibitor at prevailing rates. The Exhibitor shall indemnify and hold harmless Horse Expo, Inc. for any cost or liability incurred in connection with such removal.
8. **BOOTH ASSIGNMENT** While initial booth reservation is mutually agreed to by Exhibitor and Management, final assignment is the proprietary right of Management. Every attempt will be made to locate the Exhibitor in the booth he or she has reserved but, in extenuating circumstances, the booth can be reassigned without approval of Exhibitor. The Exhibitor shall not assign, sublet or apportion the whole or any part of the space assigned or have representatives, equipment or materials from firms other than its own in the exhibit space.
9. **BOOTH MUSIC** Live or taped music is prohibited as part of an exhibit or display without written permission from an appropriate music licensing source.
10. **NOISE CONTROL** Any electronic equipment or machinery which is determined to be detracting from other exhibits will not be permitted.
11. **FOOD** and beverages may not be sold. If food or beverages are given away this must be approved, in writing, by Management.
12. **LIVE ANIMALS** No pets or live animals will be permitted without written consent of Management.
13. **SECURITY** Security will be provided to patrol after show hours. The exhibit halls must be vacated within one-half hour after show closing. Exhibitors will be allowed to enter the exhibit hall upon presentation of an Exhibitor badge only. While security is available during both move-in and move-out hours it is required to man your booth at all times during the complete run of the show to insure additional protection of equipment and valuables. Management is not responsible for theft or damage.
14. **BOOTH CONTRACT** The exhibit space contract upon receipt by management shall constitute a valid and binding contract. If due to circumstances beyond the control of Management, the show should be canceled, the contracted exhibitor shall waive any claims for damages or compensation.
15. **COLLECTION** If suit is instituted to collect past due amounts, Exhibitor agrees to pay actual costs and expenses of collection in addition to court costs and reasonable attorney fees and interest at the maximum prevailing rate.
16. **UNOCCUPIED SPACE** In the event an Exhibitor has failed to occupy the space contracted for by 9:00 pm Thursday, June 7, 2018. Management shall have the right to utilize such space in any manner he chooses. This will in no way release the contracted Exhibitor nor shall exhibitor be entitled to a refund.
17. **CALIFORNIA SELLERS PERMIT** Exhibitors who plan to sell merchandise on the premises in a cash and carry fashion are responsible for complying with Sacramento/California State licensing and tax requirements. Information and application for a California temporary sellers permit number can be obtained by contacting the State Board of Equalization, (916) 227-6700.
18. **CANCELLATION** A written notice of cancellation is required, by certified mail. Exhibitor is responsible for full payment of booth space contract if not canceled in writing by February 1, 2018. No refunds or credits.
19. **NON-GUARANTEED** Management makes no guaranty or warranty, express or implied, as to the profitability or potential loss to or of Exhibitor with regard to Exhibitor's participation in the Western States Horse Expo.
20. **REGULATION COMPLIANCE** Exhibitor shall utilize the premises in an orderly manner and in compliance with all present and future applicable Federal, State and local statutes, ordinances, rules and regulations.
21. **PROMOTIONS** Where the Exhibitor offers or provides exhibition, raffles, donations, or other promotional measures that require guests to be present at a specified location and time or any other unusual promotional plans, they must first be approved, in writing, by Management.
22. **RIGHT TO REFUSE** Management reserves the right to review and reject any application for exhibit space without prejudice.
23. **REPRESENTATION** Are/have not been made unless in writing, in this contract.
24. **INSURANCE** We have you covered! Your booth liability insurance is covered by Horse Expo's blanket policy so you do not need to submit a Certificate of Insurance, naming Horse Expo, Inc., as an additional insured.
25. **FAILURE TO PERFORM** Should the Exhibitor fail to observe any of the terms of this agreement or any of the rules and regulations as set forth by Horse Expo, Inc. he or she may be prevented from further exhibits therein with forfeiture of exhibit space rental. Management shall not be responsible to Exhibitor for any financial loss arising out of Exhibitor's use of the facility, or facility policy - including power interruptions, utility failures, terrorism, bomb threat or undue "acts of God" (i.e. flood, fire, earthquake)
26. **AMENDMENTS** This agreement may only be amended, except as expressly provided herein, by agreement of the parties, in writing, bearing a note subsequent to the date of this agreement.
27. **ENFORCEABILITY** If any term or provision of this agreement is determined to be void or unenforceable, the remainder of this agreement shall remain enforceable and in effect, as if that void or unenforceable provision was not included.

**Product Legend**  
(Check appropriate box on front of contract)  
in "Exhibiting Category"

<p>A. Art</p> <p>B. Associations</p> <p>C. Barns/Fencing/Ranch Products</p> <p>D. Books/Magazines/Media/Software</p> <p>E. Boots/Hats/Leather</p> <p>F. Breeds</p> <p>G. Clinicians</p> <p>H. Clothing</p> <p>I. Education/Vet/Dentistry</p> <p>J. English Tack</p> <p>K. Feed/Supplements</p> <p>L. Healthcare/Grooming</p> <p>M. Home Products/Décor/Gifts/Food</p> <p>N. Horse Trailers</p>	<p>O. Insurance/Legal</p> <p>P. Jewelry</p> <p>Q. Organic Products</p> <p>R. Other</p> <p>S. Pet Products</p> <p>T. Ranch/Trainer</p> <p>U. Real Estate/Recreation/Dude Ranches</p> <p>V. Rescue Groups</p> <p>W. Show Clothes</p> <p>X. Sponsors</p> <p>Y. Toys/Children</p> <p>Z. Tractors/Vehicles</p> <p>AA. Trail Riding/Endurance Products</p> <p>BB. Western Tack</p>
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**SALES & SPONSORSHIPS**  
Contact Horse Expo, Inc.  
(800)352-2411  
letters@horseexpo.com

**SHOW GROUNDS**  
Cal Expo  
1600 Exposition Blvd. • Sacramento, CA 95815  
Hours: Friday – Saturday 9 - 6, Sunday 9 - 5