

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



May 9 - 12, 2019

**EXHIBITOR
HANDBOOK**

Your Guide To A Successful Show

**Location:
MURIETA EQUESTRIAN CENTER
7200 LONE PINE DRIVE
RANCHO MURIETA, CA 95683**

**HORSE EXPO, INC. • 4970 Windplay Drive, Suite C7 • El Dorado Hills, CA 95762
PHONE: 530-672-7490 • FAX: 530-387-2298
www.horseexpo.com • letters@horseexpo.com**

SHOW HOURS:

Thursday, May 9	12:00pm - 7:00pm
Friday, May 10	9:00am - 6:00pm
Saturday, May 11	9:00am - 6:00pm
Sunday, May 12	9:00am - 5:00pm

OFFICE HOURS:

Tuesday, May 7	12:00pm - 5:00pm
Wednesday, May 8	8:00am - 9:00pm
Thursday, May 9	8:00am - 8:00pm
Friday, May 10	8:00am - 6:00pm
Saturday, May 11	8:00am - 6:00pm
Sunday, May 12	8:00am - 5:00pm

SPECIAL EVENTS:

Equus Masters - Friday & Saturday - 6:00pm
Sunday Final during show hours

EXHIBITOR INFORMATION:

Exhibitor Badges

Two exhibitor badges will be issued to each (10x10, outside increments of 400 square feet, 5 horse trailers/vehicles) Exhibitor space. Exhibitor badges will admit badge holder onto the MEC grounds one and a half hours prior to opening each morning of the event.

A Credential Request form <https://horseexpo.com/all-forms/> must be returned with payment to the Western States Horse Expo office to purchase *additional* exhibitor badges by April 26, 2019. **Fax to (530) 387-2298, mail to 4970 Windplay Drive, Suite C7, El Dorado Hills, CA 95762 or email to letters@horseexpo.com.** Credentials will also be available for purchase at the Show Office when you check in.

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

PARKING

Exhibitor Badges must be presented at the gate and will work as your parking pass for the event. Exhibitor parking is free.

CALIFORNIA SELLER'S PERMIT NUMBER

RANCHO MURIETA TAX RATE IS 7.75%

All Exhibitors must have a valid California State Seller's Permit number or 410-D 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 California Department of Tax and Fee Administration has implemented an online system at <https://onlineservices.cdtfa.ca.gov>. Prior to any load-in or setting up, your permit number or 410-D 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 Pavilion, Premium and Festival, Rigs & Digs (Horse Trailers) and The Ranch (outside bulk space), Exhibitors will Enter/Exit on Lone Pine Drive. Refer to "Grounds Map" location.

Exhibitors will move in according to the following schedule:

Tuesday, May 7th	12:00pm – 5:00pm
Mane Market Mall Exhibitors – 4 plus booths	
Outside Exhibitors – greater than 400 square feet	
Rigs & Digs	
Wednesday, May 8th	8:00am – 9:00pm
Mane Market Mall Exhibitors – 1-3 Booths	
Outside Exhibitors – 400 square feet or less	

Load-in must be completed by Wednesday, May 8, 2019 at 9:00 PM.

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 A.

All Horses are to arrive via Lone Pine Drive.

MOVE-OUT/CLOSING PROCEDURES

The show closes at 5:00pm. Those in attendance want & pay for a show until 5:00pm.

DO NOT kill your Sunday by breaking down early!

EXHIBITOR MOVE-OUT

Sunday, May 12th 5:30 PM – 11:00 PM

Monday, May 13th 8:00 AM– 12:00 PM

Security will be stationed at the buildings to manage traffic flow during load out on Sunday night.

GENERAL INFORMATION:

BUSINESS CENTER

A copy machine will be available in the Show Office for exhibitors to use at 10 cents per copy.

DECORATOR

STL, Ltd. is the official show decorator/contractor for Western States Horse Expo 2019. You will receive an email directly from STL, with a link to order show services or download the .pdf exhibitor kit by February 28. If you have not received your access information by February 28 please contact STL directly at exhibits@stlltd.com or 916-447-5000.

STL, Ltd. provides the following services:

Booth Furnishings

Electrical Service

Signs & Graphics

Material Handling/Forklift Service

The discount deadline for booth furnishings and electrical service is April 25, 2019.

DELIVERIES

Exhibitor shipments **will not be accepted** by Murieta Equestrian Center or Western States Horse Expo. All incoming and/or outgoing deliveries **MUST** go through the show decorator. Please refer to the Material Handling information provided by STL, Ltd. at <https://stlltd.boomerecommerce.com/> to schedule your incoming and outgoing shipments.

ELECTRICAL

Electrical service is not provided with your booth. If you require electricity for your exhibit it must be ordered from STL, Ltd. at <https://stlltd.boomerecommerce.com/>. Building utility outlets and outdoor electrical panels are not part of booth space and are not to be access by exhibitors.

Electrical orders received, with payment, by April 25, 2019 are eligible for STL's discount pricing.

EXHIBITOR SERVICE CENTER

An Exhibitor Service Center is available on our website at <https://horseexpo.com/vendors/> . It will provide you with information and forms you NEED, including this handbook, credential request, maps, floor plans and California Department of Tax and Fee Administration 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 in Lot A.

INSURANCE

Exhibitors shall carry and maintain during the period in which they exhibit, including move-in and move-out days, and at his or her sole cost and expense, personal injury, and property damage coverage under a policy of general public liability insurance \$1,000,000.00 (One million). Certificate holder to read as Western States Horse Expo (4970 Windplay Drive Suite C7, El Dorado Hills CA 95762. The additional insureds must read as follows: Horse Expo Inc., MEC, Consumnes Corporation, West Coast Equine Foundation, their officers, agents, servants, affiliates and employees. Exhibitor warrants that by signing this contract, he or she has complied specifically with insurance requirements of this contract. Proof of insurance must be provided by April 1, 2019.

INTERNET

Zeta Broadband is the internet service provider for Murieta Equestrian Center. Orders will be processed online at <https://horseexpo.com/wp-content/uploads/2018/11/Zeta-Broadband-Internet-Pricing.pdf>.

Order must be received 10 days prior to event.

JANITORIAL

Exhibitors are responsible for cleaning up booth area on set up and break down days. Trash bins will be provided in your area. 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 hour before the Expo is open to the public each day.

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 via Lone Pine Drive between 7:00-8:30 AM. Guards will allow entry onto the grounds 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 take appropriate prevention measures 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 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.

VEHICLES

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

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 four 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 Murieta Equestrian Center. 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 Murieta Equestrian Center 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.

The Murieta Inn & Spa

7337 Murieta Drive
Rancho Murieta, CA 95683
(916) 354-3900 or [click to reserve](#)
Special Rate: \$169.00/night - **request Exhibitor Block for the Western States Horse Expo**
Special rate cut off date April 17, 2019
Complimentary Wireless Internet
0.4 miles from Murieta Equestrian Center

Comfort Inn & Suites

12249 Folsom Blvd
Rancho Cordova, CA 95742
(916) 351-1213 or [click to reserve](#)
Special Rate: \$89.00/night - **request the Western States Horse Expo group block**
Special rate cut off date April 10, 2019
Complimentary Breakfast and Wireless Internet
15.9 miles from Murieta Equestrian Center

Larkspur Landing Folsom

121 Iron Point Road
Folsom, CA 95630
(916) 355-1616 or [click to reserve](#)
Special Rate: Studio Suite \$109.00 Executive Suite \$139.00 - **request group rate for Western States Horse Expo 2019**
Special rate cut off date April 20, 2019
Complimentary Deluxe Continental Breakfast and Wireless Internet
15.5 miles from Murieta Equestrian Center

Staybridge Suites

1745 Cavitt Drive
Folsom, CA 95630
(916) 983-7885 or [click to reserve](#)
Special Rate: King Suite \$139.00 Full sized kitchen & equipment provided
Special rate cut off date April 8, 2019
Complimentary Breakfast, Wireless Internet and Full Dinner Mon-Wed
13.4 miles from Murieta Equestrian Center

Fairfield Inn & Suites

1755 Cavitt Drive
Folsom, CA 95630
(916) 984-0100 or [click to reserve](#)
Special Rate: King \$125.00 Two Queens \$135.00
Special rate cut off date April 8, 2019
Complimentary Breakfast and Wireless Internet
13.4 miles from Murieta Equestrian Center

RV PARK

[Murieta Equestrian Center RV Park](#) Phone: 916-985-7334

AIRPORT

Sacramento International Airport (SMF) - Approximately 40 minutes from MEC

OFF GROUNDS SERVICES:

Building Supplies

Rancho Murieta Ace Hardware: 7238 Murieta Dr.....916-354-1970
Home Depot: 2675 E Bidwell St, Folsom.....916-983-0401
Lowe's: 3251 Zinfandel Dr, Rancho Cordova.....916-267-2850

Golf Cart Rental

Gipson Golf Carts..... 916-806-0920

Post Office

Rancho Murieta Branch..... 800-275-8777

Printing/Photocopies

Fed-Ex Print & Ship Center: 1000 White Rock Rd, El Dorado Hills.....916-941-9250
Fed-Ex Print & Ship Center: 11140 Sun Center Dr, Rancho Cordova.....800-463-3339

Rental Companies

River City Rentals.....916-361-3111
Folsom Party Rentals.....916-802-6555
Just Call Sven RV Rentals.....916-531-7132

Wholesale Suppliers

Costco: 1800 Cavitt Drive, Folsom.....916-850-1000
Costco: 11260 White Rock Rd, Rancho Cordova.....916-724-2240
Sam's Club: 2495 Iron Point Rd, Folsom.....916-487-8242

Employment Agencies

Apple One.....916-483-9180
PeopleReady.....916-922-4441

Office Supplies

Staples: 2435 Iron Point Rd, Folsom.....916-983-2861
Staples: 2690 Sunrise Blvd, Rancho Cordova.....916-858-1868
Target: 10881 Olson Dr, Rancho Cordova.....916-503-2512
Wal Mart: 10655 Folsom Blvd, Rancho Cordova.....916-361-0296

Taxi Service

Yellow Cab.....916-444-2222
Airport Flat Rate Taxi916-879-6000
Taxi Rancho Cordova.....916-254-2655

Western States Horse Expo Contacts

Office Phone	530-672-7490
Office Fax	530-387-2298
Miki Nelsen - Producer	miki@horseexpo.com
Kala Johnson - Project Manager	kala@horseexpo.com
Dana Weinhardt - Trade Show Manager	dana@horseexpo.com
General Information	letters@horseexpo.com

CHECK LIST:

ITEM	DUE DATE
• Final Payment	3-01-19
• California Seller's Permit # or 410-D	4-01-19
• Proof of Insurance	4-01-19
• Show Decorator Discount Deadline	4-25-19
• Credential Request Form	4-26-19

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

PHONE: 530-672-7490 • FAX: 530-387-2298

www.horseexpo.com • letters@horseexpo.com