

EXHIBIT NAME _____ CONTACT NAME _____
PHONE _____ CELL/ALT. _____ FAX _____
EMAIL _____ WEBSITE _____
MAILING ADDRESS _____
CITY _____ STATE _____ ZIP _____

EXHIBIT VENUE

		Quantity	Location	Total
MANE MARKET MALL PREMIUM	20'X20' - \$2800			\$
MANE MARKET MALL PAVILION	1ST 10'X10' - \$800 2ND - 4TH 10'X10' - \$650 5TH + 10'X10' - \$550			\$
MANE MARKET MALL FESTIVAL	10'X10' SPACE ON ASPHALT - \$800 TRAILERS - \$4.00 SQ. FT.			\$
RIGS & DIGS <i>Horse Trailers ONLY</i>	UP TO 5 TRAILERS - \$1000 MIN ADDITIONAL TRAILERS - \$200 EA.			\$
THE RANCH <i>Barns, Corrals, Vehicles Farm Equipment</i>	\$2.00 SQ.FT. (400 SQ.FT. MIN)			\$
EXHIBITOR ENHANCEMENTS <i>See insert for program perks</i>	A. SOCIAL MEDIA - \$500 B. BANNER - \$1000 C. BAG INSERT - \$1000 D. BANNER & BAG INSERT - \$1850			\$

OFFICE USE ONLY

PAYMENT SCHEDULE
50% DEPOSIT DUE WITH CONTRACT
FIRST PAYMENT DUE AFTER 3-1-23
BALANCE DUE BY 5-1-23

NOTE: Every attempt will be made to assign the space of your choice. Booth space is assigned by Show Management for show quality. Show Management will assign the next nearest space to your original selection if possible. All Show Management decisions are final. CANCELLATIONS: Refunds or credits will not be given after May 1, 2023.

+ \$100 per corner booth	\$
50% Deposit	\$
TOTAL DUE	\$

METHOD OF PAYMENT CHECK ENCLOSED (PAYABLE TO HORSE EXPO INC.)

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 received with deposit.

SIGN HERE _____ **DATE** _____
EXHIBITOR SIGNATURE REQUIRED

SIGNATURE BY HORSE EXPO, INC. _____ **DATE** _____

California Sellers Permit # _____ (OR A COMPLETED FORM 410D IF NOT SELLING GOODS)

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
(530)672-7490 • (530)387-2298 FAX • letters@horseexpo.com
Sign up online at www.horseexpo.com

TERMS AND CONDITIONS OF AGREEMENT

1. **LIABILITY** Exhibitor agrees to indemnify and hold harmless Horse Expo, Inc., also referred to as management, principles, 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 Premium and Pavilion booth will be marked and will receive two badges per booth and listing on website with hyperlink.
3. **EXHIBIT INSTALLATION** Exhibitors may initiate booth construction, after checking in at the show office. See Handbook for details.
4. **LABOR** Exhibitors are responsible for providing or arranging all necessary labor in transporting, unpacking, erecting, dismantling and repacking 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 30 minutes prior to show opening.
6. **EXHIBIT CARE** Exhibitors are responsible for keeping exhibits clean and orderly. Trash must be placed in dumpsters 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 11, 2023. Removal of exhibits will take place on Sunday, June 11, 2023 from 5:30pm to 9:00pm and on Monday, June 12, 2023 from 8:00am until 12:00pm. Any exhibits not completely dismantled and removed by 5:00pm Monday, June 12, 2023 will be removed by show management, 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** or pets will NOT be permitted without written consent of Management.
13. **SECURITY** will be provided to patrol after show hours. The exhibit halls must be vacated within 30 minutes 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. **_____ Please initial**
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 8, 2023. 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 California Department of Tax and Fee Administration, (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 May 1, 2023. No refunds or credits are given after this date.
19. **NON-GUARANTEE** 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** 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). This insurance must be in force during the lease dates of the event, June 8-11, 2023, naming Horse Expo Inc (13389 Folsom Blvd, Suite 300165, Folsom, CA 95630) as the certificate holder. The following must be listed as additional insured: Horse Expo Inc and MEC, Consumes 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 May 1, 2023.
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, pandemic) **_____ Please initial**
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.

EXHIBITOR ENHANCEMENTS

OPTION A	<p>SOCIAL MEDIA</p> <ul style="list-style-type: none"> • Three (3) Social Media posts promoting your company • Audio Announcements on our PA system throughout the show • Arena Announcements for duration of event • Logo listed as Premium Exhibitor with link to your site 	\$500
OPTION B	<p>BANNER</p> <ul style="list-style-type: none"> • One (1) Banner in each of our major clinic arenas (you provide) • Three (3) Social Media posts promoting your company • Audio Announcements on our PA system throughout the show • Arena Announcements for duration of event • Logo listed as Premium Exhibitor with link to your site 	\$1000
OPTION C	<p>BAG INSERT</p> <ul style="list-style-type: none"> • Samples/coupons given out by Horse Expo staff daily at entrance • Three (3) Social Media posts promoting your company • Audio Announcements on our PA system throughout the show • Arena Announcements for duration of event • Logo listed as Premium Exhibitor with link to your site 	\$1000
OPTION D	<p>BANNER & BAG INSERT</p> <ul style="list-style-type: none"> • Ad/Coupon placed inside bags given out to every attendee at entry • One (1) banner in each of our major clinic arenas • Three (3) Social Media posts starting in January 2020 promoting your company/products • Audio Announcements on our PA system throughout the show • Arena Announcements for duration of event • Logo listed as Premium Exhibitor with link to your site 	\$1850