



**June 7-9, 2024**

# **EXHIBITOR HANDBOOK**

**Your Guide to A Successful Show**

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

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## **WESTERN STATES HORSE EXPO CONTACTS**

Office Phone	530-672-7490
Office Fax	916-354-2638
General Information	<a href="mailto:letters@horseexpo.com">letters@horseexpo.com</a>

**SHOW HOURS:**

Friday, June 7            9:00am - 6:00pm  
Saturday, June 8        9:00am - 6:00pm  
Sunday, June 9          9:00am - 5:00pm

**OFFICE HOURS:**

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

**SPECIAL EVENTS:**

The Mane Event – Saturday, June 8, 6:30-8:30 pm  
The American Ride Drill Team Competition – Every Day During Expo in Arena 11

**CHECKLIST**

<b>ITEM</b>	<b>DUE DATE</b>
<input type="checkbox"/> Final Payment	5-01-24
<input type="checkbox"/> California Seller's Permit # or 410-D	5-01-24
<input type="checkbox"/> Proof of Insurance	5-01-24
<input type="checkbox"/> Credential Request Form	5-01-24





# **EXHIBITOR INFORMATION:**

## **EXHIBITOR BADGES**

Two exhibitor badges will be issued for each booth in the following increments:

- 10x10, with one (1) for each additional 10x10 space
- Outside increments of 400 square feet, with one (1) for each additional 400 square foot area
- Five horse trailers/vehicles, with one (1) for each additional five (5) trailers

Exhibitor badges will admit any badge holder onto the event grounds 90 minutes before opening each morning of the event on all days. These badges may be transferred between your staff each day and must always be on your person during the event.

A Credential Request form must be returned with payment to the Western States Horse Expo office to purchase *additional* exhibitor badges by May 1, 2024. Fax to (916) 354-2638, mail to 7200 Lone Pine Dr, Rancho Murieta, CA 95683, or email to [letters@horseexpo.com](mailto:letters@horseexpo.com). Additional exhibitor badges are \$30 each. Credentials will also be available for purchase at the Show Office when you check in on Wednesday and Thursday.

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

## **PARKING**

Two (2) parking passes will be issued for each booth in the following increments: 10x10, outside increments of 400 square feet, and 5 horse trailers/vehicles.

A Credential Request form must be returned with payment to the Western States Horse Expo office to purchase *additional* parking passes by May 1, 2024. Fax to (916) 354-2638, mail to 7200 Lone Pine Dr, Rancho Murieta, CA 95683, or email to [letters@horseexpo.com](mailto:letters@horseexpo.com). Additional daily exhibitor parking passes are \$10, or a three-day pass for \$20 each. Exhibitor parking passes can be purchased at the show office on Wednesday and Thursday during check-in.

Exhibitor Parking will be in the General Parking lot located at the end of Murieta Drive off Cantova Way.

## **CALIFORNIA SELLER'S PERMIT NUMBER**

All Exhibitors must have a valid California State Seller's Permit number or 410-D. 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>. Before 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 <https://horseexpo.com/california-sellers-permit/>

**SACRAMENTO COUNTY TAX RATE IS 7.75%**

## 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 the “Grounds Map” location.

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

<b>Tuesday, June 4<sup>th</sup></b>	12:00pm – 5:00pm
Rigs & Digs Horse Trailer Staging	
<b>Wednesday, June 5<sup>th</sup></b>	12:00pm – 5:00pm
Mane Market Mall Exhibitors – 4 plus booths	
The Ranch – greater than 400 square feet	
Rigs & Digs	
<b>Thursday, June 6<sup>th</sup></b>	8:00am – 9:00pm
Open to all exhibitors	

Load-in must be completed by Thursday, June 6<sup>th</sup> by 9:00 PM. **No Friday Move-In Allowed.**

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 horses are to arrive starting Thursday, June 6<sup>th</sup> via the Exhibitor Gate on Lone Pine Drive. Please see the Stall Information Sheet on our website for specific information.

## MOVE-OUT/CLOSING PROCEDURES

The show closes at 5:00 pm. Those in attendance want and pay for a show until 5:00 pm. Please DO NOT break down early!

### **EXHIBITOR MOVE-OUT**

Sunday, June 9 <sup>th</sup>	5:30 PM – 10:00 PM
Monday, June 10 <sup>th</sup>	7:00 AM– 10:00 AM

## EXHIBITOR SERVICE CENTER

An Exhibitor Service Center is available on our website at <https://horseexpo.com/exhibitors-2/>. It will provide you with the information and forms you NEED, including this handbook, credential request, maps, floor plans, and California Department of Tax and Fee Administration information.

## SHOW DECORATOR

Sacramento Stage Lighting is the official service contractor for the Western States Horse Expo.

**Each Pavilion booth will include:**

- 1- 8' Black & White Draped Backwall
- 2- 3' Black & White Draped Sidewalls
- 1- 8 1/2"x11" Card Stock ID Sign

**Each Festival Tent will include:**

- 1- 10x10 White Festival Tent
  - 1- White Backwall
  - 2- White Dividing Walls
- 1- 8 1/2"x11" Card Stock ID Sign

Any additional furnishings will be available to order before **May 24<sup>th</sup>, 2024**. Please see the Show Decorator Order Form for prices and more information. NO velcro, staples, glue, wire, or other hanging devices will be allowed on any drapery or poles. All exhibitor displays must be free-standing and self-supported.

**Sacramento Stage Lighting**  
**410 N. 10th Street, Sacramento, CA 95811**  
**(916) 447-3258**  
[orders@sacstagelight.com](mailto:orders@sacstagelight.com)

## ELECTRICAL

Electrical service is not provided with your booth. If you require electricity for your exhibit, it must be ordered from Sacramento Stage Lighting. Building utility outlets and outdoor electrical panels are not part of the booth space and are not to be accessed by exhibitors. Electrical orders received, with payment, by **May 24<sup>th</sup>, 2024** are eligible for discount pricing.

## WIFI

If you require WIFI or a dedicated hardwired line for your booth it must be ordered in advance. Please contact the Western States Horse Expo show office at (530) 672-7490 to order. Orders must be received by **May 24, 2024**.

## DELIVERIES

Exhibitor incoming shipments will be accepted by the Western States Horse Expo. We will start receiving packages on **Monday, June 3<sup>rd</sup>**. If shipping pallets and larger orders, please call our office to make pre-arrangements to ensure proper delivery. Prices are as follows:

- Letters & Boxes less than 5lbs- \$5 per piece
- Boxes up to 30lbs- \$10 per piece
- Boxes over 30lbs- \$20 per piece
- Pallets- \$100 each (includes delivery to your booth!)

All packages must be labeled properly! Please ensure the following is clearly visible on the box before shipping: Company Name, Booth Number, Contact Name, and Phone Number. If you have any questions or concerns with shipping, please contact Mark Hargon at (916) 985-7334.

## 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. The exact location can be found on the map in your Exhibitor Packet during check-in.

## 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 of \$1,000,000.00 (One million). Certificate holder to read as Western States Horse Expo (7200 Lone Pine Dr, Rancho Murieta, CA 95683). The additional insureds must read as follows: Horse Expo., MEC, Cosumnes 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 the insurance requirements of this contract. Proof of insurance must be provided by **May 1, 2024**.

## JANITORIAL

Exhibitors are responsible for cleaning up your booth area on set-up and breakdown 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, the exhibitor can drive up to their building/location via Lone Pine Drive between 7:00-8:30 AM. Security will allow entry onto the grounds upon presentation of the exhibitor badge and re-stocking pass. All vehicles must be removed from the show area by 8:30 A.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. You can also contact us at the show office to request help via golf carts or forklifts.



## **SECURITY/THEFT PROTECTION**

Never leave a booth unattended at any time during operating hours. Each Exhibitor should cover all valuable items or take appropriate preventative 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, Murieta Equestrian Center, the West Coast Equine Foundation, 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 the 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 any time.

## **SPACE LOCATION**

Upon submittal of the 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 event, at any time, including during the event. 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 (including golf cart) 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, but staff will be available to assist you via golf carts which can be requested by contacting the show office. If you are approved by show management to have a golf cart, please respect the no golf cart zones during show hours and along Carol's Way and Equestrian Way.

**VEHICLES WILL BE TOWED AT THE OWNER'S EXPENSE.**

# **REGULATIONS:**

Non-compliance with any of the Exhibitor Contracts 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 comply 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 the website <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 the 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, rollerblades, 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.
- 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. The 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 are subject to approval by SFM.
- 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 & ACCOMMODATIONS:**

**Please be advised that hotels in the area do sell out. Please make your reservations early.**

### **MURIETA INN & SPA**

7337 Murieta Drive, Rancho Murieta, CA

Phone: (916) 354-3900

Walking distance from Murieta Equestrian Center

### **HYATT PLACE**

10744 Gold Center Dr, Rancho Cordova, CA 95670

(916) 635-4799

10.7 miles from Murieta Equestrian Center & 24.4 miles from Sacramento International Airport

Additional hotels with special Western States Horse Expo rates can be found at

<https://horsexpo.com/accommodations/>

### **MURIETA EQUESTRIAN CENTER RV PARK**

7400 Lone Pine Drive, Rancho Murieta, CA

Phone: (916) 985-7334 Dry Camping: \$150/week or Full Hook-Ups: \$250/week

On Horse Expo Grounds; Hook Ups only available to exhibitors & horse show participants.

**RV Rentals are Available! Just call/text Sven at (916) 531-7123.**

### **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

### **Post Office**

Rancho Murieta Branch	800-275-8777
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### **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 Taxi	916-879-6000
Taxi Rancho Cordova	916-254-2655