

EXHIBIT NAME _____ CONTACT NAME _____

PHONE _____ CELL/ALT. _____ FAX _____

EMAIL _____ WEBSITE _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

EXHIBIT VENUE

	Quantity	Location	Total
MANE MARKET PREMIUM <i>20'X20' - \$2500 8 spaces available 10' x 10' - \$750</i>			\$
MANE MARKET MALL PAVILION <i>Includes Astroturf & Pipe-Drape (8' Back - 3' Sides)</i>			\$
MANE MARKET PLACE <i>Includes Astroturf & 3' Pipe-Drape For artists & handmade items only</i>			\$
RIGGS & DIGS <i>Horse Trailers ONLY</i>			\$
THE RANCH <i>Barns, Corrals, Vehicles Farm Equipment</i>			\$

	Quantity	Option	Total
EXHIBITOR ENHANCEMENTS <i>See insert for program perks</i>			\$
		A. SOCIAL MEDIA - \$500 B. BANNER - \$1000 C. PROGRAM AD - <i>See insert for pricing</i>	

EXHIBITOR CATEGORY <i>(Select one)</i> <input type="checkbox"/> Tack Shops & Saddlers <input type="checkbox"/> Associations & Non-Profits <input type="checkbox"/> Apparel & Jewelry <input type="checkbox"/> Equine Health & Wellbeing <input type="checkbox"/> Artist <input type="checkbox"/> Clinicians <input type="checkbox"/> Trailers & Ranch <input type="checkbox"/> Gifts & Décor <input type="checkbox"/> Feeds & Supplements <input type="checkbox"/> Services	+ \$100 per corner booth	\$
	TOTAL	\$
	50% Deposit Due with Contract	\$

OFFICE USE ONLY

PAYMENT SCHEDULE
 50% DEPOSIT DUE WITH CONTRACT
 BALANCE DUE BY 5-1-25

NOTE: Booth location is assigned by Show Management for show quality. Every attempt will be made to assign the space of your choice. 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, 2025.

METHOD OF PAYMENT CHECK ENCLOSED *(PAYABLE TO WESTERN STATES HORSE EXPO)* CREDIT CARD AUTHORIZATION FORM ENCLOSED

We, the undersigned, do hereby agree to exhibit at Western States Horse Expo, produced by Western States Horse Expo, 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 WESTERN STATES HORSE EXPO _____ **DATE** _____

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

<p>MAKE SURE</p> <ul style="list-style-type: none"> • Contract has been dated and signed • Deposit payment enclosed • Terms and conditions have been thoroughly read and understood • CA sellers permit applied for / provided 	<p>FOR MORE INFORMATION</p> <p>(916) 985-7334 • letters@horseexpo.com</p> <p>For additional forms visit www.horseexpo.com</p>
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TERMS AND CONDITIONS OF AGREEMENT

- 1. LIABILITY** Exhibitor agrees to indemnify and hold harmless Cosumnes Corporation, dba Western States Horse Expo and Murieta Equestrian Center, 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 Western States Horse Expo, 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 Pavilion booth will include 3 ft. high curtain side dividers, 8ft. curtained backdrop and sign. Market Place booths will include 3 ft. walls for back and side. All Exhibitor spaces include 3 Exhibitor badges per space, 2 Exhibitor parking passes and a listing in official program and website.
- 3. EXHIBIT INSTALLATION** Exhibitors may initiate booth construction after checking in at the show office. See Exhibitor Handbook for move in details & show office hours.
- 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 5:00pm PST on June 8, 2025. Removal of exhibits will take place on Sunday, June 8, 2025 from 5:30pm to 9:00pm and on Monday, June 9, 2025 from 6:00am until 10:00am. Any exhibits not completely dismantled and removed by 11:00am Monday, June 9, 2025 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 Western States Horse Expo 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 unless proper permits submitted to Management prior to event. If food or beverages are given away this must be approved, in writing, by Management.
- 12. LIVE ANIMALS** or pets will NOT be permitted in tradeshow exhibits without written consent of Management.
- 13. SECURITY** will be provided to patrol after show hours. 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 PST Thursday, June 5, 2025. Management shall have the right to utilize such space in any manner they choose. 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, 2025. No refunds or credits are given after this date.
- 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** 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 dollars). This insurance must be in force during the lease dates of the event, June 6-8, 2025, naming Western States Horse Expo (7200 Lone Pine Dr, Rancho Murieta, CA 95683) as the certificate holder. The following must be listed as additional insured: Murieta Equestrian Center, 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 insurance requirements of this contract. Proof of insurance must be provided by May 1, 2025.
- 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 Western States Horse Expo 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).
- 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 <p>DEADLINE: March 8, 2025</p>	\$ 500
OPTION B	<p>BANNER</p> <ul style="list-style-type: none"> • One (1) Banner in each of our major clinic arenas (you provide - 2' x 7' with grommets on all four corners) • 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 <p>Banners must be received by June 1, 2025 MAIL TO: Western States Horse Expo 7200 Lone Pine Dr Rancho Murieta CA 95683</p>	\$ 1000
OPTION C	<p>PROGRAM ADVERTISEMENT</p> <ul style="list-style-type: none"> • Handed out to every attendee • Beautiful full-color keepsake • Viewable online at Horseexpo.com all year round <p>DEADLINE: April 20, 2025</p>	Quarter Page \$ 350 Half Page \$ 500 Full Page \$ 750 Premium Full \$ 1000

(916) 985-7334 • letters@horseexpo.com • **For additional forms visit www.horseexpo.com**

ADVERTISE TO THOUSANDS IN THE OFFICIAL WESTERN STATES HORSE EXPO PRINTED PROGRAM!

Program will be an essential go-to for all the attendees, and an important reference guide for after the event.

Featuring

- Maps
- Vendor lists and locations
- Complete schedule
- Inside info on Expo
- Clinician profiles
- Tips for your visit
- and more!

Official Expo program advertising is affordable and powerful!

- Handed out to every attendee
- Beautiful, full-color, keepsake
- Viewable online on Horseexpo.com all year round

ADVERTISING RATES

ALL ADS FULL-COLOR

Size	Regular	Exhibitor
Premium Page (full)	\$ 1,200	\$ 1,000
Full Page	\$ 1,000	\$ 750
Half Page	\$ 750	\$ 500
Quarter Page	\$ 500	\$ 350

AD SIZES

FULL PAGE
 BLEED SIZE
 8.75 x 11.25
 TRIM SIZE
 8.5 x 11
 LIVE AREA
 7.5 x 10

HALF PAGE HORIZONTAL
 7.5 x 4.85

HALF PAGE VERTICAL
 3.6 x 10

QUARTER PAGE
 3.6 x 4.85

For information on advertising:

Call (916) 354-2119 x105 or email letters@horseexpo.com

Deadline: April 20, 2025

Placement pages available



Credit Card Authorization Form

Name: _____

Exhibit Name: _____

Cardholder's Name: _____

Card Type: Visa MasterCard Discover American Express

Card Number: _____

Security code (CVV): _____ Expiration Date(mm/yy): _____

Credit Card Billing Address: _____

Cardholder's Phone # (if issues): _____

Horse Expo May Charge:

- | | |
|--|--|
| <input type="checkbox"/> Exhibitor Booth \$ _____ | <input type="checkbox"/> Credential Request Fee \$ _____ |
| <input type="checkbox"/> <i>Charge Total Due Now</i> | <input type="checkbox"/> Stall Order \$ _____ |
| <input type="checkbox"/> <i>Charge 50% Deposit Now and Automatically Charge Final Balance 5/1/25</i> | <input type="checkbox"/> Other (please specify) _____ |
| | \$ _____ |

I, _____, authorize Horse Expo, Inc. to charge of \$ _____ (total amount) to the credit card provided for the services listed above.

Signature: _____

Date: _____