



June 6-8, 2025

EXHIBITOR HANDBOOK

Your Guide to A Successful Show

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

TABLE OF CONTENTS

Show & Office Hours.....	3
Special Events.....	3
Checklist.....	3
Map.....	4
Exhibitor Information	
- Exhibitor Badges.....	5
- Parking.....	5
- California Sellers Permit Number.....	5
- Move-in Schedule.....	6
- Move-out/Closing Procedures.....	6
- Exhibitor Service Center.....	6
- Show Decorator.....	7
- Electrical.....	7
- Deliveries.....	7
- Food Permit.....	8
- Inactive Trailer Parking.....	8
- Insurance.....	8
- Janitorial.....	8
- Re-Stocking.....	8
- Security/Theft Protection.....	9
- Sound Devices.....	9
- Space Location.....	9
- Vehicles.....	9
Regulations	
- Americans with Disabilities Act (ADA).....	10
- Government Regulations.....	10
- Motorized Vehicles on Display.....	10
- Fire Marshall Regulations.....	11
Travel & Accommodations.....	12
Off-Ground Services.....	13

WESTERN STATES HORSE EXPO CONTACTS

Office Phone	916-958-7334
Office Fax	916-354-2638
General Information	letters@horseexpo.com

SHOW HOURS:

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

OFFICE HOURS:

Wednesday, June 4 8:00am - 6:00pm
Thursday, June 5 8:00am - 7:00pm
Friday, June 6 8:00am - 6:00pm
Saturday, June 7 8:00am - 6:00pm
Sunday, June 8 8:00am - 5:00pm

SPECIAL EVENTS:

The Mane Event – Saturday, June 7, 6:30-8:30 pm

CHECKLIST

ITEM	DUE DATE
<input type="checkbox"/> Final Payment	5-01-25
<input type="checkbox"/> California Seller's Permit # or 410-D	5-01-25
<input type="checkbox"/> Proof of Insurance	5-01-25
<input type="checkbox"/> Credential Request Form	5-01-25



EXHIBITOR INFORMATION:

EXHIBITOR BADGES

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

- 10x10, with one (1) for each additional 10x10 space
- 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 daily 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, 2025. Fax to (916) 354-2638, mail to 7200 Lone Pine Dr, Rancho Murieta, CA 95683, or email to letters@horseexpo.com. Additional exhibitor badges are \$30 for the show. 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 Exhibitor.

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. Additional three-day passes are available 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. Please note, the application process can take three to four weeks, please allow enough time for your application to be processed.

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, Market Place, 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:

Tuesday, June 3rd	12:00pm – 5:00pm Horse Trailer Staging & Vendors 1,000 sq.ft.+
Wednesday, June 4th	12:00pm – 5:00pm Mane Market Mall Exhibitors - greater than 400 square feet
Thursday, June 5th	8:00am – 9:00pm Open to all exhibitors

Load-in must be completed by Thursday, June 6th 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.

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 8 th	5:30 PM – 10:00 PM
Monday, June 9 th	6:00 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 Market Place booth will include:

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

Any additional furnishings will be available to order before **May 24th, 2025**. 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

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 24th, 2025**, 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 (916) 985-7334 to order. Orders must be received by **May 24, 2025**.

DELIVERIES

Exhibitor incoming shipments will be accepted by the Western States Horse Expo. We will start receiving packages on **Monday, June 2nd**. 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 is 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 contract's insurance requirements. Proof of insurance must be provided by **May 1, 2025**.

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 daily.

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 7:00-8:00 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 8:00 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 6 p.m. to 6 a.m. Valuable items in outdoor booths, such as electronics or portable items, should be removed or properly secured and concealed after closing.

It is suggested that Exhibitors obtain a temporary insurance policy to cover their displays for the duration 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 Murieta Equestrian Center is under the jurisdiction of the State Fire Marshall (SFM). The following is provided for your convenience and is not a complete listing of all applicable SFM regulations.

- SFM may enter any portion of any exhibit space or booth on the grounds of Murieta Equestrian Center at any time to inspect 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 before 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.
- SFM must approve the location and use of portable containers of Liquefied Petroleum Gas (LPG) or other compressed gas cylinders inside buildings or tents.
- 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://horseexpo.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