

# BEST OF THE WEST GIFT EXPO



Dear EXHIBITOR

The world's finest Appaloosas are busy preparing to showcase their talents at the 2017 World Championship Appaloosa Show. The Best of the West Gift Expo will be held in conjunction with this exhilarating event at the **Will Rogers Memorial Center in Fort Worth, TX, Oct. 27 – Nov. 4, 2017**. It is my pleasure to invite you to be a part of this exciting event!

This packet contains everything needed to reserve booth space, including the commercial exhibitor contract, booth space reservation form, commercial exhibitor guidelines, rules governing commercial exhibitors and maps. To reserve your space, please return (via fax or post) the completed contract and reservation form with payment to my attention at the Appaloosa Horse Club.

Please read the following contract carefully and in its entirety. Please remember:

- ★ New applicants (those who have never been vendors at an ApHC trade show) must include with their application at least two (2) photos of their assembled booth. Photos will not be returned.
- ★ A deposit (50% of the contracted space price) is due Aug. 15, 2017, with the remaining balance due Sept. 30, 2017 by 5 p.m. PST, booth spaces not paid in full by this date will incur a late fee of \$50 per 10ft x 10ft space. Booth space must be paid in full prior to set up- NO EXCEPTIONS. Important note: Returning vendors applying after the deadline will be assigned a booth on a first-come, first-served basis.
- ★ Exhibitors must obtain insurance policies covering exhibit materials at the World Championship Appaloosa Show. Exhibitors must also have public liability, bodily injury and property damage insurance. Such insurance shall name the event facility and the ApHC as additional insured. Upon request, exhibitor shall provide a certificate of insurance to the ApHC.
- ★ You will receive a confirmation letter listing your assigned space and balance due after September 1, 2017.

I am looking forward to the possibility of working together. If I can assist you in any way, please do not hesitate to contact me at (208) 882-5578 ext. 273 or via email at [marketing@appaloosa.com](mailto:marketing@appaloosa.com).

Thank you, \_\_\_\_\_

A handwritten signature in black ink that reads 'Sandra Rumney'. The signature is written in a cursive, flowing style.

\_\_\_\_\_  
Sandra Rumney

Director of Marketing

# BEST of the WEST GIFT EXPO



**Appaloosa Horse Club**  
The International Breed Registry for Appaloosa Horses

# BEST OF THE WEST GIFT EXPO

## COMMERCIAL EXHIBITOR CONTRACT

October 27-November 4, 2017

2017 Gift Expo at the

### **ApHC World Championship Appaloosa Show**

Will Rogers Memorial Center, Fort Worth, Texas

#### **Commercial Exhibitor Guidelines and Policies**

##### **Dates and Hours**

Oct. 27 - Nov. 4, 2017

9:00 a.m. - 7:00 p.m. daily

##### **Space Rental**

	Before August 15	After August 15
Brown Lupton 10' x 10' inline	\$550	\$600
Brown Lupton 10' x 10' corner	\$600	\$650
John Justin Arena Lobby	\$500	\$550
John Justin Con-course	\$550	\$600
Outside space	\$1.75 per sq foot	\$2.00 per sq foot

##### **Move-In**

Move-in will begin Wednesday, Oct. 25, 8 a.m. - 7 p.m., and Thursday, Oct. 26, 8 a.m. - 7 p.m. All commercial exhibitors must be completely set up and open for business by 9 a.m. Friday, Oct. 27. Set up is only permitted during these designated times unless otherwise arranged with management.

##### **Move-Out**

Exhibitors may move-out Nov. 4, but no earlier than 4 p.m. Exhibitors in the John Justin Con-course may not begin dismantling until all activities in the arena have been completed. The entire exhibit and all of lessee's property must be removed from the premises no later than

11:59 p.m., Nov. 5, 2017. The ApHC holds the right to exclude any exhibitors who dismantle early from any future shows or charge a fee of one and one half times the standard booth rate of future shows.

##### **Booth Staffing**

Each exhibit must be staffed during all hours the trade show is open, 9 a.m. to 7 p.m. daily. The ApHC holds the right to bar any exhibitors who close early from any future shows.

##### **Shipping And Labor**

All deliveries to arrive during the show can be shipped to the following: World Championship Appaloosa Show, Attn: (Name and Booth Number) 1501 Rip Johnson Dr., Fort Worth, TX 76107. For all deliveries scheduled to arrive prior to the show, please use the following address: World Championship Appaloosa Show, Will Rogers Memorial Center, Attn: (Name and Booth Number), 3401 W. Lancaster, Fort Worth, TX 76107. Schedule shipments to arrive no earlier than Friday, Oct. 20. For assistance in setting up or moving out, appropriate order forms will be included with the decorator information. The ApHC is not responsible for any lost, stolen or damaged packages.

##### **Security**

There will be no guards posted in the Brown/Lupton Exhibit Hall. The hall will be locked and completely secured each evening after closing. Security guards will patrol the grounds nightly.

## **Booth Content**

No tables, chairs will be provided. Pipe and drape will not be provided. Please consult your decorator packet for these items.

## **Payments**

To reserve space, the ApHC must receive a signed booth space reservation form, a signed contract and a 50% deposit by Aug. 15, 2017 for early booth rates. Increased rates will apply to contracts received after Aug. 15, 2017. The balance of the rental fee is due by Sept. 30, 2017 by 5 p.m. PST- spaces not paid in full by this date will incur a late fee of \$50 per 10ftx 10ft space. Payment must be received in full before exhibitor may set-up booth.

## **Cancellations Refund Policy**

After the ApHC has processed your booth space reservation and deposit, full refunds will not be issued. Cancellations received prior to Sept. 30, 2017, the ApHC will retain 25 percent of the total booth rental fee. Refunds will not be issued for any cancellations after Sept. 30.

## **Taxes**

All sales tax, income tax, FICA or other withholding taxes arising out of or in connection with exhibitor's use of the leased space are the sole responsibility of the lessee.

### **Failure to Appear**

Exhibitors who have not set up by 9 a.m. Oct. 27, 2017, the first day of the show, are assumed to have withdrawn. Booth space is forfeited along with payment.

## **Show Decorator**

Detailed information regarding on-site decorating services will be sent to each exhibitor from the show decorator upon acceptance into the show. At that time, arrangements may be made for rental of additional furniture and other show services directly with the show decorator. Appropriate order forms will be included with the decorator information package.

## **Electricity**

Lone Star Electric will handle your electrical needs. Orders and payment will be made directly to them. Brad Gallman will collect your electricity payment while at the show. Please contact Brad Gallman by telephone at 817-335-8044 or via fax at 817-335-7853. Any use of electricity will result in exhibitor being charged, regardless of quantity or time.

## **Policy on Booth Space From Prior Shows**

Arrangements need to be made with the show decorator if you would like to leave your booth standing from a prior show and have reserved the same space for the Appaloosa World Show. Please inform the ApHC Marketing Department at 208-882-5578 ext. 273. The ApHC is not responsible for any lost or damaged items in booths left standing from a prior show.

## **Space Assignments**

SPACE IS LIMITED! The ApHC reserves the right to assign exhibit space according to the needs and requirements of the show. Show sponsors and past exhibitors will be given priority until August 15. Once the deadline has passed previous year's booth space no longer applies; thereafter, space will be assigned in the order contracts are received. The ApHC reserves the right to assign booth space regardless of previous year's assignment. Management also has the right to re-assign booth locations for any reason and without explanation.

## **Parking**

Parking passes will not be provided to trade show vendors. Exhibitors are to park in designated general parking areas.

## **Lodging**

Check the ApHC World Show web site for updates on preferred hotels. Call 208-882-5578 ext. 245 for information regarding RV rates and reservations.

# BEST OF THE WEST GIFT EXPO



## Appaloosa Horse Club 2017 Trade Show/Exhibitor Contract

1. Instructions: Complete both pages. Type or print all information. Keep one copy for your records.

2. Appaloosa Horse Club (“ApHC”) accepts check, money order or Visa and MasterCard. Make checks payable to: ApHC Mail Contract to: Appaloosa Horse Club, Attn: World Show Trade Show, 2720 W. Pullman Road, Moscow, ID 83843.

Contact: Sandra Rumney, Director of Marketing (208) 882-5578 ext 273 or fax: 208-882-8150  
Email: marketing@appaloosa.com Web Address: www.appaloosa.com

Exhibitor Name: \_\_\_\_\_

Exhibitor’s Authorized Representative’s Name: \_\_\_\_\_

Exhibiting as (if different from Exhibitor Name): \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Show: 2017 World Championship Appaloosa Show

Dates: Oct. 27 Nov. 4, 2017; Exhibitor move-in begins NO EARLIER than 8 a.m., October 25, 2017.

Location: Will Rogers Memorial Center in Fort Worth, Texas

Booth size needed: \_\_\_\_\_ Total cost of booth (before Aug. 15, 2017): \_\_\_\_\_

(after Aug. 15, 2017): \_\_\_\_\_

Preferred Location: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Every effort will be made to locate exhibitor in area preferred. ApHC reserves the right to alter the floor plan and reassign any exhibit space location (“booth”) where and when it deems advisable, without notice, regardless of the booth requested and/or assigned.**

# BEST OF THE WEST GIFT EXPO



## Payment Terms:

Deposits of 50% of contracted prices are required to reserve booth prior to August 15, 2017. Full payment required to reserve booth after August 15, 2017. Booth is released for resale and all deposits retained unless payment in full has been received by September 30, 2017.

## Amount paid:

1. \_\_\_\_\_ (50% deposit); or 2. \_\_\_\_\_ (payment in full)

**Remaining balance is due 9/30/2017 5 p.m. PST.**

**ENCLOSE CHECK, MONEY ORDER, OR CREDIT CARD** Please make checks payable to: ApHC

Visa                       MasterCard

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Exhibitor has read and agrees to abide by all terms and conditions of this contract and the attached terms and conditions. This contract becomes valid only after ApHC receives signed contract and payment due from exhibitor and returns signed and completed contract to exhibitor.

\_\_\_\_\_  
Signature of Exhibitor's Authorized Representative

\_\_\_\_\_  
Date

## CHECKLIST (CHECK EACH ITEM BELOW)

- \_\_\_ Contract has been dated, signed, and original mailed.
- \_\_\_ Deposit payment enclosed.
- \_\_\_ Copy of liability insurance enclosed.
- \_\_\_ Terms and conditions have been thoroughly read and understood.

DO NOT WRITE IN BOX FOR APHC ONLY

ApHC by: \_\_\_\_\_ Date contract received: \_\_\_\_\_

ApHC Director of Marketing

Payment amount received: \_\_\_\_\_ Payment amount due: \_\_\_\_\_ on or before: \_\_\_\_\_

Booth assigned to Exhibitor: \_\_\_\_\_

**APPALOOSA HORSE CLUB 2017 TRADE SHOW EXHIBITOR CONTRACT  
TERMS AND CONDITIONS**

**ELIGIBLE EXHIBITS:** Appaloosa Horse Club ("ApHC") reserves the right to determine the eligibility of any entry, product or service to exhibit in the Trade Show and further reserves the right to reject or cancel any application and/or reassign and/or limit any booth space assigned.

**LIMITATION OF LIABILITY:** The Exhibitor agrees to indemnify and hold harmless the ApHC, agents, contractors, employees and officers 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 any act, omission or neglect of Exhibitor's agents, employees, invitees, contractors, or guests which occur in or about the Premises. Exhibitor agrees to use and occupy the assigned booth at Exhibitor's own risk, and hereby releases ApHC, its agents, officers, employees, contractors and invitees 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 assigned booth, 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.

**RELOCATION:** ApHC reserves the right to alter the trade show floor plan, and/or reassign any Exhibitor's assigned booth as deemed advisable by ApHC. ApHC further reserves the right to make such changes, amendments and additions to these rules and such further regulations as it considers necessary for the welfare of the Show.

**TERMINATION OF CONTRACT:** ApHC reserves the right to terminate Exhibitor Contract before or after assignment and/or acceptance if, at its sole discretion, it deems such to be in the best interest of the Show and if such termination occurs prior to 9 a.m. on the first day of the Show, ApHC shall refund the deposit and/or funds currently on deposit for the Show without interest or penalty. ApHC reserves the right to terminate The Exhibitor Contract if the business or exhibition carried on by the Exhibitor or the manner of conducting the same is not as represented at the time of making this Contract, is entered into under false pretenses or violates any of the rules as set forth in this Contract under any such circumstances, ApHC shall retain all payments made by Exhibitor and Exhibitor is responsible for all expenses incurred upon such termination.

**WITHDRAWALS:** Exhibitor must give written notice to ApHC of withdrawal at least 15 days prior to the Trade Show opening in which case a service charge equal to 25% of total booth price will be charged to the Exhibitor and any deposit and/or payments will be applied to payment of such service charges and any balance becomes due immediately. No refunds will be made for withdrawal from the Show within 15 days of the Show opening. An Exhibitor who has not moved in and set up by 9 a.m. on the first day of the Show is assumed to have withdrawn, and the Exhibitor's booth space will be forfeited and all payments are nonrefundable. ApHC will have the right to resell the booth upon any such withdrawal.

**TERMINATION OF SHOW:** If ApHC determines that the Premises have become unfit for occupancy, or if the Premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, any other emergency, or any act or event not the fault of ApHC, this Contract may be terminated by ApHC. In the event of such termination, the ApHC will refund amounts paid by Exhibitor for booth and Exhibitor waves any and all damages and agrees that the ApHC will be automatically released of any and all claims for losses, damages, cost or expenses of Exhibitor by reason of such termination. It is expressly understood and agreed that if the primary agreement between ApHC and the Trade Show facility is terminated, cancelled, amended or abated as to any portion of Show's the space or adjacent areas, such termination, cancellation, amendment or abatement may, at ApHC's option, operate as a cancellation of this Contract ApHC will refund amounts paid by Exhibitors for booth and ApHC shall be relieved of any liability for any and all losses, damages, costs or expenses Exhibitor may sustain as a result thereof.

**LIMITATION OF EXHIBITS:** ApHC reserves the right to stop or remove from the show any Exhibitor, or his representative(s), who is performing an act or practice which in the opinion of ApHC constitutes a nuisance or is objectionable or detracts from the dignity of the Show or contravenes the purpose of the Trade Show. ApHC reserves the right to refuse admittance of Exhibitor, and Exhibitor's exhibits and/or materials to the Show until all fees owing by Exhibitor are paid in full.

**EXHIBIT RESTRICTIONS:** The Exhibitor must properly staff the exhibit during Show hours. Exhibitors are liable for any damage caused by Exhibitor, agents and/or contractors to building walls, floors or columns or to other portions of the Premises or to ApHC property. Exhibitor agrees not to hold any social event to which attendees are invited or which entices attendees from the Show arena during official Show hours. No sound systems, musical instruments, noisemakers, loudspeakers, microphones or other sound amplification or broadcasting devices of any kind may be used. Registration for drawings, drawings or contests must have prior written consent of ApHC. No food products or beverages may be distributed from an Exhibitor's space without written approval of ApHC. No demonstrations, trophies, decorations, portals, fountains, signs, banners, advertising matter or exhibits of any kind will be allowed in the aisles or public passageways or attached to the Premises' walls, posts or doors. The cost of removal of these items will be charged to the Exhibitor. Solicitation of funds for any political, educational or charitable corporation or association of any other corporation, association, group individual or cause of any kind or character is strictly prohibited. Distribution of literature or samples must be related to the exhibit and distribution is restricted to within the Exhibitor's booth space.

Balloons of any type are prohibited. All booth decorations must be fireproof. All parts of all exhibits must be within Exhibitor's assigned booth. Aisle space is under the control of ApHC. Assignment or subletting of booth space is strictly prohibited. The Exhibitor may not display signs that are not professionally prepared or in the opinion of ApHC detracts from the appearance of the Show in any manner whatsoever. ApHC shall have sole control over admission policies at all times.

**BOOTH CONSTRUCTION AND SHOW SERVICES:** Standard construction/design features for booths are limited to 8 ft. background and 3 ft. sides. Maximum height of exhibit is 8 ft. and may extend only one-half of the booth depth from the back wall. Height in the front half of the exhibit cannot exceed 3 ft. without prior consent of ApHC. Booth spaces are not provided with drapes. Booth amenities and electrical connections are available through an independent contractor who will bill the Exhibitor separately for services rendered. ApHC is not responsible for any service provided by independent contractors. ApHC reserves the right to finish and decorate any unfinished partitions, walls or back of signs that are exposed to the public and charge the cost to the Exhibitor.

**DISMANTLING OF EXHIBITS:** Exhibitor shall not dismantle or remove any portion of his/her exhibit before **Nov. 4, 2017 at 4 p.m.** with the exception of exhibitors in the John Justin concourse. Exhibitors in the John Justin concourse may not dismantle or remove any portion of exhibit until the completion of all activities in the arena **Nov. 4, 2017**. Exhibitor shall not remove any of the equipment or property associated with the exhibit prior to that time. ApHC will have the option to either bar Exhibitors who dismantle and leave early from any future shows or charge a fee of one and one half times the standard booth rate for future shows. Exhibitor must have all property removed from the Trade Show building by **11:59 p.m. Nov. 5, 2017**. Exhibitor will be responsible for returning the assigned booth in original condition and will reimburse ApHC for any expense in repairing any damage occurring during the term of this Contract. Exhibitor will be responsible for removal and storage fees for any property not removed by **11:59 p.m. Nov. 5, 2017**. Exhibitor shall indemnify and hold harmless ApHC for any cost of liability incurred in connection with such removal.

**COLLECTION POLICY:** Exhibitor agrees to pay 1.5% interest on any returned checks, and/or any and all uncollected funds. The Exhibitor also agrees to pay any and all booth reservation fees due to ApHC which have not been paid in full prior to the opening of the Show. Exhibitor will pay all fees for collection of returned checks and/or enforcement of this contract.

**COPYRIGHTS AND TRADEMARKS:** Exhibitor warrants and represents that no music, literary or artistic work or other property protected by copyright, nor the name of any performing individual or group protected by trademark and/or license will be performed, reproduced or used in the performance of this Exhibitor's Contract unless the Exhibitor has previously thereto obtained written permission from the copyright or trademark holder. Exhibitor acknowledges acting under this Exhibitor's Contract as an independent contractor. Exhibitor will indemnify, save and hold harmless ApHC, its officers, agents, employees and servants from and against all claims, costs and expenses, including legal fees, demands, actions, and liabilities of any kind and character whatsoever with respect to copyright and trademark rights, and the performance, reproduction and use of musical, literary and artistic work or in the name of performing individual or group.

**ROYALTIES AND CLAIMS:** Exhibitor agrees to pay when due all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played or staged, or produced by the Exhibitor, its agents, employees or subtenants within the Premises covered by the Exhibitor's Contract including but not limited to royalties or licensing fees due to other agencies. Exhibitor agrees to hold harmless ApHC, its agents and employees against any and all such claims and charges. Exhibitors shall have the right, however, to protest and if so desired, to litigate and adjudicate any and all such claims.

**RULES AND REGULATIONS:** Exhibitor agrees to comply with ApHC's rules and regulations and such additional rules and regulations as may hereafter be published and posted by ApHC regarding Exhibitor's use of the Premises, which by posting shall be deemed due notification to Exhibitor. In utilizing booth space, Exhibitor and his agents, employees or assigns agree to and shall comply with all present and future applicable ordinances, resolutions, rules and regulations established by any federal, state or local government agency, by ApHC or the Trade Show facility. Exhibitor shall observe and comply with all present and future health, safety, and sanitary regulations of all applicable regulatory bodies, and all rules and regulations established by the Trade Show facility. All Will Rogers Memorial Center facilities are non-smoking and prohibit animals inside.

**ENDORSEMENT AND/OR DUE DILIGENCE:** ApHC makes no endorsement and/or representation concerning any Exhibitor nor its products or services, it being understood that admission to the show of any Exhibitor constitutes neither an endorsement, recommendation nor representation by ApHC or any Exhibitor or its products or services. ApHC has not and will not undertake or perform any "due diligence" function as to any Exhibitor, its products or services and each Exhibitor agrees to display only products and services which have economic viability and that fully comply with applicable law, regulations and professional standards.

**TAXES:** All sales taxes, income taxes, FICA or other withholding taxes arising out of or in connection with exhibitor's use of the leased space are the sole responsibility of the lessee.