



Cowboy Way Trading Post

Vendor Packet

July 26 – August 1, 2021



2021 World Championship Appaloosa Youth Show

Expo Square
4145 East 21st Street
Tulsa, OK 74114

Commercial Exhibitor Guidelines and Policies

Dates & Hours

July 26 - August 1, 2021

9 a.m. - 6 p.m. daily

Location

The 2021 National Appaloosa & Youth World Show will be held at the **Built Ford Tough Livestock Complex at Tulsa Expo Square** in Tulsa, Oklahoma. The commercial exhibit area will be on the **concourse of the Ford Truck Arena, the Ford Truck Exhibit Hall and the Tulsa Square Esplanade**. Vendor assumes all responsibility for lost, stolen or damaged goods and/or decorations.

Space Rental & Pricing

Location	Booth Size	Price
Ford Truck Exhibit Hall	10ft x 30ft	\$500
	10ft x 20ft	\$400
	10ft x 10ft	\$300
Ford Truck Arena Concourse	10ft x 30ft	\$400
	10ft x 20ft	\$300
	10ft x 10ft	\$200
Outside Space		\$300
Additional Space	10ft x 10ft	\$100

Move-In

Move-in is 8 a.m. to 7 p.m., July 25, 2021. **All commercial exhibitors must be completely set up and open for business by 9 a.m. July 26, 2021.** Set up is only permitted during these designated times unless otherwise arranged with management.

Late Arrivals: The trade show coordinator must approve late arrivals.

Move-Out

Exhibitors may move-out **no earlier than the end of the last class August 1, 2021. The entire exhibit and all of lessee's property must be removed from the premises no later than 11:59 a.m., August 2, 2021.** The ApHC holds the right to exclude any exhibitor who dismantles early from future shows or to 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 6 p.m. daily. The ApHC holds the right to bar any exhibitor who closes early from future shows.

Shipping & Labor

The following address can be used for deliveries:

**Expo Square
Ford Truck Exhibit Hall
Attn: National Appaloosa Show (Booth Name and #)
4000 East 15th, Tulsa, OK 74114**

Please schedule shipments to arrive no earlier than July 22, 2021. 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

Security will be on-site daily throughout the show. However, security is each exhibitor's personal responsibility. Exhibitor acknowledges that the ApHC will not be responsible for any lost, stolen, or damaged goods or decorations. Exhibitor acknowledges that the Ford Truck Arena may be open at any time for horse show exhibitors and arena crew July 26 - August 1, 2021.

Booth Content

No pipe and drape, tables or chairs will be provided. Any decorating needs must be sent to the Trade Show Coordinator **no later than July 1st.**

Decorator contact information can be provided upon request.

Payments

To reserve space, the ApHC must receive a signed booth space reservation form, a signed contract and a **50% space deposit by June 1, 2021**. The balance of the rental fee is due by **July 1, 2021, by 5 p.m. PST**. Payment must be received in full before the exhibitor may set-up booth. NO EXCEPTIONS.

Cancellation

BOOTH SPACE RESERVATIONS NOT ACCOMPANIED BY DEPOSIT OR FULL PAYMENT WILL NOT BE PROCESSED. For cancellations received prior to July 1, 2021, the ApHC will retain 25 percent of the total booth rental fee. No refunds will be issued for any cancellations after July 1, 2021.

Taxes

All sales tax, income tax, FICA or other withholding tax 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 9:00 a.m. July 26, 2021, the first day of the show, is assumed to have withdrawn. Booth space is forfeited along with deposit and payment.

Show Decorator

Detailed information regarding on-site decorating services will be sent to each exhibitor from the trade show coordinator 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 in the decorator information package.

Electricity

110 volt outlets will be provided to all vendors. Any additional electrical requirement must be requested through the Tradeshow Coordinator and may be subject to additional fees. Please use only UL listed extension cords and do not overload any electrical outlet. Please turn off all electrical items upon leaving each day.

Space Assignments

The ApHC reserves the right to assign exhibit space according to the needs and requirements of the show. Show sponsors have top priority and past exhibitors will be given priority. The ApHC reserves the right to assign booth space regardless of previous year's participation and to re-assign booth locations for any reason without explanation.

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 National Appaloosa & Youth World Show. Please inform the ApHC Marketing Department at 208-882-5578 ext. 256. The ApHC is not responsible for any lost or damaged items in booths left standing from a prior show.

Parking

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

Lodging

Check the ApHC National Show web site for updates on preferred hotels. Call (918) 744-1113 ext. 2154 for information regarding RV rates and reservations.

Appaloosa Horse Club 2021 Commercial Exhibitor Application

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, MasterCard, and Discover.
Make checks payable to: ApHC Mail Contract to: Appaloosa Horse Club, Attn: Trade Show Coordinator, 2720 W. Pullman Road, Moscow, ID 83843.

Contact: Hannah Cassara, Advertising & Marketing Director (208) 882-5578 ext. 256
Fax: 208-882-8150 Email: marketing@appaloosa.com

Vendor Information

Company Name: _____

Contact: _____ Phone: _____

Email: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Show: 73rd National Appaloosa Show & 2021 World Championship Appaloosa Youth Show

Dates: July 26 – August 1, 2021; Exhibitor move-in begins **NO EARLIER** than 8 a.m., July 25, 2021.

Location: Tulsa Expo Square

Booth Display Information

Please provide a brief description of your product, services, and booth display:

Booth Requests and/or other stipulations (e.g. access to water; away from water, etc.):

**Every effort will be made to locate exhibitor in preferred location. 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.*

Booth Space Rentals

Please select desired location and size below:

<input type="checkbox"/> Ford Truck Exhibit Hall	<input type="checkbox"/> 10ft x 30ft	\$500
	<input type="checkbox"/> 10ft x 20ft	\$400
	<input type="checkbox"/> 10ft x 10ft	\$300
<input type="checkbox"/> Ford Truck Arena Concourse	<input type="checkbox"/> 10ft x 30ft	\$400
	<input type="checkbox"/> 10ft x 20ft	\$300
	<input type="checkbox"/> 10ft x 10ft	\$200
<input type="checkbox"/> Outside Space		\$300
<input type="checkbox"/> Additional Space (10ft x 10ft)	Quantity: _____	\$100

Payment Information

Payment Terms: Deposits of 50% of contracted prices are required to reserve booth prior to June 1, 2021. Full payment required to reserve booth after June 1, 2021. Booth is released for resale and all deposits retained unless payment in full has been received by July 1, 2021.

Amount paid:

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

Remaining balance is due 07/01/2021

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

*If using a credit card, there will be a 3% added surcharge.

☐ Visa

☐ MasterCard

☐ Discover

Card Number: _____

Expiration Date: _____ CVV: _____

Authorized Signature: _____

Application Acceptance

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 ApHC returns signed and completed contract to exhibitor.

Name

Signature Date

Checklist:

- ☐ 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. *(See pages 8-10)*

FOR ApHC OFFICIAL USE ONLY		
ApHC Authorized Signature:		Date:
Payment received:	Amount due:	On or before:
Booth assignment:		

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 August 1, 2021 at 5 p.m. with the exception of exhibitors in the Ford Truck Arena concourse. Exhibitors in the Ford Truck Arena concourse may not dismantle or remove any portion of exhibit until the completion of all activities in the arena August 1, 2021. 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 a.m. August 2, 2021. 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 a.m. August 2, 2021. 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 their 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 Tulsa Expo Square 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.