



Cowboy Way Trading Post

Vendor Packet
June 28 - July 5, 2023



Oklahoma City Fairgrounds
3001 General Pershing Blvd
Oklahoma City, OK. 73107

Thank you for your interest in becoming a commercial exhibitor at the 75th National Appaloosa Show and the 2023 World Championship Youth World Appaloosa Show. This marks an exciting year for the Appaloosa Horse Club as we head back home to Oklahoma City and the historic Jim Norick Arena- we can't wait to make it the best one yet! This vendor packet will outline all commercial exhibitor guidelines, policies, and prices as well as the reservation form. Should you have any questions, please do not hesitate to reach out to the Tradeshow Coordinator at marketing@appaloosa.com

Commercial Exhibitor Policies and Guidelines

Dates & Hours

June 27-July 5, 2023

9 a.m. to 6 p.m. daily

Location

The 2023 National Appaloosa and Youth World Show will be held at the Oklahoma City Fairgrounds and Jim Norick Arena in Oklahoma City, Oklahoma. The commercial exhibit area will be on the concourse of the Jim Norick Arena as well as in the exhibitor barns. The vendor assumes all responsibility for lost, stolen, or damaged goods and/or decorations.

Space Rental and Pricing

LOCATION	BOOTH SIZE	PRICE
Super Barn and Barn 3	10ft x 30ft	\$350
	10ft x 20ft	\$300
	10ft x 10ft	\$250
Jim Norick Arena Concourse	10ft x30ft	\$250
	10ft x 20ft	\$200
	10ft x 10ft	\$150
Additional Space	10ft x 10ft	\$50

Move-In

Move-in is 8 a.m. to 7 p.m. on June 27, 2023. All commercial exhibitors must be completely set up and open for business by 9 a.m. June 28, 2023. 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 on July 5, 2023. The entire exhibit and all of the lessee's property must be removed from the premises no later than 11:59 p.m. July 5, 2023. 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 and Labor

The following address can be used for deliveries:

Oklahoma State Fair
National Appaloosa Show
Attn: Hayley Nath
3001 General Pershing Blvd.
Oklahoma City, OK. 73107

Please schedule shipments to arrive no earlier than June 27, 2023. For assistance in setting up or moving out, appropriate order forms will be included with the decorator's information. The ApHC is not responsible for any lost, stolen, or damaged packages. Deliveries are accepted at the freight office and must be picked up during business hours.

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 any barn or arena may be open at any time for horse show exhibitors and arena crew June 27-July 5, 2023.

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 May 15, 2023. 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 May 1, 2023**. The balance of the rental fee is due by June 1, 2023, by 5 p.m. PST. Payment must be received in full before the exhibitor may set up a booth. **NO EXCEPTIONS.**

Cancellation

BOOTH SPACE RESERVATIONS NOT ACCOMPANIED BY A DEPOSIT OR FULL PAYMENT WILL NOT BE PROCESSED. For cancellations received prior to June 1, 2022, the ApHC will retain 25 percent of the total booth rental fee. No refunds will be issued for any cancellations after June 1, 2023.

Taxes

All sales tax, income tax, FICA, or other withholding tax arising out of or in connection with the 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. June 28, 2023, the first day of the show are assumed to have withdrawn from the show. Booth space is forfeited along with the 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 the rental of additional furniture and other show services directly with the show decorator.

Electricity

Electricity will be provided to all vendors via wall outlets and ceiling drops. 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 the previous year's participation and to re-assign booth locations for any reason without explanation.

Policy on Booth Space and 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 or the National Appaloosa and Youth World Show. Please inform the ApHC Tradeshow Coordinator 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.

Parking

Parking passes will not be provided for tradeshow vendors. Commercial exhibitors are to park in designated general parking areas.

Lodging

Check the ApHC National Show website for updates on preferred hotels.

APPALOOSA HORSE CLUB 2023 COMMERCIAL EXHIBITOR APPLICATION

1. Instructions: Complete all 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 checks to:

Appaloosa Horse Club

Attn: Tradeshow Coordinator

2720 W. Pullman Road

Moscow, ID. 83843

Contact: Amber Miller,
Director of Marketing
(208) 882-5578 ext. 273
marketing@appaloosa.com

VENDOR INFORMATION

Company Name: _____

Contact: _____ Phone _____

Email: _____

Mailing Address: _____

City: _____ State: _____

Zip: _____

Show: 75th National Appaloosa Show and 2023 World Championship Appaloosa Youth Show

Dates: June 27- July 5, 2023; Exhibitor move-in begins NO EARLIER than 8:00 a.m. June 27, 2023

Location: Oklahoma City Fairgrounds

BOOTH DISPLAY INFORMATION

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

Booth requests and/or stipulations (e.g., access to water, away from water, etc.)

*Every effort will be made to locate exhibitors in the 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:

LOCATION	BOOTH SIZE	PRICE
Super Barn and Barn 3	<input type="checkbox"/> 10ft x 30ft	\$350
	<input type="checkbox"/> 10ft x 20ft	\$300
	<input type="checkbox"/> 10ft x 10ft	\$250
Jim Norick Arena Concourse	<input type="checkbox"/> 10ft x30ft	\$250
	<input type="checkbox"/> 10ft x 20ft	\$200
	<input type="checkbox"/> 10ft x 10ft	\$150
Additional Space	<input type="checkbox"/> 10ft x 10ft Quantity: _____	\$50

Payment Information

Payment Terms

Deposits of 50% of contracted prices are required to reserve booth prior to May 1, 2023. Full payment is required to reserve a booth after May 15, 2023. Booth is released for resale and all deposits retained unless payment in full has been received by June 1, 2023.

Amount Paid

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

Remaining balance is due by June 1, 2023.

ENCLOSE CHECK, MONEY ORDER, OR CREDIT CARD. If using credit card, there will be a 3% added surcharge. Please make checks payable to: ApHC

Visa

MasterCard

Discover

Card Number _____

Expiration Date _____ CVV _____

Authorized Signature _____

Printed Name _____

Signature _____

Checklist:

- Contract has been completed, signed, and dated
- Deposit payment enclosed
- Copy of liability insurance enclosed
- Terms and Conditions have been thoroughly read and understood

FOR ApHC OFFICIAL USE

ApHC Authorized Signature		Date:
Payment received:	Amount due:	
Due by:	Booth Assignment	