

2023

WORLD

CHAMPIONSHIP APPALOOSA SHOW

Best of the West Gift Expo

October 27-November 4 2023
Will Rogers Memorial Event Center
Fort Worth, Texas

Shorty's
Caboy
Hattery

Commercial Exhibitor Guidelines and Policies

Dates & Hours

October 27- November 4, 2023
9 a.m. – 6 p.m. daily

Location

The 2023 World Championship Appaloosa Show will be held at the Will Rogers Equestrian Center in Fort Worth, Texas. The commercial exhibit areas will be in the John Justin Arena Concourse and the Brown-Lupton Exhibit Hall (if necessary). Outside vendor space will also be utilized. The vendor assumes all responsibility for lost, stolen, or damaged goods and/or decorations.

Space Rental and Pricing

Location	Booth Size	Price
John Justin Arena Concourse	10x30	\$400
	10x20	\$300
	10x10	\$200
Brown Lupton Exhibit Hall	10x30	\$400
	10x20	\$300
	10x10	\$200
Outside	10x40	\$400
Additional Space	10x10	\$100

Move-In

Move-In is Thursday, October 26th, from 8 a.m. to 7 p.m. All commercial exhibitors must be completely set up and open for business by 9 a.m. October 27, 2023.

Late Arrivals: Tradeshow Coordinator must approve all late arrivals

Move-Out

Exhibitors may move out no earlier than 4 p.m. on November 4, 2023. Exhibitors on the John Justin Arena Concourse may not begin dismantling until all activities in the arena have been completed. The entire exhibit and all of the lessee's property must be removed from the premises no later than 11:59 p.m. November 4, 2023. The ApHC holds the right to exclude any exhibitor who dismantles early from future shows or to charge a few of one- and one-half times the standard booth rate of future shows.

Booth Staffing

Each exhibit must be staffed during all hours the Tradeshow 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 Deliveries

The following address can be used for deliveries during the show:

World Championship Appaloosa Show
Attn: Name and Booth Number
1501 Rip Johnson Drive
Fort Worth, TX. 76107

The following address can be used for deliveries to arrive prior to the show:

World Championship Appaloosa Show
Attn: Name and Booth Number
3401 West Lancaster
Fort Worth, TX. 76107

Please schedule shipments to arrive no earlier than Wednesday, October 25, 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.

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 pipe and drape, tables, or chairs will be provided. Any decorating needs must be sent to the Tradeshow Coordinator NO LATER THAN OCTOBER 1, 2023

Electricity

Edlen Electrical Exhibition Services will handle your electrical needs. Orders and payments will be made directly to them. Please contact Edlen by telephone at (817) 698-4687, by email at fortworth@edlen.com, or via fax at (817) 698-4689. Any use of electricity will result in the exhibitor being charged, regardless of the quantity of time.

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 years' participation and to re-assign booth locations for any reason without explanation.

Policy on Booth Space from Prior Shows

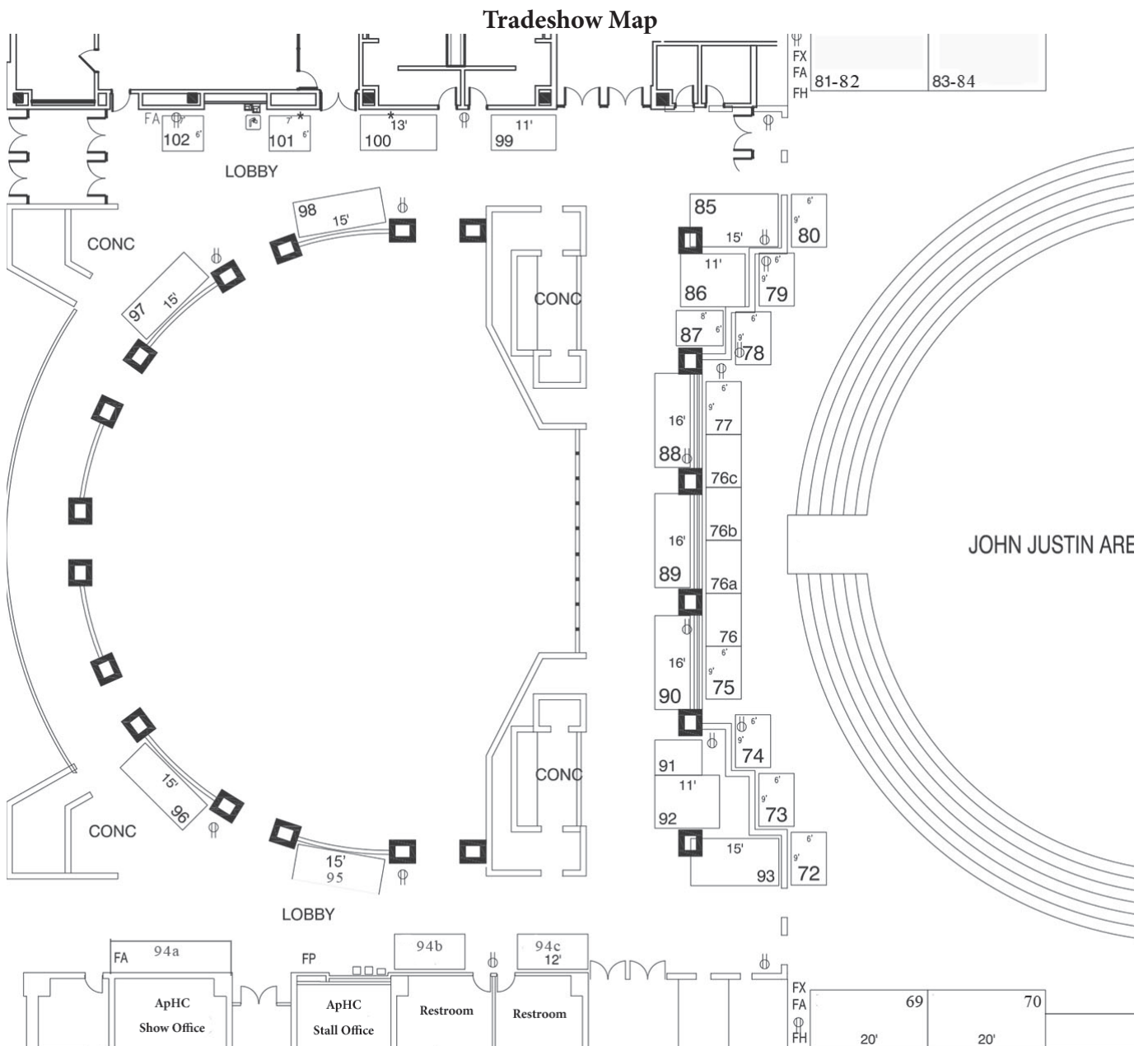
Arrangements need to be made with the show decorator if you would like to leave your booth standing from a prior show and have reserved the same space for the Appaloosa World Show. Please inform the ApHC at (208) 882-5578 Ext. 273. The ApHC is not responsible for any lost or damaged items in booths left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

Parking

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

Lodging

Please check the ApHC World Show website for updates on preferred hotels.



Appaloosa Horse Club 2023 Commercial Exhibitor Application

1. Instructions: Complete all pages. Type of print all information. Keep one copy for your records.
2. Appaloosa Horse Club ("ApHC") accepts check, money order, or Visa, MasterCard, and Discover.

Make check payable to: Appaloosa Horse Club

Mail checks to:

Appaloosa Horse Club
Attn: Tradeshow Coordinator
2720 W. Pullman Rd.
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 Information

Show: 2023 World Championship Appaloosa Show
Dates: October 27-November 4, 2023
Location: Will Rogers Equestrian Center, Fort Worth, Texas

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.

Location	Booth Size	Price
John Justin Arena Concourse	<input type="checkbox"/> 10x30	\$400
	<input type="checkbox"/> 10x20	\$300
	<input type="checkbox"/> 10x10	\$200
Brown Lupton Exhibit Hall	<input type="checkbox"/> 10x30	\$400
	<input type="checkbox"/> 10x20	\$300
	<input type="checkbox"/> 10x10	\$200
Outside Space	<input type="checkbox"/> 10x40	\$400
Additional Space	<input type="checkbox"/> 10x10	\$100

Payment Information

Payment Terms

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

Amount Paid

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

The remaining balance is due by October 10, 2023.

ENCLOSE A CHECK, MONEY ORDER, OR CREDIT CARD. If using a 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 _____