



## **Trade Show Exhibitor Information**

**Show Dates: September 2-11, 2011**

**Will Rogers Memorial Center**

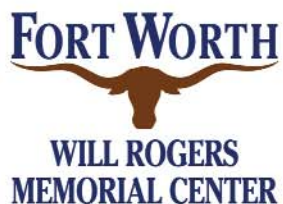
**Fort Worth, Texas**

Move In Date: Wednesday, August 31

Exhibit Hours: September 2-11, 8AM - 7PM

See our Guidelines & Policies for additional vendor information.

Trade Show Area Maps available at [www.ReichertCelebration.com](http://www.ReichertCelebration.com)



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*More Than Just a Horse Show*



PO Box 380 · Williamsburg, IA 52361

**(319) 668-2699**

**[www.ReichertCelebration.com](http://www.ReichertCelebration.com)**



# Reichert Celebration Market Place Commercial Exhibit Application

managed by Equine Marketing Group, Inc.

P.O. Box 380 · Williamsburg, IA 52361 · Tel (319) 668-2699 · Fax (319) 668-2633

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Cell \_\_\_\_\_

Alt. Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Sales Tax ID# \_\_\_\_\_

Products Sold \_\_\_\_\_

**September 2-11, 2011 - Ft. Worth, TX**

a 50% deposit and a photo of your booth is required to be considered as a vendor. This event will limit similar types of products and services. Should a particular type of product or service become full, we will create a waiting list.

### Credit Card Payment Information

MasterCard  VISA

Card Number \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

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

Security Code\* \_\_\_\_\_

Signature \_\_\_\_\_

There is a handling charge of 3% on all credit card orders

### TRC Office Use Only

Booth Assigned \_\_\_\_\_

Contract Received \_\_\_\_\_

Deposit Received \_\_\_\_\_

Final Payment Received \_\_\_\_\_

### Please mark booth size

10' x 10'

10' x 30'

Corner Booths have an additional fee of \$100.00

10' x 20'

10' x 40'

### Please mark choice of Inside location 1-6

Brown Lupton Room

Surrounding Lobby Booth-Richardson Bass Booths \$500

Brown Lupton Hallway

Watt Arena Concourse >  Electrical \$100.00

John Justin Concourse 71-82 -- call for information  Electrical 30 amp \$140.00

Richardson-Bass Concourse 85-91 -- call for information

*Sponsors receive priority placement -- call for information*

*I would be interested in information on  Product Donation  Sponsorship*

Electrical included in Brown Lupton/BL Hallway/Surrounding Lobby-Richardson Bass is included and both will be secured/locked in the evening. Some hallway locations may be combined to create a larger hallway location.

### Outside Display Area

Self-contained trailer-- \$1,000.00 >  Electrical 50 amp--\$210.00/per space (indicate business side of trailer \_\_\_\_\_)

Bulk Outside Display \$1.30 x \_\_\_\_\_ Sq./Ft. = \$ \_\_\_\_\_

I/we acknowledge that I/we have read the rules governing exhibitors set forth on the reverse side of this contract and incorporated herein; I/we agree that my/our use and occupancy of the lease space shall be in all respects subject to such rules; and I/we agree to comply fully with rules. \*There will be NO subletting of space. Space is assigned to Exhibitor for Exhibitor's exclusive use only.

Exhibitor Signature \_\_\_\_\_

Date \_\_\_\_\_

TRC Signature \_\_\_\_\_

Date Contract Received \_\_\_\_\_

Final Payment Amount of \$ \_\_\_\_\_ due on or before July 15, 2011

Tables: \$5.00 each - indicate quantity

\_\_\_\_\_ 8'x30" Table

\_\_\_\_\_ 5'x6' Oval Table

\_\_\_\_\_ 30" Round Table

\_\_\_\_\_ 8'x18' Classroom Table

Chairs: \$1.00 each \_\_\_\_\_

Brown/Blue Folding

### Trade Show Booth Prices

10' x 10' \$ 475.00

10' x 20' \$ 725.00

10' x 30' \$ 900.00

10' x 40' \$1,075.00

ARRIVAL DATE: \_\_\_\_\_

## Rules and Regulations for Reichert Celebration Market Place Commercial Exhibitors

The Reichert Celebration (TRC) shall have full power to interpret the commercial exhibit regulations. Matters not covered by this contract shall be subject to a final decision and may be amended at any time by TRC.

**1. Indemnification.** The exhibitor assumes sole responsibility and hereby agrees to protect, indemnify, defend and hold harmless TRC, Will Rogers Memorial Center (WRMC), and its employees and agents, from any and all claims, including claims or causes of action arising from the sole negligence of said indemnities, arising (a) out of, or in connection with Exhibitors occupancy and use of the Trade Show premises, or any action or inaction of any nature in connection with or related to the Trade Show, including but not limited to loss, theft, damage, destruction, or delay in non-delivery of goods, display material and other effects; (b) any injury to Exhibitor, Exhibitor's employees, agents, representatives or guests while on the Trade Show premises; and (c) any damage to Exhibitor's business by reason of failure to provide space for the exhibit or removal of exhibit or failure to hold the Trade Show as scheduled. Exhibitor agrees to indemnify and hold forever harmless TRC and the WRMC from any and all damages, loss, liability, claim or expenses (including legal fees) based upon, arising out of, or in connection with (i) the violations of any law or ordinance by the Exhibitor, its employees, agents, representatives, guest or other holding under the Exhibitor; or (if) failure by Exhibitor or any such persons to comply with all applicable terms and conditions contained in the rules or in the agreement between the WRMC and the TRC regarding the Trade Show premises or a part thereof. If the Indemnities are sued in a court of law, Exhibitor agrees to defend the Indemnities at Exhibitor's expense, and if judgment be taken against Indemnities, to pay said judgment and obtain written release in form acceptable to the Indemnities.

**2. Insurance.** A certificate of insurance for general liability must be provided to the Reichert Celebration, naming the Reichert Celebration as an insured, to exhibit at this event. The minimum liability is one million dollars per occurrence with a two million dollar aggregate. The deadline for this certificate of insurance is **July 1**.

**3. Assignment of Space.** Sponsors receive priority followed by existing/previous vendors based on years of service, then, first come, first serve priority will be given applicants according to the time their written request is received by TRC, availability of requested area, the amount of space requested and the special needs and compatibility of Exhibitors. In the event of conditions beyond its control, TRC reserves the right to rearrange the floor plan and relocated any exhibit.

**4. Payment.** Deposit for requested space must be remitted and/or postmarked by **May 1**. Remaining balance is due and must be postmarked on or before **July 15**. Exhibitor may not occupy assigned spaces until all fees are paid in full. An Exhibitor who fails to make payments when due shall automatically forfeit any rights, privileges and claims of any nature the Exhibitor has, or may have, including any payments previously made.

**5. Subletting of Space.** Exhibitor shall not assign or sublet any space allocated to Exhibitor and may not advertise or display goods other than those manufactured or sold by Exhibitor in the regular course of Exhibitor's business. The space assigned to the Exhibitor is for Exhibitor's exclusive use only.

**6. Damage to Property.** Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Exhibitor is liable for any damages caused by Exhibitor, Exhibitor's employees or representatives, to the building, floors, walls, columns, standard booth equipment or to the other Exhibitor's property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building floors or to standard booth equipment.

**Distribution of Advertising Materials.** Any advertising materials may only be distributed through the Exhibitors booth or bulletin areas available on premises. No signs are to be secured, in any fashion, on ANY PAINTED SURFACE, a \$10 fine PER SIGN will be charged by the facility.

**Stickers/Tape.** The use of stickers on any WRMC surface is strictly prohibited. An extra fee will be charged to the Licensee's final invoice to remove any such adhesive material from WRMC property. No double-faced tape

may be used on any finished floor surface, carpeted area or lectern. No tape may be used on any painted surface. When approved, only masking tape or decorator tape may be used in WRMC.

**7. Decorations.** TRC retains absolute discretion and authority in the placement, arrangement and appearance of all Trade Show displays. No liability shall attach to the TRC for costs that an Exhibitor may incur in complying with any such TRC directives. Combustible decorations such as crepe paper, tissue paper, cardboard, corrugated paper, shall not be used. Decorations, signs, banners, streamers, etc. may not be taped, nailed or otherwise fastened to any ceiling, window, equipment, painted surface, wall or door of WRMC. Helium filled balloons are discouraged, but allowed for display or decoration in certain areas of WRMC. Labor charges will be applied for removing helium balloons from the ceiling. For this reason, AIR FILLED balloons are encouraged for decoration or display purposes. At no time are helium balloons allowed in the Coliseum for decoration, display, for sale or give away.

**8. Restricted Use of Logo.** TRC has sole and exclusive right to produce or sell products bearing its logo(s), and only designated companies may distribute such products at the Reichert Celebration. No Exhibitor may sell or give away any product bearing a TRC logo or design that is deceptively similar. No exhibitor may sell or give away any product bearing the following, but not limited to, words, letters, or combination thereof, or deceptively similar to TRC logo at The Reichert Celebration.

**9. Rules and Regulations.** The Exhibitor agrees to all rules and regulations set forth by this contract. TRC reserves the right to restrict exhibits, which because of noise, method of operation, materials, or any other reason become objectionable, and also to prohibit or evict any exhibit which in the opinion of TRC may detract from the general character of the exhibit as a whole. This also includes persons, things, conduct, printed matter, or anything of a character which TRC determines is objectionable to the exhibit or does not conform to the standards of the Trade Show. If the Exhibitor is excused from the Trade Show, no rental fees will be returned.

**10. Security.** Security patrol will be patrolling the grounds, the parking areas and the barns, however TRC will not be responsible for any loss.

**11. Care and Safety.** Although aisles will be provided by janitor services, booth space should be maintained and cleaned by the Exhibitor. Customer and Exhibitor safety should be prevalent at all times. Vendors should place trash containers in the aisle each evening. Cleanup personnel will not enter a booth for cleanup or to empty trash containers.

**12. Taxes.** All Vendors shall be responsible for acquiring and shall pay the cost of any and all licenses, permits, and taxes required by the authorities having jurisdiction over WRMC, the Licensee or a specific activity. The local state sales tax is currently 8.25%. Exhibitors shall pay or reimburse TRC, if charged to TRC, all taxes resulting from the Exhibitor's rental or occupancy of exhibiting space, display of merchandise, and taking of orders or related Trade Show activities, no matter how the taxes are designated or levied.

**13. Exhibition Hours.** Exhibitor shall maintain a responsible individual(s) in the Exhibit Space at all times during the exhibition hours. Hours of exhibition will be from 8:00 AM to 7:00 PM.

**Sign and return contract with deposit to  
Reichert Celebration  
PO Box 380, 600 Court St., Ste. 1  
Williamsburg, IA 52361**

**Make checks payable to Reichert Celebration. MasterCard and VISA accepted. Fees are already discounted \$25 for cash/check paying customers only.**

## Reichert Celebration Market Place Commercial Exhibitor Guidelines & Policies

### DECORATIONS & SERVICE PROVIDERS

Taylor's Rental: 817.332.5258

Rent-A-Center: 817.535.3481

Aaron's: 817.922.9230

CORT Event Furniture: 214-878-1962

Brumbaugh's Furniture: 817.244.9346

### AV SERVICES

Alford Media Services Inc

296 Freeport Parkway, Coppell Texas 75019

972 538 9400

[www.alfordmedia.com](http://www.alfordmedia.com)

Athans Audio Visual

1804 Hampton, Bedford Texas 76021

866 355 3595

[www.athansaudiovisual.com](http://www.athansaudiovisual.com)

Eagle Audio and Lighting

5035 Martin Luther King Jr Fwy, Fort Worth Texas 76119

817 926 4999

[www.eagleaudioandlighting.com](http://www.eagleaudioandlighting.com)

J & S Audio Visual Communications

7435 Airport Freeway, Fort Worth Texas 76118

817 590 9210

[www.jsav.com](http://www.jsav.com)

### DECORATOR SERVICES

American Trade Shows, Inc.

3301 Wood Drive, Suite 400, Garland Texas 75041

972 278 5600

[www.americantradeshows.com](http://www.americantradeshows.com)

Freeman Decorating Company

8801 Ambassador Row, Dallas Texas 75247

214 634 1463

[www.freemanco.com](http://www.freemanco.com)

Fun Factory Decorations & Special Events

3366 Miller Park South, Garland Texas 75042

866 FUN EXPO

[www.funfactoryevents.com](http://www.funfactoryevents.com)

George Fern Company

647 Westport Parkway, Grapevine Texas 76051-6740

817 481 0043

[www.georgefern.com](http://www.georgefern.com)

GES Exposition Services, Inc.

1415 Cockrell Hill Road - Ste 300, Dallas Texas 75211

214 443 2500

[www.ges.com](http://www.ges.com)

Superior Exposition Services

4819 Woodall Street, Dallas Texas 75247

940 382 9691

[www.superior-expo.com](http://www.superior-expo.com)

### ELECTRICAL SERVICES

Lone Star Electric

2008 W 5th Street, Fort Worth Texas 76107

817 335 8044 Brad Gallman - 817 319 5750

### WIRELESS INTERNET SERVICES

BelWave Communications

4100 International Plaza, Suite 115, Fort Worth Texas 76109

817 737 3124 Jack Belton - 817 680 7849

[www.belwave.com](http://www.belwave.com)

### Communication Service Providers

Telephone service can be arranged through AT&T at 1.800.499.7928. In order to insure proper installation, your order should be placed a minimum of 6-8 weeks before the service is required. It is always a good idea to follow up on all orders.

### Move-In/Move-out

WRMC loading docks are for the use of exhibitors, decorators, and show contractors during move-in/move-out. All unauthorized vehicles left in the dock area will be towed at the owner's expense. Load in and out should be through designated cargo doors. Glass lobby doors are for carry in items only. You are permitted to drive in certain buildings but vehicles must exit at a determined time due to safety requirements and cleanup schedule. Vehicles may not return to building for move out until all public has exited and Event Coordinator approves such drive ins. No vehicles shall be parked in designated fire lanes at any time outside WRMC, including move-in/move-out. All vehicles not on display must be moved out of the building prior to any public being admitted.

**Booth set up.** Exhibitors may set up their appropriate booth(s) starting Wednesday before the first (1st) day of the show. Exhibitors may check in at the show office (Brown Lupton) for confirmation of booth location if needed. If the space reserved for the Exhibitor is not occupied by 10:00 AM on the day BEFORE the show, unless otherwise arranged, the space will be considered cancelled and shall revert to TRC without obligation on part of TRC for any refund whatsoever. TRC shall have the right to assign such space to another Exhibitor unless TRC has received written notification of a delay is set up.

**Booth Dismantling and Removing.** Dismantling of the booth will be on the last day of the show after 3:00 PM and not before. Move out must be completed by 12:00 noon on the day after the show ends. Any other arrangements must be made through TRC prior to start of show.

### Deliveries & Shipments

WRMC will accept deliveries for show staff and limited deliveries for vendors prior to show dates and should be addressed to the following:

Reichert Celebration/Name of Vendor & Booth #

C/O Will Rogers Memorial Center

3401 West Lancaster Ave.

Fort Worth, Texas 76107

For deliveries and shipments scheduled to arrive during move-in and show dates, packages should be addressed to the following:

Reichert Celebration/Name of Vendor & Booth #

C/O Will Rogers Memorial Center

1501 Rip Johnson Drive

Fort Worth, Texas 76107

No COD deliveries will be accepted by WRMC.