

Promoting all breeds...



# TRADE SHOW RENTAL CONTRACT

March 16-18, 2012

Sioux Empire Fairground  
Sioux Falls, SD

Date Received \_\_\_\_\_  
Amount Received \_\_\_\_\_  
Total Due \_\_\_\_\_

Name: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_  
Owner/Contract \_\_\_\_\_ Fax Number: \_\_\_\_\_  
Address: \_\_\_\_\_ Email Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Website: \_\_\_\_\_

Contracts received before February 15 will be listed in the program and on the South Dakota Horse Fair website.

SDHF reserves the right to change your booth assignment to best suit the event.

**Vendors are encouraged to offer their own door prize drawings if they so desire.**

**\*\* Contracts and 25% deposit received before January 1<sup>st</sup> and payment in full by February 15<sup>th</sup> guarantees a space.  
Contracts received after February 15<sup>th</sup> are subject to a \$50.00 late fee.**

**Description of Product/Service/Organization to be exhibited:** \_\_\_\_\_

**BOOTH SPACE RENTAL: Exhibit Booth space includes curtain backdrops and side dividers.**

\_\_\_\_\_ Exhibit Booth (10' x 10") at the rate of \$225.00 per booth.....\$ \_\_\_\_\_  
\_\_\_\_\_ Tables-One complimentary table per booth; all extra tables \$10.00 per table .....\$ \_\_\_\_\_  
\_\_\_\_\_ Extra passes 1/2 price per pass per day/weekend (see back for details) .....\$ \_\_\_\_\_  
Specify which day: \_\_\_\_\_ Friday, \_\_\_\_\_ Saturday, \_\_\_\_\_ Sunday, \_\_\_\_\_ Weekend  
\_\_\_\_\_ Electricity .....\$ 15.00

**BULK SPACE RENTAL: Limited space available**

\_\_\_\_\_ Exhibit Bulk Space (20' x 35') at the rate of \$515.00 per bulk.....\$ \_\_\_\_\_  
\_\_\_\_\_ Table (\$10.00 per table).....\$ \_\_\_\_\_  
\_\_\_\_\_ Extra Passes @ 1/2 price per pass per day/weekend (see back for details) .....\$ \_\_\_\_\_  
\_\_\_\_\_ Electricity .....\$ 15.00

**ADVERTISING:**

\_\_\_\_\_ Main Arena Banner \$25.00 per banner.....\$ \_\_\_\_\_  
**Program Book:** (trim size will be 5 1/2" x 8 1/2")  
\_\_\_\_\_ 1/4 Page \$50 .....\$ \_\_\_\_\_  
\_\_\_\_\_ Business Card \$50 .....\$ \_\_\_\_\_  
\_\_\_\_\_ 1/2 Page \$65 .....\$ \_\_\_\_\_  
\_\_\_\_\_ Full Page \$125 .....\$ \_\_\_\_\_

*Ad copy must be received by February 1 to be included in the program book.*

**CAMPING FEE:** Will be collected by Fairgrounds Staff

**Payment in full due at time of signing ..... Total \$ \_\_\_\_\_**

Please provide proof of insurance with contract.

**AGREEMENT:**

*I hereby authorize the South Dakota Horse Fair to reserve this space for me. I hereby agree that my participation is at my own risk and release the South Dakota Horse Fair of any claim or liability whatsoever, either for myself or by another. I further agree to adhere to the rules and regulations as outlined by the management. I also agree to allow the use of any photos or video taken by the South Dakota Horse Fair to be used for promotional purposes.*

Exhibitors Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**TERMS AND CONDITIONS STATED ON BACK**

Mail contracts to SD Horse Fair PO Box 386 Canistota, SD 57012

[www.sdhorsecouncil.com](http://www.sdhorsecouncil.com) email address: [southdakotahorsefair@hotmail.com](mailto:southdakotahorsefair@hotmail.com)

For more information contact Doug @ 605-370-1607. Leave message, call will be returned after 5PM

## 2012 SOUTH DAKOTA HORSE FAIR TERMS OF CONTRACT

**TRADE SHOW HOURS:** The hours the trade show will be open to the public are: Friday 1:00 PM – 7 PM, Saturday 9:00 AM- 7 PM, and Sunday 10:00 AM. - 5 PM. Vendors will be allowed in 1 hour prior to opening to restock

**EXHIBIT SPACE ASSIGNMENT:** Booth space will be assigned at the discretion of the management. Exhibitors agree to accept the booth assigned. South Dakota Horse Fair Management reserves the right to make such booth changes as it deems necessary for the good of the South Dakota Horse Fair.

**EXHIBIT SPACE AND AISLES:** Attractive, informative, and attention getting exhibits are encouraged. In no event, however, shall any exhibit interfere with any neighboring exhibit space. All aisles must be kept clear. Interviews, demonstrations and distribution of literature must be done inside the exhibitor's booth space. Exhibitors must keep their booth space clean and in good order. All exhibits must be attended during all show hours. All displays must remain inside the parameter of booth/bulk space. Any display outside the booth/bulk space parameter will be subject to a fee of \$20.00 per foot.

**INSTALLATION & DISMANTLING:** The Expo Building will be open starting at 9:00 AM on Friday for exhibitors to erect their displays. Exhibitors need to check in at the Horse Fair Office before unloading any materials. All exhibits are to be spectator ready by 12:30 PM Friday. To maintain the integrity of this event for both exhibitors and visitors, partial or complete dismantling of display before 5 PM on Sunday is **expressly prohibited**. All display areas and aisles must be cleared of trash and must be dismantled and removed within 3 hours after the event ends.

**SUBLEASING:** Absolutely **NO** subleasing is allowed.

**SECURITY, LIABILITY & LOSSES:** The South Dakota Horse Fair Management will take all reasonable precautions against damage or loss by theft, fire, storm or other causes. However, neither the South Dakota Horse Fair Management nor the Sioux Empire Fairgrounds will be liable for loss to exhibitors from any of these causes or any causes whatsoever that may arise from use of exhibit space. Exhibitors agree to indemnify and hold harmless South Dakota Horse Fair Management and their employees against any and all claims arising out of acts or failure to act of exhibitor, his representatives or exhibits at the South Dakota Horse Fair.

**EXHIBITOR PASSES:** Upon check in at the South Dakota Horse Fair Office, each 10 x 10 booth space rental paid will receive 2 passes, **not to exceed 4 passes**; each bulk space rental will receive 4 passes, **not to exceed 8 passes**. A limit of 4 additional passes may be pre-purchased for ½ price. All entrants into the South Dakota Horse Fair during public hours must have a pass or pay admission fee.

**REFUNDS OF CONTRACT:** Upon cancellation of a space up to 45 days prior to show opening, ½ payment will be refunded. During the last 45 days before the event no refunds will be made for any reason.

**MISCELLANEOUS:** The Expo Building will be secured and patrolled after hours. Please secure all your possessions accordingly. In case of emergency, please contact South Dakota Horse Fair Management immediately. Dialing "911" will summon municipal emergency help for medical, fire, and police. Food and drink will be available in the Expo Building by the Expo Management. No food items may be sold in the Expo Building by anyone other than the concessions. No exhibitors shall hold any meeting or event without South Dakota Horse Fair Management's approval.

**CAMPING:** Camping is allowed in designated areas only. Electricity is available. Bathrooms and showers are located in Expo Building.

**ELECTRICITY PROVIDED:** Exhibitors must supply lights and extension cords for their own displays.