



## TRADE SHOW RULES, REGULATIONS, TERMS AND CONDITIONS

These rules, regulations, terms, and conditions have been established for the mutual benefit and protection of Exhibitors, Visitors, and the Iowa Horse Fair.

These rules, regulations, terms, and conditions along with any additions or changes, are an integral part of the contract to which the Exhibitor agrees.

### DEFINITIONS:

**Commercial** - Exhibitors promoting a product, service, or stallion for commercial benefit or gain

**Non-Profit** - Exhibitors that are non-profit organizations that sell nothing other than memberships, limited small items, or request donations

**Bulk Space** - Used for horse trailers and other large bulky items such as acreage equipment

**Iowa Horse Council Membership** - A membership form is included. A current membership is required to receive the member rate for space.

**PAYMENT:** Full payment is due by March 1, 2010. Payment will only be accepted in U.S. funds. Booths may not be set up until fees are paid. After March 1, 2010, rental space increases by 20%. Any payments after March 1, 2010 must be made by cashier's check, money order, or certified check. Any check returned for insufficient funds or account closed may be cause to make the contract null and void. Lessee shall be responsible for any bank charges incurred in these circumstances plus a \$25 charge by the Iowa Horse Fair.

**MOVE-IN:** Trailers may be transported to the State Fairgrounds and parked Wednesday. On Thursday, April 8, move-in time is 8:00 am to 9:00 pm. On Friday, April 9, move-in time is 8:00 am to 2:00 pm. The Trade Show will open at 3:00 pm and be open until 7:00 pm. It is requested that larger booths move in on Thursday and smaller booths with primarily literature move in on Friday morning.

**MOVE-OUT:** The Trade Show closes at 5:00 pm Sunday, April 11, 2010. Vendors are not permitted to vacate their exhibit space until after 5:00 pm. Any vendor who dismantles their space before 5:00 pm will be subject to a \$100 surcharge or denial of space the next year. Move-out must be completed by 9:00 pm on Sunday, April 11.

**SHOW OFFICE HOURS:** Thursday, April 8, 8:00 am - 9:00 pm; Friday, April 9, 8:00 am - 9:00 pm; Saturday, April 10, 7:30 am - 7:00 pm, Sunday, April 11, 8:00 am - 6:00 pm.

**TRADE SHOW HOURS AND BOOTH STAFFING:** Trade Show Hours are: Friday, April 9, 3:00 - 7:00 pm; Saturday, April 10, 8:30 am - 7:00 pm; Sunday, April 11, 9:00 am - 5:00 pm. Exhibit booths are required to be staffed at all times during show hours. Non-profit booths that have informational materials only and not products to sell are NOT required to have personnel staff the booth during show hours.

**WRISTBANDS:** Wristbands will be required at all times (move-in, show, and move-out) to distinguish between exhibitors and the public. Each Exhibitor shall be given two wristbands for each 10' x 10' booth rented or every linear 20' of bulk space (limited to eight wristbands). Additional wristbands may be purchased for \$10.00 each if purchased at the time the request for space is submitted. Lost wristbands will not be replaced and full admission will be charged with no refunds given. During non-show hours, individuals not wearing Exhibitor wristbands may be asked to leave.

**EXHIBITOR PRODUCTS/SERVICES:** Iowa Horse Fair Management reserves the right to determine the eligibility of any services or products for display. Exhibitors, representatives, and/or distributors must list their products/services on the contract.

**ADMISSION TO TRADE SHOW AREA:** The Trade Show exhibits will be open to all Iowa Horse Fair attendees. However, the Iowa Horse Fair Management reserves the right to refuse admission to any person(s) in the interest of safety and welfare of those persons and others in the exhibit area.

**ASSIGNMENT OF SPACE:** Iowa Horse Fair Management reserves the right to allocate space in the best interests of the Iowa Horse Fair. Exhibitors returning from the previous year will be given preference, if possible. To accommodate new or larger exhibits, space may be reassigned at the discretion of the Trade Show manager.

**SUB-LEASING:** Exhibitors **MAY NOT** permit others to use their space, or any part thereof, **WITHOUT THE EXPRESS WRITTEN PERMISSION** of the Trade Show Manager.

**MEETINGS:** No Exhibitor shall hold any meetings or events that conflict with the trade show as determined by the trade show manager.

**REFUNDS:** No refunds will be made if space is not used or only used part of the time. **SPACE RENTAL IS NOT REFUNDABLE.**

**P.A. AND AUDIO-VISUAL EQUIPMENT:** The use of audio-visual equipment or any type of public address system is limited to that which in the opinion of the Horse Fair Management does not adversely affect neighboring exhibits.

**LIABILITY:** Liability for loss, theft, property damage, or destruction and personal injury:

A. Exhibitor hereby waives any and all claims against the Iowa Horse Council, Iowa Horse Fair, show management, facility, decorator, State of Iowa, their employees, agents or representatives resulting from loss, theft, damage, or destruction to its property, or from personal injuries to it, its agents, and/or employees. It is recommended that Exhibitors take precautionary measures of their own, such as securing of small or easily portable articles of value and the removal of them to a place of safe keeping after exhibit hours.

B. Exhibitor assumes entire responsibility and hereby agrees to protect, defend, and save the Iowa Horse Council, Iowa Horse Fair Management, State of Iowa, decorator, their employees, agents, or representatives harmless against all claims, losses, and damages to persons or property, government charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of exhibition premises. Exhibitor takes full and complete responsibility for any damage that may occur when moving exhibit material in or out of facility, or destruction of property, or injury to its agents or representatives for any an all claims arising from exhibiting.

C. Any damage to facility through carelessness of Exhibitor, their employees or agents must be paid by the Exhibitor causing damage.

**BOOTH CONSTRUCTION:** Each booth will be furnished with 8' back drapes and 3' side drapes. The back drape and side drape may not be removed without permission of the Iowa Horse Fair Management. No signs, apparatus, construction, etc., may extend more than 8' above the floor of the exhibit space. Electricity is available for \$20.00 including the use of existing permanent outlets. Please bring your own extension cords. Exhibitors are responsible for keeping their booth space clean and free of rubbish and in a presentable condition in the opinion of the Iowa Horse Fair management. Nothing can extend into the aisles. All tables should be draped.

**BOOTH DECORATING:** To order tables, chairs, carpet, etc., arrangements must be made directly with Freeman Decorating Co. prior to arrival or upon arrival. Phone lines can be reserved through the State Fair office. The Iowa Horse Fair is not responsible for accuracy of the items arranged with these other entities

**LOCATION OF TRADE SHOW:** The Trade Show is located in the Varied Industries Building at the Iowa State Fairgrounds.

**DOGS:** Dogs are **NOT** allowed in the Trade Show Area or Pavilion except those service dogs to the disabled. Any dog on the fairgrounds must be on a leash at all times or securely confined, such as in a stall or crate.

**REJECTION OF EXHIBITORS:** The Iowa Horse Fair reserves the right to reject any application for Trade Show space at any time, and reserves the right to regain possession of any space by refunding to the applicant or Exhibitor the amount paid for the space.

**CANCELLATION OF SHOW:** If the Pioneer Pavilion, Horse Barn, or Varied Industries Building should be destroyed, damaged, or otherwise rendered unusable, or if a strike, act of government, or any other unforeseen event makes it nearly impossible for the Iowa Horse Council to conduct the Iowa Horse Fair, the Iowa Horse Council and Iowa Horse Fair Management is released from any and all claims which might arise as a consequence thereof. If any event or circumstance not caused by the Iowa Horse Fair Management prevents an Exhibitor from erecting or staffing their exhibit for all or any part of the show period, the contractual responsibility between the Exhibitor and the Iowa Horse Fair shall be considered to be satisfied and there shall be no refund to the Exhibitor.

**COMPLIANCE WITH LAWS AND REGULATIONS:** Exhibitor agrees to obey all laws, ordinances, and regulations governing the use of the Fairgrounds; to abide by the rules and regulations of the Iowa State Fair Fire and Police Departments; to obey all Iowa Horse Fair regulations and other such public officials whose duties may regulate exhibits. All decorative materials used in displays must meet the flameproofing regulations of the Des Moines Fire Department. Exhibitors may not distribute food, including popcorn and beverages.

**PARKING:** Exhibitor parking is permitted where parking is available to the general public. Public parking will be altered this year due construction; especially near the former West Arena, west of the Horse Barn. There is **NO TRAILER PARKING** on either side of the Horse Barn or on Rock Island, which is the street that runs between the Horse Barn and Cattle Barn.

**IOWA SALES TAX PERMITS:** Iowa Sales Tax permits are required of all Exhibitors making retail sales at the Iowa Horse Fair. Temporary Sales Tax Permit forms are included if you do not have a permanent Iowa Sales Tax Permit and are required to have one. Turn them in when you pick up your packets at the Show Office. Some non-profit exhibitors who make incidental sales are not required to have permits. Call the Iowa Department of Revenue at 515-281-3114 or 800-367-3388 (for calls within Iowa) if you do not know if you need a Sales Tax Permit.