



2010 Equine Extravaganza®

October 29–31, 2010

The Meadow Event Park

Exhibitor Information

EXHIBITOR CHECKLIST

<i>Deadline Date</i>	<i>Item or form to submit</i>	<input checked="" type="checkbox"/>
February 25, 2010	Contract for Booth Space and 50% deposit due for returning vendors	
February 25, 2010	New vendors' contracts accepted from waiting list. 50% deposit due	
July 1, 2010	Balance of booth rental due	
September 1, 2010	Exhibitor Sign and Badge Form	
September 1, 2010	Product Summary and Booth Description	
September 1, 2010	Certificate of Insurance —Equine Extravaganza, Moonlark Inc., and Meadow Event Park to be named as additional insured. <i>Required of all vendors, stallion owners, and presenters.</i>	
October 7, 2010	Program advertising deadline	
October 15, 2010	Event Services Order Form (Electric and Phone) Submit to: The Meadow Event Park	
October 26, 2010	Decorator Package—Submit to: Exhibits, Inc. <ul style="list-style-type: none"> • Booth Cleaning Form • Drayage Service and Material Handling Order Form • Exhibit Labor Order Form • Greenery Order Form • Rental Order Forms • Payment Policy Form 	
Horse Exhibitors		
Submit these forms with contract or application *	* Release, Waiver, and Indemnity Agreement	
	* Stall Reservation Form and payment	
	* Breed, Stallion and Demo Agreement	
	* Clinic Application and \$50.00 deposit (Balance due upon acceptance)	
September 10, 2010	Coggins (Must be mailed; no faxed copies, please)	
October 10, 2010	Health Certificate required for all horses stabled outside of the state of Virginia	

IMPORTANT SHOW INFORMATION

Corporate Office

Rachael O'Hara or Andrea Ellis
640 Owl Court
Arnold, MD 21012
Phone: 410-349-9333
Fax: 410-510-1306

Trade Show Office

Terri L. Sharp
Phone: 740-869-EXPO (3976)
Fax: 410-510-1306
terri@equineextravaganza.com

Show Location

The Meadow Event Park
13111 Dawn Boulevard
Doswell, VA 23047
Phone: 804-994-2862
Fax: 804-477-8219

SHOW HOURS

Friday, October 29 9:00 AM – 7:30 PM
Saturday, October 30 9:00 AM – 7:30 PM
Sunday, October 31 9:00 AM – 5:00 PM

DECORATOR

Exhibits Inc.
2505 Glen Center Street
Richmond, VA 23223
Phone: 804-788-4400
Fax: 804-788-0186

EXHIBITOR MOVE-IN

Thursday, October 28: 9:00 AM – 7:00 PM
Friday, October 29: 7:30 AM – 8:30 AM

EXHIBITOR MOVE-OUT

Sunday, October 31: 5:00 PM – 11:00 PM
Note: New move-in and move-out times.

Exhibitors may enter the buildings one hour prior to the show opening on Saturday and Sunday
Exhibitors must be moved out completely by 11:00 pm on Sunday, October 31, 2010. All horses must be offsite by Sunday evening at 6:00.

ADVERTISING

Deadline for advertising in Event Program is September 1, 2010. Please make plans to include Equine Extravaganza® in your television, radio, newspaper, newsletter, and magazine advertising. Include "Please see Extravaganza us at Equine Extravaganza®, October 29–31, 2010!" in your print ads. AND PLEASE, LIST YOUR PRESENCE AT EQUINE EXTRAVAGANZA® ON YOUR WEBSITE! Any exhibitor who establishes a link to the Equine Extravaganza website will receive a reciprocal link to their site on Equine Extravaganza's exhibitor page. Thank you! Cooperative advertising is beneficial to everyone.

BOOTH EQUIPMENT

Display booth (except those in the Breed and Stallion Barn) are 10 feet x 10 feet and consist of 8 feet high back drape, 3 feet high side drape, and a 7" x 44" single line sign displaying Exhibitor's name. EXHIBITS ARE NOT PERMITTED TO EXCEED THESE DIMENSIONS. Breed booths in the Breed and Stallion Barn consist of a 9.5 feet x 9.5 feet display booth and a 7" x 44" sign displaying name of the stallion or stable. The display booth in the Breed and Stallion Barn has a solid stall wall on the rear and sides. No draping is provided in Breed and Stallion Barn for booths or stalls. **Tables, chairs, carpet, or other booth furnishings are NOT included with any booth, but may be supplied by the exhibitor or ordered from the decorating company. Order forms for furniture and accessory rental, booth cleaning, labor, drayage/material handling, and greenery rental can be found online at www.equineextravaganza.com (click on "exhibit").** Please complete the appropriate forms and mail them directly to: Exhibits Inc., 2505 Glen Center St., Richmond, VA 23223, or they may be contact by Phone at 804-788-4400.

BOOTH SET-UP

Booth may be set up AFTER exhibitor has checked in with show management at the Information Booth in the Farm Bureau Center and within setup hours from 9:00am until 8:00pm.

BOOTH LIABILITY

During the event all exhibitors are responsible for the booth area assigned and agrees to pay for any damage caused to the floors, walls, doors, etc. (move in and move out included). All curtains, draperies, streamers, surface coverings, etc. used as booth decorations MUST BE FLAME-RETARDANT.

BOOTH MAINTENANCE

Facility janitorial services will sweep and clean aisles and empty trash canisters. Exhibitors are responsible for keeping their exhibits clean and orderly. Trashcans must be placed in aisles in order to be emptied after event hours.

BOOTH REMOVAL

PLEASE, NO EARLY EXHIBIT BREAKDOWN. The success of our event is based on the quality of our vendors. Breaking down your booth early is disrespectful to the attendees, your fellow exhibitors, and event management. We set hours which are reasonable and with the needs of our exhibitors in mind. Please help us to promote an atmosphere of mutual respect by keeping your exhibit display intact until 5:00 pm on Sunday; we appreciate your cooperation. This policy will be enforced and, at the discretion of show management, a \$150.00 fine payable to Equine Extravaganza will be imposed to those vendors who break down their booth early. In addition, any exhibitor that violates this rule may risk participation at future events.

BOOTH SECURITY

The exhibit hall will be secured after event hours. The exhibit halls must be vacated within 30 minutes after event closing each day. Exhibitors will be allowed to enter the exhibit hall one hour prior to the event opening each day upon presentation of an Exhibitor Badge. All exhibitors are required to man their booth at all times during set up, the event, and break down to ensure protection of their equipment and valuables. Neither Equine Extravaganza, nor Moonlark Inc., nor Meadow Event Park assumes any responsibility for loss or damage of any exhibitor's property.

BOOTH SPECIFICATIONS

- **Use and Design of Exhibits:** Exhibits at the Equine Extravaganza shall be in good taste, attractive, well designed and constructed, and have an equestrian and/or canine theme. Exhibitors are not permitted to attach any banners, signs, or other decorations to any area other than their assigned space.

- **Exhibit Space:** Exhibits must conform to the size of the assigned space and be constructed in such a way as to not interfere with other exhibits. Exhibitors may not, without prior written consent of Equine Extravaganza, construct high side walls or display merchandise in such a way that obstructs the view of adjacent exhibit space(s). Requests for exceptions must be made at least 60 days prior to event. No exhibit may obstruct any public aisle or exit or encroach into aisle space. Assigned Space must provide enough room for exhibitor personnel. Any exhibits with unattractive or unfinished portions exposed at the rear or sides must be acceptably covered at the exhibitor's expense to the satisfaction of the Equine Extravaganza.
- **Products:** Displayed products shall be limited only to product lines listed on the Product or Service Detail Form and be part of exhibitor's ongoing business. No products may be displayed that Equine Extravaganza, at its sole discretion, deems inappropriate, offensive, or competitive to products of Equine Extravaganza or any other cooperative agents. No sales exclusivity is extended to any exhibitor unless specifically negotiated with Equine Extravaganza and noted in the Contract for Booth Space.
- **Gas Tanks and Batteries:** Any exhibitor displaying any vehicles using gasoline and/or batteries is required to empty and tape closed all gas tanks, and disconnects all batteries. Vehicles may be inspected prior to the opening of the event for compliance.

BOOTH STAFFING

All exhibits must be staffed during event hours (also see booth security). The exhibit hall will be open to exhibitors one hour prior to the event opening. We recommend that you have your booth staffed during this time, as you are solely responsible for booth contents, loss, or damage. Be sure that valuables are secured. All booths must be staffed prior to the event opening to the public. Exhibitors shall be responsible for the conduct of all employees, visitors, or guests of Exhibit in or near the assigned space and shall make all such employees, visitors, or guest familiar with the Equine Extravaganza Rules and Regulations.

BULK EXHIBIT SPACE SPECIFICATIONS

Bulk exhibit area includes the floor space and a 7" x 44" single line sign displaying company name; no space dividers or back drapes are provided. Electrical services must be purchased through The Meadow Event Park

CERTIFICATE OF INSURANCE

All exhibitors must obtain a Certificate of Insurance naming **Equine Extravaganza, Moonlark, Inc., and The Meadow Event Park as additional insured**. A certificate of Insurance must be forwarded to Equine Extravaganza no later than September 1, 2010. Certificates received after Sept. 1st will incur a \$30.00 late fee. NO exhibitor will be allowed to set up a booth without a certificate on file, regardless of type of booth, and no booth fee refund will be granted with noncompliance of this requirement. The company listed on the Contract for Booth Space must also be the company named as the policyholder on the Certificate of Insurance. If you do not have business liability insurance, and need assistance securing it, contact CSI Entertainment Insurance at 214-635-3324. There is a link to their application on our website.

ELECTRIC/TELEPHONE

Electric and telephone service must be purchased directly from The Meadow Event Park. The form is available online at www.equineextravaganza.com. Fax completed form to 804-447-8219, or mail to The Meadow Event Park 13111 Dawn Blvd. Doswell, VA 23047. For more information or assistance with electrical or phone orders please call Tina Pruitt at 804-994-2887.

EXHIBITOR BADGES

All exhibitors must wear an exhibitor name badge to enter the exhibit halls, including move in and move out days. Exhibitor badges will not be mailed and must be picked up at the Information Booth prior to exhibit set up. Badges are for booth employees only and are NOT transferable. Three single-day tickets will be provided with each badge and must be used by exhibitors for daily admission. The tickets will be used to access the event and exhibitor badges will only serve as a means of identifying exhibitors during the trade show. Additional badges are available at a cost of \$15.00 each in advance of the event or \$20.00 each at the event. Badges purchased at the event will not be customized with your company or individual names. The Exhibitor Sign and Badge Form is available online at www.equineextravaganza.com. Fax completed form to 410-510-1306 or mail to Equine Extravaganza at 640 Owl Court, Arnold, MD 21012. In order for your exhibitor badges and show sign prepared prior to the Event, all forms **must be received prior to SEPTEMBER 1, 2010**.

EXHIBITOR CHECK-IN

Exhibitor packets and badges will be available at the Information Booth from 9:00 am until 8:00pm on Thursday. If you arrive on Friday and someone else has already picked up your exhibitor packet, you will be permitted to enter through **Gate 2** at no charge **IF** your name is on the Badge list and **IF** you show a picture ID at the gate. If your name is not on the list or you do not have a badge, you will have to enter through **Gate 6**, the main attendee gate, and pay the \$15.00 daily admission fee.

EXHIBITOR ENTRANCE

On **set-up day** (Thursday), exhibitors may enter through **Gate 3**. On **event days** (Friday through Sunday), exhibitors enter through **Gate 2**. On event days all vendors must present their exhibitor badge at the gate. Exhibitors who have not checked in by Thursday night will receive their vendor packet at Gate 2 on Friday morning. Anyone in the car without a badge must purchase a badge at the gate. No exceptions.

EXHIBITING HORSES

All exhibitors, breed demonstrators, and others who bring horses into The Meadow Event Park must read, agree to and abide by both the **Breed, Stallion and Demo Agreement** and the **Release, Waiver, and Indemnity Agreement**.

INFORMATION BOOTH

Show Management will be available to assist you during the event at the Information Booth located in the East Lobby of the Farm Bureau Center. Vendor packets will be available in the Information Booth on Thursday morning at 9:00.

CAMPING FACILITIES

A limited number of spaces are available for the nights of October 27–31. Campsites must be reserved and pre-paid through The Meadow Event Park. Hook-up camping with water, electric, and limited sewer services are available at \$30.00 per night/per space. Non Hook-up camping with no utilities is available at \$10.00 per night/per space. The reservation form is available online at www.equinextravaganza.com. Fax completed forms to 804-477-8219, or mail to The Meadow Event Park, PO Box 130, Doswell, VA 23047; no reservations will be taken by phone.

For more information or assistance with camping reservations, please call 804-994-2800.

LODGING

The Best Western Kings Quarters is the Equine Extravaganza host hotel offering a special event rate of \$69.99 plus tax. The hotel is less than two miles from The Meadow Event Park and offers free WiFi, an onsite Denny's (open 24 hours), and an onsite Lounge that opens daily at 5:00 pm. Make your reservations early; special show rate rooms are limited and offered on a first come, first served basis. For reservations, contact:

The Best Western Kings Quarters
16010 Theme Park Way
Doswell, VA 23047

Phone: 804-876-3321

Email: sales@bestwesternkingsquarters.com

Website: www.bestwesternkingsquarters.com

Be sure to ask for the Equine Extravaganza Rate!

LOADING/UNLOADING

Equine Extravaganza does not provide labor, handcarts, or other equipment for exhibitors' use in loading and unloading. Laborers and forklifts with operators are available through Exhibits Inc. at an hourly rate.

PARKING DURING SET-UP

Parking during set-up will be permitted on the side and back of the Farm Bureau Center. Unloading will be permitted through the **side and rear doors ONLY**. Please do not unload through the main lobby. Do not block the loading doors with vehicles; any vehicle restricting access to the loading doors will be towed.

Trailers/vehicles left overnight may be parked at the back designated section of Lot F only. No vehicles are permitted in the building during set-up or tear-down.

PARKING DURING EVENT

On event days, exhibitors will **enter** the facility through **Gate 2** and may **park in Lot G** (see map) Please use **Backstretch Lane** to get to Lot G. Park in designated areas and do not block fire lanes. Driving or parking within the event areas is prohibited. There will be absolutely no parking directly in front of the Farm Bureau Center, as this is an exhibit area. Any vehicles parked in this area will be towed at the owner's expense.

RETAIL SALES TAX LICENSES

The reporting of tax information and obtaining of all necessary permits or licenses is the responsibility of each exhibitor. All exhibitors are required to pre-register with Caroline County prior to the event and obtain a vendor permit. The cost of the permit is \$30.00 (for sales less than \$20,000.00) and is valid for one calendar year. Information regarding permits and licenses is available through Sharon Carter, Commissioner of the Revenue. She can be reached by phone at 804-633-4496 or by email at scarter@co.caroline.va.us.

Additionally, all exhibitors are responsible for charging Virginia State Sales Tax and submitting the **Temporary Sales Tax Certificate, ST 50**, to the State of Virginia. For additional information on these requirements contact the Virginia Department of Taxation at 804-779-3078.

SHIPPING INFORMATION—EXHIBITS, INC.

Advance Shipments Must be received by October 25, 2010	Direct Shipments Only received October 27–28, 2010 (during set-up hours only)
Your Company Name Booth No. _____ Equine Extravaganza® c/o Exhibits, Inc. 2505 Glen Center Street Richmond, VA 23223	Your Company Name Booth No. _____ Equine Extravaganza® The Meadow Event Park c/o Exhibits, Inc. 13111 Dawn Boulevard Doswell, VA 23047

We recommend that you use the event decorator, Exhibits Inc., for shipping items to The Meadow Event Park (See Exhibits Inc. Drayage Form). If you choose to ship directly to The Meadow Event Park, you may only do so only on October 27-28, 2010. Shipments sent directly to The Meadow Event Park and not through Exhibits Inc. are at your own risk and neither Equine Extravaganza nor The Meadow Event Park will sign for or be responsible for items shipped directly.

NOTE: Neither Equine Extravaganza, Moonlark Inc., nor The Meadow Event Park is responsible for the security and safekeeping of any items shipped to the facility prior to, during, or after the event. We recommend insuring all items for full replacement value prior to shipment.

SWEEPSTAKES AND GIVE A-WAYS

The State of Virginia strictly prohibits "Raffles" unless you qualify as a non-profit 501(c)(3) and are a Virginia based company or organization. Free to enter Sweepstakes and Give A-ways are permitted to be conducted at Equine Extravaganza as long as entrants are 18 years or older and not required to be present to win. A description of the contest must be submitted at least two weeks prior to the event for approval. Equine Extravaganza does not permit the use of any live animal as a prize and reserves the right to decline applications. For more information on these laws contact the Virginia Charitable Gaming Provision at 804-371-0602.

UPDATES

Any updates to Exhibitor Information will be forwarded to you via email. Please be sure that you have included your email address on your Contract for Booth Space.

Thank you for your support of Equine Extravaganza. We look forward to working with you on a successful event. If you have any questions, please do not hesitate to ask!