



HORSE WORLD EXPO

EXHIBITOR INFORMATION PACKAGE

MARYLAND

JANUARY 20-22, 2012

IMPORTANT! - Please read this Exhibitor Information Package thoroughly. It includes important information essential to a smoothly run and successful show.

Thank you.

EXHIBITOR INFORMATION**SHOW MANAGEMENT:**

Equestrian Promotions, Inc.
P.O. Box 924
Bel Air, MD 21014

Telephone: 301-916-0852
Fax: 301-916-0853

SALES, ATTRACTIONS & SEMINARS:

Denise Parsons
P.O. Box 924
Bel Air, MD 21014
301-916-0852

OPERATIONS, BILLING & FINANCE:

Bob Dobart
P.O. Box 924
Bel Air, MD 21014
410-838-8687

SHOW LOCATION:

Maryland State Fairgrounds
2200 York Rd.
Timonium, MD 21093

EXHIBITOR'S MOVE IN SCHEDULE:

Wednesday, January 18, 2012
Thursday, January 19, 2012
Friday, January 20, 2012

Decorator set up and trailer move-in, times will be assigned
8:00 am - 8:00 pm
8:00 am - Noon

Trailer and large equipment dealers will be notified if early move-in is necessary. **Exhibitors may not arrive for setup prior to 8:00 am on Thursday. NO EXCEPTIONS.**

SHOW DAYS AND HOURS:

Friday, January 20, 2012	Noon - 8:00 pm
Saturday, January 21, 2012	9:00 am - 7:00 pm
Sunday, January 22, 2012	9:00 am - 5:00 pm

Exhibitors may enter the show at 8am on Friday, Saturday & Sunday.
All vendors are required to remain set up until close of the show

EXHIBITOR'S MOVE OUT SCHEDULE:

Sunday, January 22, 2012	5:00 pm - 10:00 pm
Monday, January 23, 2012	8:00 am - 11:00 am

Exhibitors must be moved out completely by 11:00 am on Monday.

TOPICS (Listed alphabetically)**ADVERTISING:**

Beginning as soon as possible, please make plans to include **Horse World Expo** in your television, radio, newspaper, newsletter and magazine advertising. Cooperative advertising is extremely beneficial and helps everyone.

BOOTH COURTESY:

Included in this Exhibitor Information Package is a page titled "Be A Good Neighbor". Please read this page thoroughly as it contains important guidelines for the set-up and operation of all booths. While show management does not inspect each booth for infractions, this policy will be enforced when neighboring booths make a complaint or the infraction is deemed to be blatant in nature. All exhibitor activities, including signage and products, must be confined to the exhibitor's assigned space(s). Signs may not protrude into aisles or be substantially above the 8' height of your booth. If two sided, the back side of signs cannot be viewable from adjacent aisles. We would also like to remind exhibitors that your Contract is for a specific booth size. When setting up your booth, please make sure it is no larger than what is specified in your Contract. The local Fire Department requires that we maintain 10' aisles for patron and exhibitor safety. If your booth extends beyond its specified boundaries into an aisle, the Fire Department has the authority to close the show until the violation is corrected.

BOOTH EQUIPMENT:

Display booths (except those on Stallion Avenue, Breed Row and bulk space) are 10' x 10' and consist of an 8' high back drape, 3' high side wall drapes and a 7" x 44" sign with the Exhibitor's company name. Stallion Avenue and Breed Row booths consist of a 10' x 10' display booth, a 7" x 44" sign and a stall. The display booth for Stallion Avenue and Breed Row has an 8' drape at the rear, but does not include side dividers. Also, no draping is provided for the stall. **Tables, chairs, and carpet are NOT included with any booth**, but may be supplied by the exhibitor or ordered from the decorating company; an order form is included in this packet. One 500-watt electrical outlet per 10 x 10 booth is supplied at no cost. Please see "Electric" below for more information.

BULK EXHIBIT SPACE SPECIFICATIONS:

Bulk exhibit area includes floor space only with access to electricity. No space dividers or backdrop drapes are provided. Bulk space does include a 7" x 44" sign with the exhibitor's company name.

COGGINS' CERTIFICATES / HEALTH CERTIFICATES:

All exhibitors, breed demonstrators and others who bring a horse onto Fairgrounds' property are required to provide Equestrian Promotions, Inc. with a copy of a negative Coggins current within one (1) year of January 23, 2012. In addition, a Health Certificate is required, current within thirty (30) days of January 23, 2012, for all horses stabled outside of Maryland, Virginia, Delaware, Pennsylvania or West Virginia. All copies of Coggins and Health Certificates become the property of Equestrian Promotions, Inc. and will not be returned; please do not send originals.

DECORATING – FORMS FOR ADDITIONAL DECORATING, LABOR AND DRAYAGE (OPTIONAL):

If you require services beyond that included with your booth (i.e., tables, chairs, carpet, labor, drayage, etc.), forms for ordering these items from our decorating company are enclosed. If you are interested in these items, please complete the appropriate forms and mail them directly to Penn State Exposition Services, Inc., 2010 Greenwood Street, Harrisburg, PA 17104. If you need additional information, please call them directly at 717-236-6733 or fax 717-236-6758.

ELECTRIC:

One single 500 watt outlet per booth will be supplied at no charge. Please bring an extension cord as your electrical outlet may be up to 50 feet from your booth. All pre-wired exhibits must conform to local and State code. Exhibitors requiring additional power must contact show management for rates and additional information. **SHOW MANAGEMENT DOES NOT FURNISH EXTENSION CORDS.**

EXHIBITOR PASSES:

All Exhibitors must have and wear an Exhibitor name badge to enter the Expo, including move in and move out. Exhibitor badges will not be mailed. You must pick up your badges at the Exhibitor Desk when you set up your exhibit. Badges are **NOT** transferable and are honored only for the person in whose name it is issued. Show management will issue up to three (3) Exhibitor name badges per 10' x 10' booth, Stallion Avenue or Breed Row stall or each 500 square feet of bulk space. Additional badges are available (for booth employees only) at a cost of \$5.00 each. Additional badges are limited to a maximum of three (3) per 10' X 10' booth.

If your organization needs to admit more booth workers than allowed, you may purchase day passes for \$5.00 per person, per day for a **MAXIMUM** of five (5) additional day passes. Badges will not be issued for day passes; workers will receive a hand stamp for one day only. On your Exhibitor Sign and Badge form you must list the names of the booth workers needing these passes as well as the day they are working. The pass is good for the day listed only. Day pass workers must check in at the Exhibitor Desk in the building where your booth is located. If your group requires passes above those allowed, please contact our office to pre-purchase admission tickets.

In order for us to have your exhibitor name badges and show sign prepared prior to your arrival, **please return your exhibitor sign and badge form to our office no later than December 19, 2011.** It is recommended that you arrive early and pick up your badges in order to avoid lines immediately prior to the show opening. Also, please remember that Exhibitor Name Badges are for the use of persons working the booth and are not to be used by customers, friends and relatives for gaining admission to the show. Any booth worker not listed on the Exhibitor Sign and Badge Form will be required to purchase a full price admission ticket.

FIRE MARSHALL REGULATIONS, GAS TANKS AND BATTERIES:

Vendors displaying vehicles that use gasoline and/or batteries are required to empty all gas tanks, tape close all gas fill caps and disconnect all batteries. Vehicles will be inspected prior to the opening of the show for compliance. All curtains, draperies, streamers, surface coverings, etc. used as booth decoration **MUST BE FLAME PROOF. NO HELIUM BALLOONS, LIT CANDLES OR OPEN FLAMES OF ANY KIND ARE PERMITTED.**

FOOD SERVICE VENDORS PLEASE READ:

In a letter dated December 16, 2003, the Baltimore County Department of Environmental Protection and Resource Management (Health Department) informed us of new regulations concerning the operation of food vendors, including those at the Maryland State Fairgrounds. If you are unaware of the regulations, please contact the Baltimore County Health Department at 410-887-4065 for more information. All those serving food of any kind at Horse World Expo will be required to have a Food Service Permit and comply with all Baltimore County Health Department regulations.

Please be aware, any vendor selling food at the Maryland State Fairgrounds must receive approval, in writing, from Equestrian Promotions, Inc. Each food vendor must also remit an additional \$50 per 10' x10' booth to Equestrian Promotions, Inc. This food service fee will be forwarded to Maryland State Fairgrounds management.

LIABILITY:

The Exhibitor is responsible for the booth area assigned and agrees to pay for any damage caused to the floor, walls, doors, etc. during the time he has contracted for the space (move in and move out included).

Exhibitors should determine that their regular company insurance includes an extension of coverage for off premises and that they have their own theft, public liability and property damage insurance. **Equestrian Promotions, Inc. insurance policy does not provide this coverage for exhibitors.**

ALL Horse World Expo vendors, regardless of status (non-profit, for-profit, selling product, or just an informational booth), **MUST have liability insurance** and must have their insurance company send a **Certificate of Insurance naming Equestrian Promotions, Inc. as an additional insured.** For additional information on the Certificate of Insurance, please refer to the letter included in the Forms Section of this Exhibitor Information Package. When requesting the certificate from your insurance company, please verify that your policy expiration date is **AFTER** the final day of the show(s) you are attending. This certificate **MUST** be issued on an annual basis as the policy expiration date is listed on the certificate. **Vendors that do not have a valid certificate on file with Equestrian Promotions, Inc. at prior to the start of each show may NOT set up their exhibit and risk losing their booth(s) with no refunds.** NO EXCEPTIONS will be made to this policy and no refunds will be issued.

LOADING/UNLOADING:

Equestrian Promotions, Inc. does not provide labor, handcarts or other equipment for exhibitor's use in loading and unloading. **No vehicles will be permitted in the buildings on Friday.**

LODGING:

Official housing for the Maryland Horse World Expo is the Crowne Plaza (\$87), Holiday Inn (\$82) or the Marriott Hunt Valley (\$83/\$95). We have arranged these special rates for show exhibitors. A reservation form is included with this information package. Reservations for the special rate must be made by December 6, 2011. Please contact Connections for making reservations 404-844-4404. You may also make reservations on-line at www.equestriantravel.com. You must mention Horse World Expo to receive the show rates.

PARKING BY EXHIBITORS:

Parking is not permitted directly in front of the Cow Palace or in other fire lanes or areas designated NO PARKING. In the past, the local Fire Department has temporarily closed shows and ticketed vehicles where vehicles were parked in fire lanes. We also ask that exhibitors not park in the main parking lots that will be used by show patrons. There are ample parking areas away from the buildings on all sides. Additionally, there is a fenced lot for exhibitors at the north end of the Cow Palace. **Please refer to the enclosed Exhibitor Parking Diagram for additional details.**

RECREATIONAL VEHICLE FACILITIES AT THE FAIRGROUNDS:

A limited number of spaces are available for overnight RV use. RV facilities are available for the nights of January 19-22, 2012 only. The cost for this service (electric only) is \$15.00 per night and spaces are rented on a first come first served basis. Water is not available. Fairgrounds' security guards will collect the use fee. If you have additional questions, please call the Fairgrounds at 410-252-0200.

RETAIL SALES TAX LICENSES:

We are required by Maryland law to provide to the Maryland Retail Sales Tax Division the name and address of all out of state exhibitors selling tangible personal property at Horse World Expo. The Retail Sales Tax Division will forward forms to those exhibitors for their use in reporting and remitting sales tax collected at the show. If you do not receive the appropriate forms prior to the show, a fairly common occurrence in the past, it is your responsibility to remit the appropriate sales tax to the Maryland Retail Sales Tax Division after the show. If necessary, you may contact the Retail Sales Tax Division at 410-767-1540.

SECURITY:

In addition to perimeter security provided by the Maryland State Fairgrounds, Equestrian Promotions, Inc. will provide continuous interior security from 9:00 am Thurs., January 19, until 11:00 am on Mon., January 23. Show management reserves the right to examine any and all packages brought onto show premises. In an attempt to combat shoplifting, it is recommended that exhibitors provide receipts for sales of merchandise. Additionally, show management suggests strongly that exhibitors exercise due diligence in protecting their merchandise against theft. As required by your show Contract, exhibitors should make sure that their business insurance policy includes protection from theft, as show management's insurance policy does not extend this coverage to exhibitors.

SHIPPING INFORMATION:

Items shipped to the Fairgrounds should be clearly marked **HOLD FOR HORSE WORLD EXPO and must include your company name and booth number on the shipping label.** The shipping address for the Maryland State Fairgrounds is 2200 York Road, Timonium, MD 21093. The telephone number for the administration building at the Fairgrounds is 410-252-0200. Neither Equestrian Promotions, Inc. nor the Maryland State Fairgrounds is responsible for the handling, unloading, security or safekeeping of any items shipped to the Fairgrounds. **You must arrange for inside delivery of all packages or arrange with the decorating company (PSES) in advance** to handle any on-site shipments that do not have inside delivery. It is suggested strongly that all shipments be insured for the full replacement value.

Neither Equestrian Promotions, Inc. nor the Maryland State Fairgrounds assumes responsibility for item(s) delivered to the Fairgrounds prior to, during or after the event. Without prior written authorization, please do not ship items to the offices of Equestrian Promotions, Inc.

Please refer to the Penn State Exposition Services (PSES) decorating company portion of this package for more information on shipping.

SHOW OFFICE:

Show staff will be available to answer your questions during setup and show hours. Please visit the Exhibitor Desk at the entrance of the building where your booth is located.

STALLS (OUTSIDE):

Both doors on outside stalls must be kept closed when the stall is unattended.

STORAGE OF EXTRA STOCK:

In the past, exhibitors have been permitted by show management to store restocking items behind their booth backdrop curtains. We have heard, however, that the local fire department has required exhibitors at other Timonium Fairgrounds' shows to remove such items. Since we have not been cited or informed that this practice is prohibited, show management will continue to permit this practice. Exhibitors should be prepared, however, to make other arrangements for stock storage in the event the fire department prohibits this practice.

TELEPHONES:

If you need a temporary telephone line installed in your booth, you must contact Verizon at 800-826-2355.

TRADER'S LICENSE:

All exhibitors at the Maryland Horse World Expo must have a Maryland Trader's License or complete an Exhibitor's Affidavit, declaring under penalty of perjury that they are exempt from the licensing requirement. A Maryland Trader's License is your license to do business in the state and is separate from any retail sales tax license that you may have. Information about the Trader's License and a blank Exhibitor's Affidavit are included in this package. A copy of the license or a signed copy of the affidavit must be received by Equestrian Promotions, Inc. no later than December 19, 2011. **Exhibitors will not be permitted to set-up their booth until this requirement has been satisfied.**

Trader's Licenses, if required, may be obtained from the Clerk of the Court at the Baltimore County Courthouse, 401 Bosley Avenue, Towson, MD 21204 (approximately 4 miles from the Fairgrounds), telephone 410-887-2601.

BE A GOOD NEIGHBOR

IMPORTANT SHOW GUIDELINES

SOLICITATION/SALES LITERATURE – NO SALES SOLICITATION OR DISTRIBUTION OF LITERATURE OUTSIDE OF YOUR BOOTH SPACE.

DISPLAYS — Displays placed along the side drapes that are over 4' high should not extend into the booth more than 5' from the back. This will insure not obstructing the view of neighboring booths. Anyone who's booth will vary from this policy may be asked to rearrange their booth to adhere to this policy

DEMONSTRATIONS — When sampling, demonstrating and/or entertaining the attendees, booths must be arranged so that attendees coming into your exhibit do not block aisles or overlap into neighboring exhibits.

If you expect many attendees to congregate in one area at one time, you must leave space within your own exhibit area to absorb the majority of the crowd.

The aisles are the property of all exhibitors; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire ex-position. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights.

Aisles must not be obstructed at any time.

SOUND — Police your own booth so the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with other exhibits and must be discontinued.

GADGETS AND GIMMICKS - The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise-making devices are restricted to within the booth. Balloons, horns, odors and congestion are subject to the individual exposition's rules. Show Management reserves the right to determine when such items become objectionable.

The exposition is an amalgamation of many diverse selling and promotional activities. To be fair to all exhibitors, the use of sound, gadgets and gimmicks where permitted by exposition rules must not interfere with other exhibitors.

NO HELIUM BALLOONS, LIT CANDLES OR OPEN FLAMES OF ANY KIND ARE PERMITTED BY ORDER OF THE FIRE MARSHALL.

Air filled balloons are allowed.

At no time will any vendor place any product or display in any travel aisle.

Double sided signs must not be viewable from adjacent aisles.



Right



Wrong

The following hotels are pleased to offer all participants of the Maryland Horse World Expo a preferred rate...

Crowne Plaza

Timonium

2004 Greenspring Drive, Timonium, MD 21093

\$87.00 single/double plus tax

Holiday Inn

Timonium

9615 Deereco Road, Timonium, MD 21093

\$82.00 single/double plus tax

MARRIOTT

Hunt Valley Inn

245 Shawan Road, Hunt Valley, MD 21031

\$83.00 plus tax without breakfast

\$95.00 plus tax including breakfast for 2

** Reservation line, Call Connections

**Additional hotels may be available by calling or going online at www.equestriantravel.com

404-844-4404

Reservation Form

Arrival Date _____ Name _____

Departure Date _____ Street _____

Room Type: King___ Double/Double_____ City _____

Number of rooms: ___ # of people in room ___ State _____ Zip code _____

Credit Card # _____ exp date _____

Signature _____ Phone _____

Fax _____ E Mail _____

Reservation cutoff date is 12/06/11, limited number of rooms available at this rate.

Reservations must be cancelled 72 hours prior to arrival.

Room type is a request only.

Please return form to:

Connections

820 Church Street, Decatur, GA 30030

Reservations: 404-844-4404 Fax: 404-842-0954

For on line reservations: www.equestriantravel.com



FURNITURE, ACCESSORIES & FLOOR COVERING

Name of Exposition MD HORSE WORLD EXPO 2012
 Booth # _____ Date: _____

All charges for services must be paid in advance or on site by either cash, check or for your convenience Master Card, Visa, Discover or American Express.

Discount prices only apply to orders with payment received in full at the above address prior to one week before first setup date.

EXECUTIVE FURNISHINGS

ITEM NO.	QTY		DISCOUNT PRICE	STANDARD PRICE
110	_____	Chair-Padded Side	\$27.00	\$36.00
120	_____	Chair-Padded Arm	\$32.00	\$38.00
130	_____	Chair-Contour Side	\$23.00	\$25.00
140	_____	Stool-Padded High	\$35.00	\$45.00
210	_____	Easel	\$25.00	\$30.00
220	_____	Wastebasket	\$10.00	\$12.00
230	_____	Coat Tree	\$25.00	\$30.00

Other special items available upon request.
 (Sofa's, coffee tables, lamps, etc.)

WOOD DISPLAY TABLES - TOPPED & SKIRTED

ITEM NO.	COLOR CODE	QTY	DESCRIPTIVE SIZE	DISCOUNT PRICE	STANDARD PRICE
1041	_____	_____	2' X 4' Wood 30" High	\$42.00	\$55.00
1061	_____	_____	2' X 6' Wood 30" High	\$52.00	\$65.00
1081	_____	_____	2' X 8' Wood 30" High	\$60.00	\$75.00
1141	_____	_____	2' X 4' Wood 42" High	\$62.00	\$80.00
1161	_____	_____	2' X 6' Wood 42" High	\$72.00	\$90.00
1181	_____	_____	2' X 8' Wood 42" High	\$82.00	\$95.00
150	_____	_____	30" Pedestal 30" High	\$62.00	\$70.00

When ordering skirted tables, please include color you prefer by clearly printing alpha abbreviation in column marked color. Available colors are as follows:

WHITE (6WH) GREEN (8GR)

TABLE TOP RISERS - AVAILALE UPON REQUEST

Exhibitor's Special Request:

M/C VISA AMERICAN EXPRESS DISCOVER

Expiration Date _____ Security Code _____

Account Number

CARPETING

ITEM NO.	COLOR CODE	QTY	SIZE	DISCOUNT PRICE	STANDARD PRICE
300	_____	_____	9' X 10'	\$80.00	\$95.00
400	_____	_____	9' X 20'	\$160.00	\$200.00
500	_____	_____	9' X 30'	\$240.00	\$285.00
600	_____	_____	9' X 40'	\$320.00	\$380.00
700	_____	_____	9' X 50'	\$400.00	\$475.00
800	_____	_____	9' X 60'	\$480.00	\$570.00
900	_____	_____	9' X 70'	\$560.00	\$665.00
1000	_____	_____	9' X 80'	\$640.00	\$760.00

Special cut carpet available at \$1.75 per square foot (includes taping and installation) please include information on size and instructions. When ordering, please include color you prefer by clearly printing numeric/alpha code in column marked color. Available colors listed below:

RED(10) BLUE(20) GRAY(40) BLACK(90) BURGUNDY(70)

Note: Colors and sizes guaranteed only if ordered two weeks in advance of the event. Other colors available upon request.

WOOD DISPLAY TABLES - TOPPED & UNSKIRTED

ITEM NO.	QTY	DESCRIPTIVE SIZE	DISCOUNT PRICE	STANDARD PRICE
1042	_____	2' X 4' Wood 30" High	\$28.00	\$42.00
1062	_____	2' X 6' Wood 30" High	\$33.00	\$47.00
1082	_____	2' X 8' Wood 30" High	\$38.00	\$52.00
1142	_____	2' X 4' Wood 42" High	\$38.00	\$52.00
1162	_____	2' X 6' Wood 42" High	\$43.00	\$57.00
1182	_____	2' X 8' Wood 42" High	\$48.00	\$62.00
160	_____	30" Pedestal 30" High	\$48.00	\$57.00

SUB TOTAL _____

6% SALES TAX APPLIES _____

TOTAL DUE WITH ORDER _____

AUTHORIZED SIGNATURE _____

All materials remain the property of the contractor. Prices cover rental only.
 1 1/2% per month on unpaid balance starting from the date of invoice.

COMPANY _____

PURCHASE ORDER # _____ BOOTH # _____

ADDRESS _____

CITY _____ STATE _____

ZIP _____ PHONE _____

Materials returned after being delivered to exhibitor's location will be surcharged at 1/2 regular price.

REVISED 10/07

DRAYAGE AND MATERIAL HANDLING/ RATE SCHEDULE AND ORDER FORM



Company _____ Event MD HORSE WORLD EXPO 2012
 Address _____ Date _____
 City _____ State _____ Booth Number _____
 Zip _____ Phone _____ Signature _____

*******DEADLINE TO RECEIVE FREIGHT WILL BE JANUARY 13, 2012*******

**Shipping Address
and Consign:**

**PENN STATE EXPOSITION SERVICES, INC.
2010 GREENWOOD STREET
HARRISBURG, PA 17104**

Drayage and Material Handling Service provides to Exhibitors a facility to receive their freight and at the end of the show place the shipment in the hands of a common carrier.

The Exposition Site has no facilities for receiving exhibit material prior to a specified move-in date.

NOTE: Shipping of any material to this address or the show site institutes an order and you will be charged at prevailing rates. PA SALES TAX APPLIES TO THIS SERVICE.

The charges for our services do not include the billing payable to your shipper whether it be a common carrier or other form of transportation. Your company is responsible for making inbound shipments prepaid and outbound shipments are to be collect.

THIS IS NOT A BILL OF LADING. A BILL OF LADING MUST BE FILLED OUT AND RETURNED TO DECORATOR BEFORE REPRESENTATIVE LEAVES SHOW SITE AT END OF SHOW.

INBOUND SHIPMENTS TO THE EXPOSITION	
PLEASE COMPLETE IF INFORMATION IS AVAILABLE AT TIME OF SHIPMENT.	
SHIPPER (NAME)	SHIPPED FROM (CITY)
SHIPPED VIA (TRUCK LINE)	PRO. NO.
SHIPPED ON (DATE)	ESTIMATED ARRIVAL
TOTAL NO. SHIPMENTS	TOTAL NO. PIECES / WT.

OUTBOUND SHIPMENTS AFTER THE EXPOSITION
SHIP TO (CONSIGNEE NAME)
STREET ADDRESS
CITY STATE
TOTAL NO. OF PIECES / TOTAL WT. OF SHIPMENT

Description of Material to be shipped: _____

Send Outbound Freight Charges to:

NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

ATTENTION: _____



DRAYAGE AND MATERIAL HANDLING INFORMATION

THIS SERVICE:

Penn State Expo Services, Inc. is responsible for maintaining in and out traffic schedules. To assure orderly and expeditious handling of exhibit material in and out of the Show, it is suggested that exhibitors clear all movements of exhibit material through the Official Drayage Contractor.

Outbound shipping instructions should be given to the Official Drayage Contractor at the earliest possible time. All bill of lading and shipping instructions covering outbound shipments will be checked at the time of loading and corrections made where necessary. Freight remaining on the exhibit floor without proper instructions for deposition will be removed and shipped using available information.

LIMITATION OF PSES’S LIABILITY & RESPONSIBILITY

PSES shall not be responsible for damage to uncrated materials, materials improperly packed or concealed damage.

PSES shall not be responsible for loss, theft, or disappearance of exhibitor’s materials after same have been delivered to exhibitor’s booth.

PSES shall not be responsible for loss, theft, or disappearance of materials before they are picked up from exhibitor’s booth for re-loading after the Show. Bills-of-lading covering outgoing shipments which are furnished to PSES by exhibitors will be checked at time of actual pickup from booth and corrections made where discrepancies occur.

PSES shall not be responsible for any loss, damage, or delay due to fire, Acts of God, Strikes, lockouts or work stoppages of any kind, or to any causes beyond its control.

PSES’s liability shall be limited to the physical loss or damage to the specific article which is lost or damaged, and in any event PSES’s maximum liability shall be limited to \$1.00 per pound per article, with a maximum liability of \$500.00 per item and \$10,000.00 per shipment.

PSES shall not be liable to any extent whatsoever for any actual, potential, or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibitor’s materials which may make it impossible or impractical to exhibit same.

The consignment or delivery of a shipment of PSES by an exhibitor, or by any shipper on behalf of any exhibitor, shall be constructed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set fourth in this Bulletin. All handling charges are the responsibility of the exhibitor.

Exhibitors are urged to carry all risk floater insurance covering materials against damage, loss, and all other hazards from the time shipment is made prior to the show until shipments are received back after the show. This can be done by adding “riders” to existing policies, often at no additional cost.

In order to expedite removal of material, we shall have the authority, without further clearance with exhibitors, to change designated carriers, if designated carriers do not pick up on time.

Oversized, loose and uncrated shipments and late deliveries requiring Special Handling will be surcharged an additional 35%. Surcharge will be added to the listed rates.

RATE SCHEDULES

1.	Shipments received at advance warehouse, unloaded, stored for 30 days, delivered to the unloading area of the exhibit facility, taken to the exhibitor’s booth, empty packing cases removed to storage and returned to booth, shipments picked up at exhibitor’s booth at the close of the convention, moved to the loading areas, reloaded on trucks, for pick up by common carrier.	IN AND OUT PER CWT	*Inbound and/or Outbound Minimum
		\$33.00	\$55.00
2.	Shipments received at the exhibit facility, unloaded from exhibitor or common carrier vehicles, delivered to the exhibitor’s booth, empty packing cases removed to storage and returned to booth, shipments picked up at exhibitor’s booth at the close of the Show, moved to the loading area, reloaded on trucks, for pick up by common carrier.	S.T./Per CWT 8:00 a.m. to 4:00 p.m.	O.T./Per CWT After 4:00 p.m. Sat., Sun., & Holidays
		\$33.00	\$49.00 \$55.00

UPS Shipments: Drayage charges are based on the day shipments arrive at destination and not by how they are shipped by the manufacturer from point of origin. **6%PA SALES TAX** REVISED 10/05



DRAYAGE AND MATERIAL HANDLING FORM

PENN STATE EXPOSITION SERVICES, INC. utilizes UPS as our trucking company after a show. If you have an account with another trucking company or air freight company, feel free to make arrangements with them. PSES is not responsible for rate differences. Using your account number, **YOU** must call and make arrangements with your company to pick up the freight at a particular time and date after the show. We can provide you with the proper address of the facility it needs to be picked up at, or our PSES warehouse address for pick up there.

We have UPS Freight bill of lading on hand and can help you fill them out. Remember, inbound shipments before the show must be prepaid and outbound shipments after the show must be collect. (See page 1 of the drayage forms.) Or utilize your own account number.

You are free to ship via anyone you care to, inbound to PSES before the show.



LABOR ORDER FORM

Company _____
 Address _____
 City _____ State _____
 Zip _____ Phone _____
 On Site Representative _____

Event MD HORSE WORLD
EXPO 2012
 Date _____
 Booth Number _____
 Signature _____
 Arrival Time _____ Date _____

In the interest of prompt and efficient processing of exhibitor's labor requirements for set up and dismantling of exhibits, it is urged that advance notice be provided on this form. Orders received at the show will be processed after advance orders in all cases.

We will require labor to this schedule:

	Number of Men	Date	Time	Approx. Hours
Labor to Set Up Display				
Carpenter to Set Up Display				
Labor to Dismantle Display				
Carpenter to Dismantle Display				

Please Indicate Service Desired:

(If procedure is not indicated, no advance order will be assigned until exhibitor reports to service desk.)

Forklift with crew charge is \$125.00 per hr. and \$170.00 Overtime

Date	Time
------	------

A minimum charge of 1 hour for all services. (Crew - Driver & Laborer)

Please read carefully the following procedures when ordering skilled labor for the installation and dismantling of your exhibit.

* A four (4) hour minimum per man will be charged if exhibitor does not pick up pre-ordered labor on the day requested.

* NOTE: All labor prices quoted are prevailing rates at time of printing, subject to change without notice.

* A 15% service charge will apply if labor is ordered at Service Desk before or after event.

* Penn State Exposition Services will not assume responsibility for damages to exhibitors equipment by temporary or fulltime employees when ordered without Penn State Exposition Services Supervision.

SUPERVISION

Proceed with installation at the earliest possible time.

Exhibit will be installed on straight time whenever possible.

_____ Setup drawing/photos enclosed.

_____ Setup drawing/photos with exhibit.

Instructions should be provided. Penn State Exposition

Service personnel will supervise, but blueprints, etc., will facilitate an economical, correct installation

A supervision charge of 30% will be added.

LABOR REQUEST

Do Not Proceed. Exhibitor's representative will call at the service desk for labor at _____ * AM/PM

No men will be dispatched direct to the booth.

Exhibitors must come to the service desk to sign in for men required.

Exhibitor agrees to return to labor desk to check in labor at completion of work each day.

*Note that starting times other than 8 AM cannot be guaranteed.

LABOR RATES

Straight Time.....	\$45.00	Overtime.....	\$80.00
Carpenter.....	\$65.00	Carpenter.....	\$95.00

Minimum: One Hour per man

Straight time: 8:00 AM to 4:30 PM Monday through Friday except holidays. All other hours are overtime. All labor rates subject to union contract increases.

NOTE: IF EXHIBITOR FAILS TO PICK UP MEN AT TIME ORDERED, A ONE HOUR PER MAN NO-SHOW CHARGE WILL BE APPLIED.

Labor and services ordered on behalf of the exhibitor by display houses or other third parties must be so authorized in a letter form from the exhibitor. Payment for all services is the responsibility of the exhibitor.

Check List - Maryland Horse World Expo

Please use this checklist to help with deadlines and as a reminder for other items concerning your participation in the Maryland Horse World Expo. Information on each item can be found in the Exhibitor Information Package. Most, if not all, of your questions will be answered in the Package. Please plan ahead to avoid unnecessary costs and delays.

Most requested forms can be completed online by going to: <http://www.horseworldexpo.com/Forms.shtml>

- _____ 09/15/11 - Minimum of 60% of booth rent due in the office of Equestrian Promotions.
- _____ 11/15/11 - Balance of booth rent due in the office of Equestrian Promotions.
- _____ 11/18/11 or 10 days after receipt, signed rental contract due in the office of Equestrian Promotions.
- _____ 11/30/11 - Program ad deadline due, contact The Equiry for these ads. Phone: 800-244-9580.
- _____ **Web Page Advertising Form** to be sent to Equestrian Promotions. See page 4.
- _____ 12/06/11 - Discounted rates expire at the host hotel - contact www.equestriantravel.com for reservations.
- _____ 12/19/11 - **Sign and Badge Form** due in the office of Equestrian Promotions. See page 5.
- _____ 12/19/11 - **Trader’s License or Exhibitor’s Affidavit** due in the office of Equestrian Promotions. See page 6.
- _____ 01/13/12 – Orders due to decorating company, Penn State Exposition Svcs. Discount pricing requires payment in full.
- _____ Order telephone lines if required - contact Verizon, 800-826-2355 and be sure to request new business service and explain that you need "temporary service".

Notes: _____

This form is for your use. Please keep for your records.

PLEASE NOTE: Tables, chairs, carpeting, etc. are NOT provided with your booth. These items may be ordered through the decorating company. Order forms for these items are included in the Exhibitor Information Package. Your booth does include one (1) 500 watt electrical outlet per booth, Stallion Avenue stall or bulk space. The electrical outlet may be up to 50 feet from your booth - please bring your own extension cord. If you have electrical needs greater than one 500 watt outlet, please contact Equestrian Promotions, Inc. for rates and ordering information.

**EQUESTRIAN PROMOTIONS, INC.**

P O Box 924, Bel Air, MD 21014 • 301-916-0852 • FAX 301-916-0853
www.horseworldexpo.com • info@horseworldexpo.com

Dear Horse World Expo Exhibitor:

If you were an exhibitor at Horse World Expo last year, you may recall that our insurance company requires all exhibitors to name Equestrian Promotions, Inc, as an additional insured on their liability insurance policy and have a Certificate of Insurance forwarded to Equestrian Promotions, Inc. at least 30 days prior to the event. This requirement is also outlined on your Application for Booth Space.

ALL Horse World Expo exhibitors, regardless of status (non-profit, for-profit, selling product, or just an informational booth), **MUST** have liability insurance and must have their insurance company send a **Certificate of Insurance naming Equestrian Promotions, Inc. as an additional insured.** When contacting your insurance company, please verify that your policy expiration date is **AFTER** the final day of the show(s) you are attending. This certificate **MUST** be issued on an annual basis, as the policy expiration date is listed on the certificate. All certificates must list the company name shown on your Application for Booth Space as the insured. If you are doing multiple shows with us, you may list all Horse World Expo shows on one certificate. ***Vendors that do not have a valid certificate on file with Equestrian Promotions, Inc. prior to the start of each show may NOT set up their exhibit and risk losing their booth(s) with no refunds.*** NO EXCEPTIONS will be made to this policy.

Certificates may be mailed to Equestrian Promotions, Inc, P.O. Box 924, Bel Air, MD 21014, emailed to info@horseworldexpo.com or faxed to 301-916-0853. If you have questions concerning this matter or would like contact information for companies offering event coverage, please do not hesitate to contact our office.

Sincerely,

A handwritten signature in cursive script that reads "Denise Parsons". The signature is written in black ink and is positioned above the typed name.

Denise Parsons
President

Horse World Expo Sponsorship Information

Horse World Expo is pleased to announce our sponsorship program for 2012. Sponsorship offers you a way to become a bigger part of Horse World Expo and receive more benefits which extend throughout the year. This is your opportunity to be recognized as being a part of one of the largest horse expos in the country. Our programs have been designed to offer many levels of sponsorship that will fit your advertising budget. Get the most from your Expo experience by becoming a named sponsor of Horse World Expo.

All Horse World Expo sponsorship packages, regardless of level, receive daily public announcements during the event you choose to sponsor, mention as sponsor on the Horse World Expo website, a BannerAd on the Horse World Expo website and a highlighted vendor listing on the website.

Some of the sponsorship packages available for the 2012 Horse World Expos include:

Horse World Expo Supporting Sponsor

In addition to the benefits described above, Supporting Sponsors will receive two VIP tickets for the Friday performance of Theatre Equus in PA. The cost of this sponsorship is \$250 and is good for each event where you are a participating vendor. This sponsorship covers both events if you are exhibiting at both events.

Horse World Expo Contributing Sponsor

In addition to the benefits described above, Contributing Sponsors will receive mention in all printed advertising including direct mail advertisements and the Official Show Program, two VIP tickets for the Friday performance of Theatre Equus in PA and one 4-day parking pass for our PA event. The cost of this sponsorship is \$500 and is good for each event where you are a participating vendor. This sponsorship covers both events if you are exhibiting at both events.

Horse World Expo Show Sponsor

In addition to the benefits described above, Show Sponsors will receive mention in all printed advertising, show flyers, direct mail advertisements and the Official Show Program, company logo with web link on the navigation bar of the Horse World Expo website, one 10 x 10 booth or \$525 credit towards a larger booth, five banner placements in conspicuous locations at the Expo*, two VIP tickets for the Friday performance of Theatre Equus in PA and two 4-Day parking passes for our PA event. The cost of this sponsorship is \$2500 for both Horse World Expo shows.

Show Site Advertising Sponsor

This sponsorship is available to companies that have a vendor booth at the sponsored event. This sponsorship provides additional show site exposure through advertising items made available to show patrons. Specific examples include shopping bags placed at the show entrances, disposable trash receptacles placed around the show site, and other items that would provide a useful service to show attendees. Promotions of this type are an excellent method of making your company name and logo visible to tens of thousands of show attendees. The promotional items, which could include the sponsor's name, logo, contact info, web address, etc, are provided by the sponsoring company and would be given away at no charge to show attendees. The cost for this sponsorship is \$500 for each Horse World Expo that you sponsor. We are interested in helping exhibitors promote their businesses and we will be pleased to discuss any ideas you have.

Equipment Sponsorships

There are several sponsorships available for equipment used during the show. Please contact our office for details and availability. Benefits to Equipment Sponsors vary depending on the value of equipment donated for use by the Expo.

Custom Sponsorship Packages

Horse World Expo wants you to get the most from your advertising dollar and your Expo experience. Let us know what sponsorship benefits are important to you and let us custom design a sponsorship package that will work within your budget. Contact our office for more information. Our sponsors are noticed all year, leading into and following Horse World Expo. Let us help you be more visible at Horse World Expo!

Act now to get maximum exposure for your company at Horse World Expo

Contact our office to get more information on our sponsorships:

301-916-0852

FAX-301-916-0853

Equestrian Promotions, Inc.

Denise Parsons

P.O. Box 924

Bel Air, MD 21014

info@horseworldexpo.com

Web Page Advertising Form

Equestrian Promotions, Inc., is pleased to offer advertising space on our web page. Please view our website: **www.horseworldexpo.com**. Our website is viewed by tens of thousands of horse enthusiasts yearly. By advertising, your ad will be seen by these potential customers. Ads will be displayed until the end of October 2012.

To place an ad, please complete this form, send required information and full payment. Your ad will appear within 10 working days of receipt of your payment.

One flat fee covers all 2012 Horse World Expo shows in which you are participating.

_____ **MailLink** – This service provides a clickable link to your company’s email address by clicking on your company’s name on our list of vendors. The annual fee for this service is \$15.

_____ **WebLink** – This service provides an instant link to your web page by clicking on your company’s name in our list of vendors and on our interactive floor plan. The annual fee for this service is \$35

_____ **BannerAd** – This service provides a clickable link to your web page accessible from our home page and vendor list page. This service requires that you provide the graphic file to be included on the web page. This service includes WebLink and MailLink. The annual fee for this service is \$150. Banner Ad specs are as follows: Size: 250w X 120h max, jpeg. Please email the banner graphic file to info@horseworldexpo.com. If you do not have someone that can prepare this banner graphic, please contact us and we can create a basic ad for \$25.

Please complete the following to take advantage of these services:

Company Name: _____

Contact Name: _____

Phone Number: _____

Email Address: _____

Web Address: _____

Service Requested: _____

Please mail this form and full payment to:

Equestrian Promotions, Inc.
P.O. Box 924
Bel Air, MD 21014



A business license tip

TRADER'S LICENSE

A person or business organization other than the grower, maker or manufacturer may not offer for sale, sell or otherwise dispose of any goods within Maryland, without first obtaining a license from the Clerk of the Circuit Court in the county where the business is located. The license year runs from May 1 through the following April 30.

A private individual may conduct a public sale of personal effects on his or her own property without a license, provided that no more than one sale is conducted for a period not to exceed 14 consecutive days in any one calendar year. An exhibitor who displays and sells goods at a show is not required to obtain any license if:

1. the show is promoted by:
 - a church as defined in Section 5-301 of the Corporations and Associations Article;
 - any government agency or unit;
 - an amateur radio organization;
 - an antique vehicle, machine and equipment organization;
 - a volunteer fire department or rescue squad;
 - a model train collectors' association; or
2. if the exhibitor gives to the promoter an Exhibitor's Affidavit stating that the exhibitor;
 - gets less than 10% of annual income from selling like goods at the show;

and

- has not participated in more than three shows during the previous 365 days.

A penalty of 10% for the first month of delinquency and 2% per month for each additional month of delinquency is added to the cost of the license of all persons or business organizations that fail or neglect to procure a license within the time prescribed by law. By law, the Clerk of the Circuit Court cannot issue a Trader's License if personal property taxes are due a county or town or if an up-to-date filing has not been made with the Department of Assessments and Taxation.

Foreign corporations must register and qualify with the Maryland Department of Assessments and Taxation, 8th Floor, 301 West Preston Street, Baltimore, Maryland 21201. 410-767-1340. The legal requirement for the Trader's License can be found in the Business Regulation Article of the Annotated Code of Maryland, Section 17-1804.

For additional information:

State License Bureau
80 Calvert Street, Room 314
Annapolis, MD 21404-1751
or call 410-260-6240 in the Baltimore Metro area, or call 1-866-239-9359 from elsewhere in Maryland.

E-Mail: 1ichelp@comp.state.md.us
Forms by Fax: 410-974-FAXX (974-3299)
WWW.marylandtaxes.com

Regulations on taxes collected by the state comptroller are available on the comptroller's website.

For the hearing impaired:

TTY users call via Maryland Relay at 711 in Maryland or 1-800-735-2258 from anywhere
TTY: 410-767-1976 (Baltimore Area)

If you need reasonable accommodation for a disability, please contact us before you visit,

If you need the information in this brochure in an alternate format, contact the Comptroller's Office.



A business license tip

EXHIBITOR'S AFFIDAVIT

Unless a show is promoted by one of the exempt entities listed below, a promoter may not allow an exhibitor to participate in a show if the exhibitor has not submitted a photocopy of a valid Trader's License or an Exhibitor's Affidavit (available from the State License Bureau) prior to the show.

An exhibitor does not need to obtain a Trader's License:

1. if the show is promoted by:

- a church as defined in Sections 5-301 of the Corporations and Associations Article;
- any government agency or unit;
- an amateur radio organization;
- an antique vehicle, machine and equipment organization,
- a volunteer fire department or rescue squad;
- a model train collector's association; or

2. if the exhibitor gives to the promoter an Exhibitor's Affidavit stating that the exhibitor:

- receives less than 10 of the exhibitors annual income from selling like goods at the show; and
- has not participated in more than 3 shows during the previous 365 days; or

3. if the exhibitor at an antique show, coin show, or collector show gives to the promoter an Exhibitor's Affidavit stating that the exhibitor;

- will display and sell at the show;
- receives less than 10% of the exhibitor's

annual income in the State from selling the kind of goods that the exhibitor will display and sell at the show; and has not participated in more than 3 antique shows, coin shows or collector shows in the state during the previous 365 days.

An exhibitor who has a valid Trader's License for a fixed place of business in Maryland does not have to obtain another Trader's License provided the exhibitor presents a photocopy of the license to the promoter prior to the show,

The photocopy of a Trader's License or an Exhibitor's Affidavit must be conspicuously displayed during the show. Within seven days after the conclusion of the show, a promoter must forward all Exhibitor Affidavits to the Comptroller of Maryland, State License Bureau.

A promoter or exhibitor who fails to comply as required by law shall be guilty of a misdemeanor and, upon conviction, maybe fined up to \$300.00 or imprisoned for up to 30 days. The legal requirement for the Exhibitor's Affidavit can be found in the Business Regulation Article of the Annotated Code of Maryland, Section 17-1804.

For additional information:

State License Bureau
80 Calvert Street, Room 314
Annapolis, MD 21404-1751
or call 410-260-6240 in the Baltimore Metro area, or call 1-866-239-9359 from elsewhere in Maryland.

E-Mail: lichelp@comp.state.md.us
Forms by Fax: 410-974-FAXX (974-3299)

WWW.marylandtaxes.com

Regulations on taxes collected by the state comptroller are available on the comptroller's website.

For the hearing impaired:

TTY users call via Maryland Relay at 711 in Maryland or 1-800-735-2258 from anywhere
TTY: 410-767-1976 (Baltimore Area)

If you need reasonable accommodation for a disability, please contact us before you visit,

If you need the information in this brochure in an alternate format, contact the Comptroller's Office.



William Donald Schaefer
Comptroller

Larry W. Tolliver
Director

Dale Irwin
Assistant Director

Robert R. Scheerer
Chief License Inspector
Field Enforcement Division
State License Bureau

EXHIBITOR'S AFFIDAVIT

NAME OF SHOW _____

DATE(S) ATTENDED _____

EXHIBITOR'S NAME
(please print) _____

TRADE NAME OF BUSINESS
(IF APPLICABLE) _____

SOCIAL SECURITY OR FEDERAL ID # _____

MD SALES/USE TAX # _____

HOME ADDRESS _____

CHECK THE APPLICABLE BOX BELOW:

Exhibitor's Statement:

I do solemnly declare and affirm, under penalties of perjury, that; (1) less than 10% of my **annual gross income** is derived from the sale of like goods, wares and merchandise at the show and (2) I have not participated in more than three (3) shows in the State of Maryland during the previous 365 days.

Manufacturer's Statement:

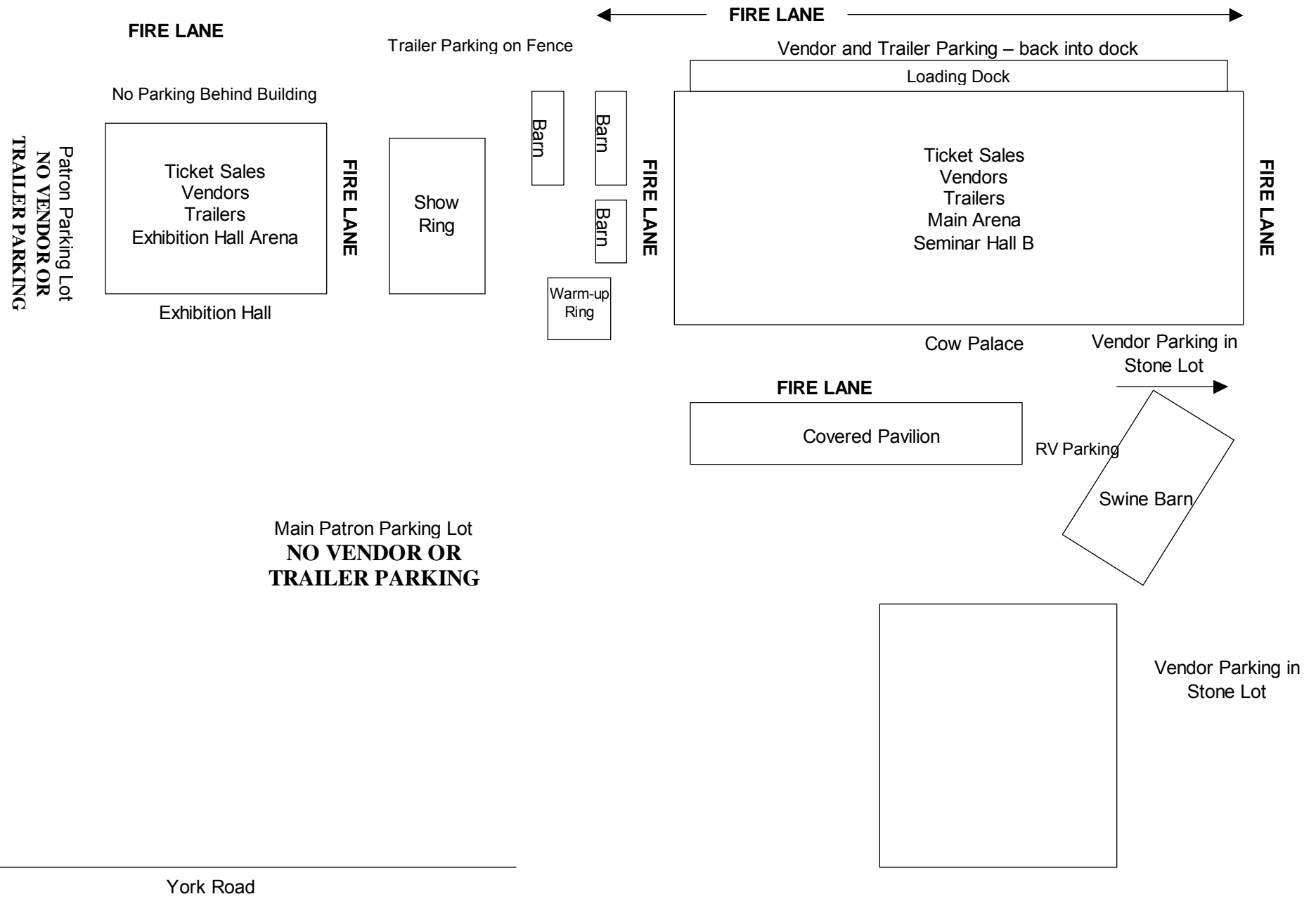
I do solemnly declare and affirm, under penalties of perjury, that I grow, make or manufacture the goods which I will display and offer for sale at the show named above.

**** IF YOU DO NOT MEET EITHER OF THE ABOVE CONDITIONS YOU MUST **OBTAIN A TRADER'S LICENSE** FROM THE CLERK OF THE CIRCUIT COURT. CONTACT THE STATE LICENSE BUREAU AT THE NUMBER LISTED BELOW FOR FURTHER INFORMATION CONCERNING THIS LICENSE REQUIREMENT ****

SIGNED _____

DATE _____

Room 314 • P.O. Box 1751 • Annapolis, Maryland 21404-1751 • 410-260-6240 • 1-866-239-9359
Fax: 410-974-2626 • MRS 711 (MD) or 1-800-735-2258 • TDD 410-260-7157





Will you be a vendor at the 2012 Maryland Horse World Expo?

You've got your Expo space reserved, now let everyone know about it!
Help customers find you before, during and after the big event!
Book your Equiery ad today!



The ONLY guide for the Maryland Horse World Expo.

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Equiery Regular Rates	Expo Rates	Expo-Black & White	Sizes:	W x H
Full Page Color - \$920	Full Page Color - \$677.00	Full Page - \$527.00	Full Page	7.5" x 10"
2/3 Page Color - \$645	2/3 Page Color - \$478.25	2/3 Page - \$378.25	2/3 horizontal	7.5" x 6.5"
1/2 Page Color - \$480	1/2 Page Color - \$355.50	1/2 Page - \$280.50	1/2 vertical	3.6875" x 10"
1/3 Page Color - \$355	1/3 Page Color - \$266.75	1/3 Page - \$216.75	1/2 horizontal	7.5" x 4.875"
1/4 Page Color - \$260	1/4 Page Color - \$194.75	1/4 Page - \$157.25	1/3 pie	3.6875" x 6.5"
1/6 Page Color - \$190	1/6 Page Color - \$144.00	1/6 Page - \$119.00	1/3 horizontal	7.5" x 3.25"
1/8 Page Color - \$150	1/8 Page Color - \$113.50	1/8 Page - \$93.50	1/4 page	3.6875" x 4.875"
			1/6 page	3.6875" x 3.25"
			1/8 page	3.6875" x 2.375"

Call 1-800-244-9580

Tracy ext. 101 • ads@equiery.com

Jennifer ext. 106 • jennifer.webster@equiery.com

www.equiery.com