



HORSE WORLD EXPO - 2012

Application for Booth Space

TIMONIUM, MD – JANUARY 20-22, 2012

HARRISBURG, PA – FEBRUARY 23-26, 2012

Our company would like to participate in HORSE WORLD EXPO at the following indicated location(s). Please send a contract confirming our booth location.

(Please check the Expos for which you are applying).

Timonium, Maryland

Harrisburg, Pennsylvania

Company Name: _____

Name as you want it to appear in the Show Program: _____

Name of Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-Mail: _____ Web: _____

Maryland Booth Preference

Pennsylvania Booth Preference

(Indicate "Same" if you do not want to change locations)

1 st Choice Booth	_____	_____
2 nd Choice Booth	_____	_____
3 rd Choice Booth	_____	_____

Product and/or service to be exhibited (if horse trailers and/or tractors, please list manufacturer, if stallion or breed group, please list breed of horse):

Program Category Listing (1 per show) complimentary: _____

Each additional per show - \$10 to be paid in full with Application _____

(see page 2 of Application for available program category listings)

Payment Policy:

Appropriate payment must be received with this Application and all subsequent payments must be made by dates indicated. New Exhibitor Applications are handled on a first come, first served basis after returning Exhibitors have been accommodated. **Applications will not be processed without appropriate deposits and no booths will be reserved unless an Application and appropriate deposit have been received. Please be aware that all checks drawn on non-US banks incur a \$30 per check processing fee. Exhibitors who use non-US banks may pay by credit card and avoid the processing fees. All booth fees are in US Dollars. All returned checks will incur a service charge of \$25.**

Booth Deposits/Payments are due as follows:

Maryland Expo: 25% of booth rent if received before 9/15, 60% if received between 9/15 and 11/15, 100% if received on or after 11/15.

Pennsylvania Expo: 25% of booth rent if received before 10/30, 60% if received between 10/30 and 12/30, 100% if received on or after 12/30

The Application and deposit deadline for returning 2011 vendors is September 1, 2011.

Returning vendor deadline must be met if you wish to retain the same Maryland and/or Pennsylvania booth space that you rented in 2011. New vendors are assigned first come, first served from remaining booths, after all returning vendors have been assigned, we will contact new vendors by phone or email to help you select a booth. New vendor Applications will be considered until all booths have been filled; there is no specific deadline for new vendors.

Additional Booth Payments:

After the initial deposit, payments are due as follows: (The initial 25% deposit for returning vendors is due no later than September 1):

Maryland Expo: 60% of full booth rent due by Sept. 15, total booth rent due by Nov. 15.

Pennsylvania Expo: 60% of full booth rent due by Oct. 30, total booth rent due by Dec. 30.

Payment in the amount of \$ _____ is enclosed as a deposit for booth rental at the Maryland Expo

Payment in the amount of \$ _____ is enclosed as a deposit for booth rental at the Pennsylvania Expo

Electricity

Electricity for your booth, if needed, must be ordered separately for the PA Expo. Information for ordering electricity will be included in your Exhibitor Information Package, which will be mailed to you after this Application is processed. One 500W outlet is included with your MD booth at no additional charge.

Insurance Requirements

All exhibitors must obtain liability insurance and have Equestrian Promotions, Inc. named as an additional insured on that policy. Exhibitors must also have a Certificate of Insurance forwarded to Equestrian Promotions, Inc. *at least 30 days prior to the event*. A new certificate is required each year. Both shows may be listed on a single certificate. Exhibitors will not be permitted to set up their booths without this certificate, regardless of type of booth. No refund of booth rent will be made for failure to comply with this Insurance Certificate requirement. The company named on the Application must be the company named on the Insurance Certificate as the policyholder. If you do not currently have business liability insurance, please contact our office and we will recommend companies to you.

Refund Policy

All refund requests must be made in writing to Equestrian Promotions, Inc., P.O. Box 924, Bel Air, Maryland 21014 or by email to info@horseworldexpo.com. Deposits made for a specific show are applied to that show only and may not be applied to another Horse World Expo event. Refunds of booth deposits and booth rental payments will be made as follows:

Maryland Expo: Full refund if requested by Sept. 15; 50% if requested after Sept. 15, and before Oct. 15. No refunds will be made after Oct. 15.

Pennsylvania Expo: Full refund if requested by Oct. 30; 50% if requested after Oct. 30, and before Nov. 30. No refunds will be made after Nov. 30.

The person signing this Application for Booth Space expressly represents and warrants to Equestrian Promotions, Inc. that he/she is authorized by the exhibitor to bind it to the terms and conditions of this Application. The signer of this Application understands and agrees that he/she is personally bound and liable pursuant to the terms and conditions hereof in the event that such authority to bind the exhibitor does not exist.

Signature _____
Title _____
Date _____

PAYMENT BY CREDIT CARD:

Company Name: _____

Card Holder Name (Please Print): _____

Billing Address (if Different than above): _____

Authorized Signature: _____

Credit Card Number: _____ **Expiration:** _____

Security Code: _____
(located on back of card)

Amount: \$ _____

Check here to have future payments automatically deducted from the above card.

By checking this box, you authorize Equestrian Promotions, Inc. to deduct your additional booth payments in the percentages shown above on or after the due dates shown. You may stop automatic payments at any time by notifying us in writing or by phone.

If you are paying with a credit card, you may fax this application or mail completed Application and deposit to:

Equestrian Promotions, Inc.,
P.O. Box 924, Bel Air, Maryland 21014
Office: 301-916-0852 - Fax: 301-916-0853
email: info@horseworldexpo.com

Category Codes – Horse World Expo 2012

Each exhibitor will receive, at no charge, a single category listing in the Horse World Expo Show Program. **Additional listings may be purchased for \$10 per show and must be paid in full with the Application** for Booth Space. From the below list, please select the category where you would like your business listed. If you do not see a category that fits your business, please select "Other" and describe the category you believe fits your business. If you do not select a category, Equestrian Promotions staff will select a category it feels best fits your business.

Category Code and Description	
AEB - Apparel-Embroidery	HSS – Horse Supplies – Saddle Pads
AEN - Apparel-English	INF - Insurance – Farm
AOT - Apparel-Other	INL - Insurance – Horse and Livestock
APA - Artwork-Paintings and Prints	INO - Insurance – Other
ASC - Artwork-Sculpture	JEG - Jewelry – Gold
ASO - Associations	JEO - Jewelry – Other
AWS - Apparel-Western	JES - Jewelry – Silver
BED - Bedding	JUM - Jumps
BOE - Boots-English	MAT - Rubber Mats
BOK - Publications – Books	MHR - Medical – Horse Related
BOR - Boarding Services	MHU - Medical – Human Related
BOW - Boots-Western	MIN - Miniature Horse Tack
BRH - Breeding - Horse	MIS - Misc. Non-Related
BRO - Breed Organizations	MOD - Model Horses and Equipment
BRS - Breeding - Supplies	ORO - Organizations - Other
CAR - Carriages	PER - Publications – Periodicals
CLI - Clinician	PHO - Photography
CON - Barns/Building Construction	RAC - Race Tracks
CSI - Computer Services / Internet	RAS - Race Stable
DRA - Stall Curtains	REE - Real Estate
DRV - Driving Supplies	RES - Rescue Organizations
EQD - Equine Dentistry	RID - Riding Clubs
FEL - Fencing – Electric	RIF - Rider Fitness
FEM - Feed Manufacturer	RIL - Riding Lessons
FEQ - Farm Equipment	RIN - Ring Construction
FES - Feed Supplier	RIP - Riding Programs
FIN - Financial Services	SAD - Saddlery MFG
FME - Fencing – Metal	SAL - Sales – Horse
FNO - Fencing – Other	SCH - Schools
FOT - Footing	SIG - Farm Signs
FPV - Fencing – PVC	SNK - Snacks and Food
FSP - Farm Supplies	SPO - Sponsor
FSV - Farm Services	STA - Stallion
FWO - Fencing – Wood	STL - Horse Stalls
GIF - Gifts - Equestrian Motif	SUP - Supplements and Nutraceuticals
HAR - Harness and Supplies	TAE - Tack Stores-English
HAY - Hay and Straw	TAW - Tack Stores-Western
HIT - Trailer Repairs and Hitch Install	TRA - Tractors and Farm Vehicles
HOM - Home Furnishings	TRI - Therapeutic Riding
HRS - Horse Shows	TRN - Training – Horse
HRT - Horse Trailers	TRR - Travel – Ranches and Trail Rides
HSB - Horse Supplies – Blankets	TRU - Trucks and Automotive
HSC - Horse Supplies / Hoof Care	TRV - Travel information
HSG - Horse Supplies - Grooming	TVA – Travel – Equestrian Vacations
HSH - Horse Supplies – Halters	VET - Veterinary Services
HSO - Horse Supplies – Other	OTH – Other (Describe):

BOOTH RATES – 2012

	Maryland Horse World Expo	Pennsylvania Horse World Expo
Single 10 x 10	\$ 525	\$ 600
Corner Booths - additional	\$ 75	\$ 75
Each Add'l 10 x 10 (2 nd - 4 th booth)	\$ 475	\$ 550
Each Add'l 10 x 10 (5 th - 8 th booth)	\$ 425	\$ 500
Each Add'l 10 x 10 (9 th - 12 th booth)	\$ 375	\$ 450
Each Add'l 10 x 10 (13 th booth and over)	\$ 325	\$ 400
10 x 20 End Cap	\$1200	\$1350
Stallion Avenue booth and stall	\$ 525	\$ 600
Stallion Avenue additional stall only	\$ 400	\$ 475
Breed Row booth and stall	\$ 250	\$ 300
Bulk Space up to 1900 square feet	\$2.20/sq ft	\$2.30/sq ft
Bulk Space over 1900 square feet	\$1.95/sq ft	\$2.05/sq ft

Electricity must be ordered separately for the PA event, if needed for Horse World Expo. Information for ordering electricity will be included with your Exhibitor Information Package.

SHOW SCHEDULE

Maryland Horse World Expo

Installation:

Wed	Jan 18	Trailer move-in, times will be assigned
Thu	Jan 19	9:00am to 9:00pm
Fri	Jan 20	8:00am to Noon

NO vendors will be permitted into the building for set-up before Wednesday at 9am - NO EXCEPTIONS

Show Hours:

Fri	Jan 20	Noon to 8:00pm
Sat	Jan 22	9:00am to 8:00pm
Sun	Jan 23	9:00am to 6:00pm

Vendors will be allowed into the show for set up 1 hour prior to the doors opening to the public.

Dismantling and Exhibit Removal:

Sun	Jan 22	6:00pm to 10:00pm
Mon	Jan 23	8:00am to 11:00am

Pennsylvania Horse World Expo

Installation:

Tue	Feb 22	Trailer move-in, times will be assigned
Wed	Feb 23	9:00am to 9:00pm
Thu	Feb 24	9:00am to Noon

NO vendors will be permitted into the building for set-up before Wednesday at 9am - NO EXCEPTIONS

Show Hours:

Thu	Feb 24	Noon to 8:00pm
Fri	Feb 25	10:00am to 8:00pm
Sat	Feb 26	9:00am to 8:00pm
Sun	Feb 27	9:00am to 6:00pm

Vendors will be allowed into the show for set up 1 hour prior to the doors opening to the public.

Dismantling and Exhibit Removal:

Sun	Feb 27	6:00pm to 10:00pm
Mon	Feb 28	8:00am to 11:00am

All vendors are required to remain set up until Sunday 6:00pm unless otherwise previously agreed to in writing.

All displays must be removed no later than Monday 11am NO EXCEPTIONS.