



# HORSE WORLD EXPO - 2010

Application for Booth Space

**TIMONIUM, MD – JANUARY 21-24, 2010**

**HARRISBURG, PA – FEBRUARY 25-28, 2010**

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

Pennsylvania

Booth Preference:	1 <sup>st</sup> Choice Booth	_____	_____
(Indicate "Same" if you do not	2 <sup>nd</sup> Choice Booth	_____	_____
want to change locations)	3 <sup>rd</sup> Choice Booth	_____	_____

Product and/or service to be exhibited (if horse trailers and/or tractors, please list manufacturer): \_\_\_\_\_

Program Category Listing (1 per show) complimentary: \_\_\_\_\_

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

(see back 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 held 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 sent before 9/1\*\*, 60% if sent between 9/1 and 11/15, 100% if sent on or after 11/15.

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

**\*\* The Application and deposit deadline for returning 2009 vendors is September 1, 2009. This deadline must be met if you wish to retain the same Maryland and/or Pennsylvania booth space that you rented in 2009. 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.**

**Booth Payments:** After the initial deposit, payments are due as follows: (deadline for initial deposit for returning vendors is 9/1/09):

Maryland Expo: 60% of full booth rent due by Sept. 15, 2009, total booth rent due by Nov. 15, 2009.

Pennsylvania Expo: 60% of full booth rent due by Oct. 30, 2009, total booth rent due by Dec. 30, 2009.

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, 2009; 50% if requested after Sept. 15, and before Oct. 15, 2009. No refunds will be made after Oct. 15, 2009.

**Pennsylvania Expo:** Full refund if requested by Oct. 30, 2009; 50% if requested after Oct. 30, and before Nov. 30, 2009. No refunds will be made after Nov. 30, 2009.

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 \_\_\_\_\_

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**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:** \$ \_\_\_\_\_

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If you are paying with a credit card, you may fax this application to 301-916-0853

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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 2010

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 – 2010

	Maryland Horse World Expo	Pennsylvania Horse World Expo
Single 10 x 10 .....	\$ 575	\$ 600
Corner Booths - additional .....	\$ 75	\$ 75
Each Add'l 10 x 10 (2nd - 4 <sup>th</sup> booth) .....	\$ 525	\$ 550
Each Add'l 10 x 10 (5 <sup>th</sup> - 8 <sup>th</sup> booth) .....	\$ 475	\$ 500
Each Add'l 10 x 10 (9 <sup>th</sup> - 12 <sup>th</sup> booth).....	\$ 425	\$ 450
Each Add'l 10 x 10 (13 <sup>th</sup> booth and over)...	\$ 375	\$ 400
10 x 20 End Cap .....	\$1300	\$1350
Stallion Avenue booth and stall .....	\$ 575	\$ 600
Stallion Avenue additional stall only .....	\$ 450	\$ 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

<u>Maryland Horse World Expo</u>			<u>Pennsylvania Horse World Expo</u>		
<b>Installation:</b>			<b>Installation:</b>		
Tue	Jan 19	Trailer move-in, times will be assigned	Tue	Feb 23	Trailer move-in, times will be assigned
Wed	Jan 20	9:00am to 9:00pm	Wed	Feb 24	9:00am to 9:00pm
Thu	Jan 21	9:00am to Noon	Thu	Feb 25	9:00am to Noon
NO vendors will be permitted into the building for set-up before Wednesday at 9am - NO EXCEPTIONS			NO vendors will be permitted into the building for set-up before Wednesday at 9am - NO EXCEPTIONS		
<b>Show Hours:</b>			<b>Show Hours:</b>		
Thu	Jan 21	Noon to 8:00pm	Thu	Feb 25	Noon to 8:00pm
Fri	Jan 22	10:00am to 8:00pm	Fri	Feb 26	10:00am to 8:00pm
Sat	Jan 23	9:00am to 8:00pm	Sat	Feb 27	9:00am to 8:00pm
Sun	Jan 24	9:00am to 6:00pm	Sun	Feb 28	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.			Vendors will be allowed into the show for set up 1 hour prior to the doors opening to the public.		
<b>Dismantling and Exhibit Removal:</b>			<b>Dismantling and Exhibit Removal:</b>		
Sun	Jan 24	6:00pm to 10:00pm	Sun	Feb 28	6:00pm to 10:00pm
Mon	Jan 25	8:00am to 11:00am	Mon	Mar 1	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 11:am **NO EXCEPTIONS.**