



# **HORSE WORLD EXPO**

## **EXHIBITOR INFORMATION PACKAGE**

**Farm Show Complex  
Harrisburg PA**

**Feb. 27 – March 2, 2025**

**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  
410-929-9386

### SHOW LOCATION:

Pennsylvania Farm Show Complex  
2300 North Cameron Street  
Harrisburg, PA 17110-9408  
717-787-5373

### EXHIBITOR'S MOVE IN SCHEDULE:

Wednesday, February 26	8:00 am - 8:00 pm
Thursday, February 27	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 Wednesday.**

### SHOW DAYS AND HOURS:

Thursday, February 27	Noon - 8:00 pm
Friday, February 28	10:00 am - 8:00 pm
Saturday, March 1	9:00 am - 8:00 pm
Sunday, March 2	9:00 am - 5:00 pm

Exhibitors may enter the show at 8am on Thursday, 9am on Friday and 8am on Saturday & Sunday

**All exhibitors are required to remain set up until the show closes**

### EXHIBITOR'S MOVE OUT SCHEDULE:

Sunday, March 2	5:00 pm - 10:00 pm
Monday, March 3	8:00 am - 11:00 am

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

### TOPICS (Listed alphabetically)

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### ADVERTISING:

Beginning as soon as possible, please make plans to include **Horse World Expo** in your website, social media, 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 booth(s) 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 ft x 10 ft and consist of an 8 ft high back drape, 3 ft 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 ft x 10 ft display booth, a 7" x 44" sign and a 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. **Exhibitors are responsible for ordering and paying for electric in their booth(s). Please see "Electric" below.** **Electric is NOT included with any booth.**

#### **BULK EXHIBIT SPACE SPECIFICATIONS:**

Bulk exhibit space includes floor space only. No space dividers or backdrop drapes are provided. Bulk space does include a 7" x 44" sign with the exhibitor's company name. **Exhibitors are responsible for ordering and paying for electric in their booth(s).** See "Electric" information below.

#### **COGGINS' CERTIFICATES / HEALTH CERTIFICATES:**

All exhibitors, breed demonstrators and others who bring a horse onto the Farm Show Complex property are required to provide Equestrian Promotions, Inc. with a copy of a negative Coggins current within one (1) year of March 3, 2025. In addition, all horses stabled outside Pennsylvania require a Health Certificate current within thirty (30) days of the last day of the event. 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 send them **directly to Hershey Expositions & Event Services**, 6305 Allentown Blvd, Harrisburg, PA 17112. If you need additional information, please contact the decorating company at 717-508-5926 or fax 717-298-1519. To receive an online order form, please email Jason at [Expositions@hersheypa.com](mailto:Expositions@hersheypa.com) and he will send a secure link to order online.

Hershey Exposition & Event Services is designated as the official contractor/vendor, for the following exhibitor services: furniture, carpet, drayage/material handling services, labor & equipment services, cleaning services, exhibit/display materials and components and other such equipment and services specific to exhibitor participation. As the Official Drayage Contractor, Hershey Expo will have on hand the necessary equipment and manpower to handle the movement of all exhibit materials. Hershey will designate the official freight carriers and exercise control of the docks and dock equipment for the efficient installation and removal of this event. Exhibitors wishing to unload and reload their own equipment may do so by hand carrying items through the designated entrance. YRC will be the common carrier to ship any un-routed outbound exhibitor freight.

#### **ELECTRIC:**

**Exhibitors are responsible for ordering and paying for electric in their booth(s).** Payment is made directly to Equestrian Promotions. The advance charge, using the enclosed Electrical Service Order Form is \$135.00 for 500 watts. In order to receive this rate, all orders must be received by February 1, and the order must be accompanied by payment in full. **Please note that all orders received after this date will be filled subject to the capability of the PA Farm Show Complex and at a higher rate. Electrical service cannot be guaranteed if the order form is received after February 1.** All electrical equipment provided by the exhibitor must be UL (Underwriters Laboratory) approved. **SHOW MANAGEMENT DOES NOT FURNISH EXTENSION CORDS.**

#### **EQUINE BARN:**

No members of the public or any unauthorized individuals will be permitted into the barn. For the safety of the public and horses, only those directly associated with a horse housed in the barn will be permitted access. A barn badge will be issued to those needing access to horses and who have signed a liability release. Only those displaying the barn badge will be permitted in the barn. At no time should doors other than those manned by Horse World Expo personnel be opened, including the large roll-up doors. Expo staff will be on-site in the barn during setup and show hours to issue badges. **Electric and Parking are NOT included.**

#### **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 Registration Desk when you set up your exhibit. Badges are **NOT** transferable and are valid 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 Registration Desk in the rear of the New Expo Hall. 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 February 1**. 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 **flame proof**. **No helium balloons or open flames of any kind will be permitted. All structures must have a fire extinguisher, smoke detectors and lights must be on a timer to shut off at the end of the day.**

#### **FOOD SERVICE VENDORS PLEASE READ:**

The Farm Show Complex contracts for all food services. However, Equestrian Promotions, Inc. is permitted to sell booth space to a few specialty food vendors, providing that all food items sold are packaged for consumption off-site in family package quantities. All food booths sold under this "consumption off-site" criteria are subject to advanced written approval by the Farm Show Complex.

#### **INTERNET SERVICE**

The Farm Show Complex offers free wireless internet service throughout the facility. As with any WiFi service, the connectivity level will vary throughout the Complex due to your location and other variables. While the service offered is free, there is no guarantee that it will always be available. If you require the internet or a phone line to conduct business, we strongly recommend that you contact a service provider to install a wired connection. Comcast is the provider for the facility, you may contact them to place your order by emailing [Key\\_BusinessSalesSupport@cable.comcast.com](mailto:Key_BusinessSalesSupport@cable.comcast.com) or you may place your order online at. Be sure to specify that you are looking for "temporary service" and be aware that you must contact them after the event to cancel your service as well. If you order connections through Comcast, please keep in mind that they are a private contractor and neither Equestrian Promotions, Inc. or the Farm Show Complex will be responsible for the timely connection of your telephone or internet lines. We HIGHLY recommend that you request a connection date of **Tuesday, February 25 and supply your booth number** to avoid potential conflicts and delays associated with vendor move-in. Orders must be received at least 7 business days prior to the event for timely connection.

When connecting to the Farm Show wireless system, the official network name is "FreeFarmshowWIFI". The free internet service offered is not secure. You should take precautions to ensure your computers are protected.

#### **LIABILITY:**

The Exhibitor is responsible for the booth area assigned and agrees to pay for any damage caused to the floor, walls, doors, other vendors' property 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 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**. 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. **Exhibitors that do not have**

***a valid certificate on file with Equestrian Promotions, Inc. prior to the start of the 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:**

Exhibitors may load and unload their own vehicles. Equestrian Promotions, Inc. does not provide labor, hand carts or other equipment for exhibitor's use in loading and unloading. **No** vehicles may be driven into the Farm Show Complex buildings for unloading, so please plan accordingly.

Hershey Exposition & Event Services is designated as the official contractor/vendor, for the following exhibitor services: furniture, carpet, drayage/material handling services, labor & equipment services, cleaning services, exhibit/display materials and components and other such equipment and services specific to exhibitor participation. As the Official Drayage Contractor, Hershey Expo will have on hand the necessary equipment and manpower to handle the movement of all exhibit materials. Hershey will designate the official freight carriers and exercise control of the docks and dock equipment for the efficient installation and removal of this event. Exhibitors wishing to unload and reload their own equipment may do so by hand carrying items through the designated entrance. YRC will be the common carrier to ship any un-routed outbound exhibitor freight.

#### **LODGING:**

Official housing for Horse World Expo is the Sheraton Harrisburg-Hershey (pet friendly) at \$134/nt, 10% meal coupon included; Homes2 Suites by Hilton Harrisburg (pet friendly), \$139/nt, breakfast buffet included; Holiday Inn Express Mechanicsburg at \$105/nt, breakfast buffet included; SpringHill Suites Harrisburg Hershey, \$132-\$152/nt, includes \$3/nt parking, breakfast bar included; Residence Inn Harrisburg North (pet friendly) at \$142/nt includes \$3/nt parking, breakfast included; Hampton Harrisburg North (pet friendly), \$139-\$149/nt, breakfast included. Mention Horse World Expo to receive the contract rates and all rates are plus tax. Most host hotels are full-service hotels with a lounge and restaurant on-site or nearby. They may also have other amenities, please visit the hotels' websites to check for additional features. We have arranged these special rates for the convenience of our customers. Please see the Hotel Information Form included in this Exhibitor Information Package to book by phone, for more information and visit our website to book your hotel online.

#### **PARKING BY EXHIBITORS:**

**PLEASE NOTE!! In 2023, the Farm Show Complex changed how they charge for parking for both vehicles and trailers (including horse trailers) PLEASE READ!**

**The Farm Show Complex charges a parking fee of \$10.00 per day, per car.** This parking fee is required on show days only (Thursday-Sunday). There is no charge for parking during show set-up and tear down days (Wednesday and Monday). For your convenience, you may pre-purchase a 4 day parking pass for \$35 each until February 15<sup>th</sup>, a 20% discount, to be picked up at the exhibitor registration desk when you arrive. Trailer parking is available for \$25 daily parking fee for up to two parking spaces, additional spaces are \$15 per day. You may park your trailer at no cost off-site at the Elmerton lot once you have unloaded. An Exhibitor Parking Diagram will be available when you arrive, and personnel from the Farm Show Complex will be available during Wednesday and Thursday set up times in the Expo Hall near the vendor registration desk to take payment for any trailer parking.

#### **TRAILER ELECTRIC HOOK-UPS AT THE FARM SHOW COMPLEX:**

A limited number of spaces are available for overnight RV/LQ use. RV/LQ facilities are available for the nights of Feb. 26 - March 2, 2025 only (Wednesday - Sunday nights). Reservations are not required, but are first come, first served, rates \$95 for the first day and \$40 each additional day for up to 4 parking spaces. This fee includes electric only, no water or dumping facilities are available, however there are showers on site. If camper requires more than four parking spaces, additional parking spaces can be purchased for \$15 per space per day. An Exhibitor Parking Diagram will be available when you arrive, and personnel from the Farm Show Complex will be available during Wednesday and Thursday set up times in the Expo Hall near the vendor registration desk to take payment for any trailer or RV parking and electrical hook up.

#### **RETAIL SALES TAX LICENSES:**

All exhibitors making taxable sales must be registered with the State of Pennsylvania. Pennsylvania residents making taxable sales must have a Pennsylvania Sales Tax License, which they should already possess. Out-of-state exhibitors making taxable sales must obtain a Transient Vendor Certificate. There is no charge for this certificate and the required forms may be completed online: <https://mypath.pa.gov/#4> There are two ways to register your business online. You may complete an online interview or you may complete the PA100 Enterprise Registration Form. Information is provided online relative to which method may be best suited for

your business. You may also write to PA Department of Revenue, Tax Forms Service Unit, 711 Gibson Blvd, Harrisburg, PA 17104-3200 and have the forms mailed to you. **When completing the forms, you will need to know that the Farm Show Complex is in Dauphin County, you may leave the “promoter number” field blank.**

Included with this Package is a form called the PA Retail Sales Tax Information Form. Pennsylvania law requires that Equestrian Promotions obtain this information for all exhibitors and forward the information to the PA Department of Revenue no later than 30 days from the opening of the show. Accordingly, please obtain the proper license, complete the Retail Sales Tax Information Form and return it to us ASAP, but no later than January 30. The PA Department of Revenue has informed us that exhibitors who are required to have a permit, and who set up their exhibit without the permit, may be subject to a fine of up to \$1500.00.

#### **SECURITY:**

In addition to perimeter security provided by the Farm Show Complex, Equestrian Promotions, Inc. will provide continuous security from 8 am Wednesday, Feb. 26th, until 10 am on Monday, March 3. Show management reserves the right to examine any and all packages brought onto show premises. 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 should be shipped to the Pennsylvania Farm Show Complex only as a last resort. If items are shipped to the facility, they will not be accepted prior to Wednesday Feb. 26. Any items unclaimed after Tuesday, March 4, 11:00 am will be disposed of by the facility management. If you decide to ship items to the facility, they should be marked clearly **FOR HORSE WORLD EXPO** and **include your booth number and company name on the address label.**

The shipping address for the Pennsylvania Farm Show Complex is 2300 North Cameron Street, Harrisburg, PA, 17110. The telephone number for the administrative office at the facility is 717-787-5373. Neither Equestrian Promotions, Inc. nor the Pennsylvania Farm Show Complex is responsible for the security, safekeeping, handling, unloading or loading of any items shipped to the facility. It is suggested strongly that all such shipments be insured for the full replacement value. **Neither Equestrian Promotions, Inc. nor the Pennsylvania Farm Show Complex assumes responsibility for item(s) delivered to the facility prior to, during or after the event. Do not ship anything to Equestrian Promotions, Inc. without prior written authorization.**

Please refer to the decorating company portion of this package for more information on shipping via a commercial carrier or for large shipments that require warehousing and unpacking.

#### **SHOW OFFICE:**

Show staff will be available to answer your questions during setup and show hours. Please visit the Exhibitor Registration Desk at the exhibitor entrance located adjacent to the loading dock at the rear of the Exhibition Hall. Those arriving with horses should check in directly at the Equine Barn during the hours shown on page 2 of this Exhibitor Package. Please instruct all employees to enter through the Exhibitor Entrance located next to the loading dock at the back of the Expo Hall, those entering through the lobby may have difficulty obtaining their credentials.

#### **TELEPHONES/DATA LINES:**

If you need a temporary telephone line installed in your booth or a hard-wired internet line, you may contact Comcast, they are the provider for the facility. You may contact them to place your order by emailing [Key\\_BusinessSalesSupport@cable.comcast.com](mailto:Key_BusinessSalesSupport@cable.comcast.com) or place your order online. Be sure to specify that you are looking for “temporary service” and be aware that you must call after the event to cancel your service. If you order connections through Comcast, please keep in mind that they are a private contractor and neither Equestrian Promotions, Inc. or the Farm Show Complex will be responsible for the timely connection of your telephone or internet lines. We HIGHLY recommend that you request a connection date of **Tuesday, February 25 and supply your booth number** in order to avoid potential conflicts and delays associated with vendor move-in. Orders must be received at least 5 business days prior to the event for timely connection.



# BE A GOOD NEIGHBOR

## IMPORTANT SHOW GUIDELINES

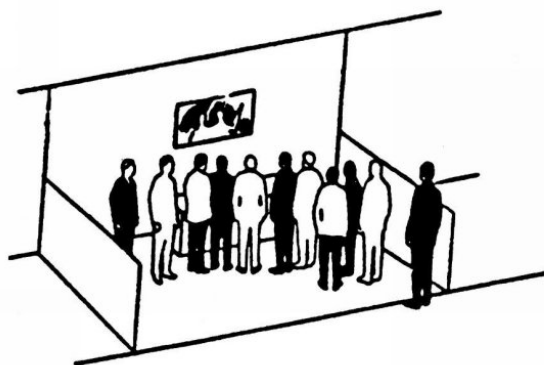
### **SOLICITATION/SALES LITERATURE – NO SALES SOLICITATION OR DISTRIBUTION OF LITERATURE OUTSIDE OF YOUR BOOTH SPACE.**

**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 whose 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 exposition. 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 exhibitor's rights. Aisles must not be obstructed at any time.



Right

**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.

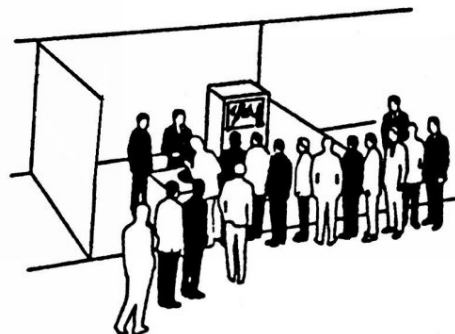
The exposition is an amalgamation of many diverse selling and promotional activities. To be fair to all exhibitors, the use of sound, gadgets and gimmicks where permitted by exposition rules must not interfere with other exhibitors.

### **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.



Wrong

While at Horse World Expo, plan to stay at one of the area's host hotels or use our virtual travel agency to search for additional hotels. Our host hotels are located just minutes from the Farm Show Complex. Contact your favorite hotel directly and tell them you are booking for Horse World Expo or use our virtual travel agency to search additional hotels and make reservations on-line. Be sure to mention Horse World Expo when calling the host hotels to get these special show rates. (The show rate is plus tax, single, double occupancy.) Be sure to **BOOK NOW**, visit our website to book online.

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

### **Home2 Suites**

**by Hilton Harrisburg**

2450 Brindle Dr

Harrisburg, PA 17110

**\$139\* plus tax, includes hot breakfast**

Pets welcome, rooms include kitchen

**Mention Horse World Expo to get the show rate**

**Rate expires 2/12**

*To Book by phone: 717-545-5300*

### **Sheraton**

**Harrisburg-Hershey**

4650 Lindle Road

Harrisburg, PA 17111

**\$134\* plus tax, 10% meal discount included**

Pets Allowed at no additional charge

**Mention Horse World Expo to get the show rate**

**Rates expire 2/17**

*To Book by phone: 800-325-3535*

### **Holiday Inn Express**

**Mechanicsburg**

5011 Louise Drive

Mechanicsburg, PA 17055

**\$105\* plus tax**

No Pets Allowed

**Mention Horse World Expo to get the show rate**

**Rate expires 2/10**

*To Book by Phone: 717-790-2540*

### **Springhill Suites**

**Harrisburg-Hershey**

15 Capitol Dr

Harrisburg, PA 17110

**\$129-\$149\* plus tax, breakfast included**

No Pets Allowed, \$3/nt parking fee additional

**Mention Horse World Expo to get the show rate**

**Rates expire 2/13**

*To Book by phone: 717-540-5100*

### **Residence Inn**

**Harrisburg North**

2250 Kohn Rd

Harrisburg, PA 17110

**\$139\* plus tax, breakfast include**

Pets Allowed with fee, \$3/nt parking fee

**Mention Horse World Expo to get the show rate**

**Rates expire 2/13**

*To Book by phone: 717-671-9300*

### **Hampton Inn**

**Harrisburg North**

30 Capital Dr

Harrisburg, PA 17110

**\$139-\$149\* plus tax, breakfast included**

Pets Allowed with fee

**Mention Horse World Expo to get the show rate**

**Rates expire 2/13**

*To Book by phone: 717-540-0900*

**\*Please note rate expiration dates, BOOK NOW**

A limited number of rooms are available at these rates.

See hotel website for cancellation policies

Room type is a request only.

Additional hotels may be available on our website

**Watch our website for any additions to our host hotels and book online!**

**[www.horseworldexpo.com](http://www.horseworldexpo.com)**

#### **SCAM WARNING!**

*We have learned that some vendors have been contacted by several companies concerning hotel reservations for Horse World Expo. Please be aware that the ONLY host hotels and approved representatives for Horse World Expo are listed here. We have not authorized any company to contact our vendors, they do not represent Equestrian Promotions, Inc. or Horse World Expo and we recommend you proceed with extreme caution if you choose to do business with any booking company, booking agent or hotels not listed here. The ONLY hotels that have contracts with us are listed here and they will not contact you.*

Exhibitor Package - Show Forms



# HERSHEY<sup>SM</sup>

## EXPOSITIONS

210 N. Franklin St, Palmyra PA 17078

PHONE: 717-508-5926 FAX: 717-298-1519 EMAIL: [expositions@hersheypa.com](mailto:expositions@hersheypa.com)

# BOOTH SUPPLY ORDER FORM

Furniture	QTY.	Advance Order	Reg. Price	Amount
Counter Stool with Back		\$40.00	\$50.00	
Side Chair (padded)		\$25.00	\$36.00	
Arm Chair (padded)		\$30.50	\$40.50	
Easel		\$21.00	\$29.00	
Literature Bag Holder		\$38.00	\$48.00	
Literature Rack		\$38.00	\$48.00	
Clothes Rack		\$28.00	\$33.00	
Pedestal Table 24" D 18"H		\$33.00	\$43.00	
Pedestal Table 24" D 30"H		\$38.00	\$48.00	
Pedestal Table 24" D 40"H		\$43.00	\$53.00	
Pedestal Table Skirt - 30"		\$18.00	\$23.00	
Pedestal Table Skirt - 40"		\$23.00	\$28.00	
Waste Basket with Liners		\$13.00	\$16.00	
Stanchion-Polished Chrome		\$28.00	\$33.00	
Ropes 8'		\$25.00	\$27.00	
8' Upright with Base		\$10.50	\$13.00	
6' - 10' Expanding Rail		\$10.50	\$13.00	

Carpet	QTY.	Advance Order	Reg. Price	Amount
10' x 10' Nylon		\$76.50	\$97.50	

Circle Carpet Colors:	Black	Burgundy	Grey
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Special Carpet Sizes	Amount		
____ ft. X ____ ft. = ____ sq. ft.	\$1.58	\$1.78	
Includes Taping & Covering with Plastic (Min 100 sq. ft.)			
Carpet Padding (sq. ft.)	\$0.85	\$1.05	

Tables Draped 30" H	QTY.	Advance Order	Reg. Price	Amount
4' X 24" W X 30" H		\$45.00	\$61.00	
6' X 24" W X 30" H		\$55.50	\$71.00	
8' X 24" W X 30" H		\$66.00	\$82.00	

Tables Draped 42" H	QTY.	Advance Order	Reg. Price	Amount
4' X 24" W X 42" H		\$66.00	\$81.00	
6' X 24" W X 42" H		\$76.50	\$92.50	
8' X 24" W X 42" H		\$87.00	\$102.50	

Tables Draped 4 Sides	QTY.	Advance Order	Reg. Price	Amount
4 Side Table 30"		\$21.00	\$26.00	

Table Riser Draped	QTY.	Advance Order	Reg. Price	Amount
4' X 12" W X 12" H		\$28.50	\$44.00	
6' X 12" W X 12" H		\$35.00	\$50.00	

Special Draping	QTY.	Advance Order	Reg. Price	Amount
3' High Draping	/LF	\$5.50	\$6.50	
8' High Draping	/LF	\$7.25	\$8.50	

Circle Drap Colors:	White	Black	Burgundy
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### U.S. FUNDS ONLY

Sub Total: \_\_\_\_\_

6% PA Sales Tax: \_\_\_\_\_

Total: \_\_\_\_\_

**NOTE:** The advance order rate applies if the order is received with payment in full by agreed upon date. Payment may be made by returning the Payment Policy Form with a credit card or with a check. All orders placed at show site are C.O.D. Any changes or cancellations to advance orders during set-up or later will be assessed a 50% delivery charge. All items are on a rental basis only and remain the property of Hershey<sup>SM</sup> Expositions. All disputes must be made by the end of the show.

Name of Event: \_\_\_\_\_ Booth #: \_\_\_\_\_

Name of Firm: \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

Address: \_\_\_\_\_ Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Authorized by: \_\_\_\_\_ Signature: \_\_\_\_\_

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## EXPOSITIONS

210 N Franklin St, Palmyra PA 17078  
Monday-Friday 8am-4pm

PHONE: 717-508-5926  
EMAIL: [expositions@hersheypa.com](mailto:expositions@hersheypa.com)

## DRAYAGE AND MATERIAL HANDLING SERVICE ORDER FORM

Name of Event: \_\_\_\_\_ Event Location: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_ Booth Number(s): \_\_\_\_\_

Customer Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

### INBOUND SHIPPING – PRIOR TO EVENT START DATE

All inbound materials must be shipped to the Hershey Expositions Services ("HES") Warehouse and should be addressed as follows: HERSHEY EXPOSITIONS - 210 FRANKLIN ST, PALMYRA, PA 17078. Any shipments sent directly to the Event Location will be delivered to the HES Warehouse and Customer will be responsible for and will be charged the applicable handling rates below. Inbound drayage and handling services include receiving, logging, storing, and transporting Customer's materials to the Event Location. Materials will be held in the HES Warehouse until they are scheduled to be delivered to the designated booth(s).

Origin of Shipment: \_\_\_\_\_ Carrier: \_\_\_\_\_

Shipping Date: \_\_\_\_\_ Estimated Arrival Date: \_\_\_\_\_

Total Number of Pieces: \_\_\_\_\_ Total Weight of Shipment\*: \_\_\_\_\_

\*All weights will be rounded up to the next highest weight (CWT). A bill of lading stipulating the weight must accompany all inbound shipments. Cubic or dimensional weights will be invoiced as stated weight at time of delivery to the HES Warehouse unless a weight certificate is attached.

### OUTBOUND SHIPPING INFORMATION – AT CLOSE OF EVENT

Customer must label the outgoing shipment crates/cartons at the close of the Event on the Event End Date. A bill of lading must be provided to HES at the HES Service Desk at the Event Location. If needed, blank bill of lading forms are available from the HES Service Desk. Outbound drayage and handling services include removal of crates/cartons from the Event Location and delivery and storage at the HES Warehouse until they are picked up by Customer's designated outbound shipping carrier.

Outbound To: \_\_\_\_\_ Carrier: \_\_\_\_\_

Address: \_\_\_\_\_ Total Number of Pieces: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

### HANDLING RATES (TOTAL FOR INBOUND AND OUTBOUND SERVICES)

The below rates are only for HES's inbound and outbound drayage and handling services. All inbound and outbound shipping charges are the responsibility of Customer. Collect shipments will not be accepted by HES. Please Note: If HES renders any drayage and handling services, regardless of whether this Order Form is submitted and/or signed by Customer, Customer is responsible for and will be charged the applicable rates.

CWT = 100 lbs.

Straight Time Rates:	Crated/Cartoned	\$43.00 per CWT per shipment	2 CWT minimum	\$86.00
	Machinery/Special Handling	\$63.00 per CWT per shipment	CWT minimum	\$126.00
Overtime Rates*:	Crated/Cartoned	\$63.00 per CWT per shipment	2 CWT minimum	\$126.00
	Machinery/Special Handling	\$93.00 per CWT per shipment	CWT minimum	\$186.00

\*Overtime rates apply when set up/dismantle is before 8 AM or after 5 PM or on a holiday. Freight will not be released until payment has been received.

CWT \_\_\_\_\_ X Rate \$ \_\_\_\_\_ = Total Amount \$ \_\_\_\_\_

### PAYMENT INFORMATION

Either a check made payable to Hershey Expositions or a completed Credit Card Authorization Form must be submitted with this Drayage and Handling Service Order Form. Please Note: HES is an entity of Hershey Lodge and Invoices and bank statement charges may reflect the Hershey Lodge name.

### INSURANCE AND LIMITATION OF LIABILITY

Customer is responsible for insuring Customer's materials on an "All-Risk" policy in an amount equal to their full replacement value. Hershey Entertainment & Resorts Company ("HE&R"), owner of HES and the Event Location, including its shareholders, affiliated and related entities, directors, officers, employees, and agents, shall not be responsible or liable for: (i) any uncrated materials, materials not properly packed, or concealed damage; (ii) any lost, stolen, or damaged materials; and (iii) any special, incidental, indirect, exemplary, punitive, or consequential damages whatsoever (including, without limitation, damages for lost profits or revenues) regardless of cause, whether such damages were foreseeable, and whether or not HE&R or HES was advised of the possibility of such damages. In any case, HE&R's and HES' maximum liability under any provision of this Order Form shall be limited to One Thousand Dollars (\$1,000.00).

Accepted and agreed to by:

Name (Print) \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_ Signature \_\_\_\_\_



# HERSHEY<sup>SM</sup>

## EXPOSITIONS

210 N Franklin St  
Palmyra, PA 17078

PHONE: 717-508-5926 FAX: 717-298-1519 EMAIL: [expositions@hersheypa.com](mailto:expositions@hersheypa.com)

### **\*Limitations of Hershey<sup>SM</sup> Expositions Liability & Responsibility\***

- A. Hershey Expositions** shall not be responsible for damage to uncased materials, materials improperly packed, or concealed damage.
- B. Hershey Expositions** shall not be responsible for loss, theft, or disappearance of materials after delivery to exhibitor's booth.
- C. Hershey Expositions** shall not be responsible for loss, theft, or disappearance before they are picked up from the exhibitor's booth for reloading after the show. Bills of lading covering outgoing shipments, which are furnished to **Hershey Expositions** by exhibitors, will be checked at time of actual pick up from the booth and corrections made where discrepancies occur.
- D. Hershey Expositions** shall not be responsible for any loss, damage, or delay due to fire, acts of God, strikes, lockouts, work stoppages of any kind, or any causes beyond its control.
- E. Hershey Expositions** liability shall be limited to the physical loss or damage to the specific article that is lost or damaged. **Hershey Expositions** maximum liability shall be limited to \$.30 per pound per article, with a maximum liability of \$50.00 per item and \$1,000.00 per shipment.
- F. Hershey Expositions** shall not be liable to any extent whatsoever for any actual, potential, or assumed loss of profit or revenues, or for any collateral cost which may result from any loss or damage to an exhibitor's material which may make it impossible or impractical to exhibit same.
- G. COLLECT SHIPMENTS WILL NOT BE RECEIVED.** All outbound shipping charges are the exhibitor's responsibility.
- H.** All shipping charges are the responsibility of the exhibitor.
- I. NOTE:** Shipments left in the booth for which no disposition is provided or if the requested carrier fails to pick up shipment or refuses the shipment, **Hershey Expositions** reserves the right to re-route such shipments or return materials to our warehouse. Exhibitor will be charged accordingly for this service. **Hershey Expositions** will not be responsible for any additional charges caused by this re-routing. There are no facilities at the show site to store exhibitor materials.
- J.** Labor and service ordered on behalf of exhibitors by display builders or other third parties should be so authorized in a letter from exhibitors. Payment for all labor and service will be the responsibility of the exhibitor.

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210 N. Franklin St Palmyra, PA 17078 PHONE: 717-508-5926 FAX: 717-298-1519 EMAIL: [expositions@hersheypa.com](mailto:expositions@hersheypa.com)

## PAYMENT FORM

### Payment Policy Form

We accept the following:

VISA MasterCard American Express

Event Name		Booth #
Event Site		
Event Date		

### PAYMENT POLICY

Please Familiarize Yourself with this Policy before Ordering any Services \*\*No Services will be Rendered without Full Payment in Advance\*\*

- 1. ADVANCE ORDERS:** To receive the advance price; FULL PAYMENT OF CASH, CHECK, OR CREDIT CARD MUST ACCOMPANY YOUR ORDER. (USE CREDIT CARD AUTHORIZATION FORM BELOW). Purchase orders do not qualify for Advance Prices - Payment must accompany the order.
- 2. SHOW SITE ORDERS:** Services ordered at the event site will not be processed without full payment at the time the order is placed.
- 3. THIRD PARTY ORDERS:** If you contract work to a display or exhibit house and require services from Hershey Expositions, the payment policy stated above applies. Please share this information with them.
- 4. SHIPPING FREIGHT TO WAREHOUSE OR EVENT SITE AND/OR ORDERING RIGGING OR INSTALLATION/DISMANTLING LABOR:** If you will be shipping to our warehouse or event site, and/or ordering installation/dismantling labor or rigging labor: YOU MUST COMPLETE THE CREDIT CARD AUTHORIZATION FORM BELOW. SERVICES WILL NOT BE PERFORMED UNLESS WE HAVE THIS FORM COMPLETED AND RETURNED TO US. Statements will be available at the close of the event.
- 5. ALL CHARGES, NO MATTER WHAT THE AMOUNT, MUST BE PAID IN FULL PRIOR TO CLOSE OF EVENT BY EITHER CASH, CHECK, OR CREDIT CARD.** If credit card method is used, be sure that the card limits are high enough to handle your expected charges.
- If rigging labor is needed on move-out or you will be using dismantle labor, these charges will be applied to your credit card and a receipt will be mailed to you within (10) days of the close of event.
- International exhibitors must pay for all services in U.S. Funds prior to event closing. A \$20.00 surcharge will be added for processing checks drawn on foreign banks.
- 8. ANY DISPUTES MUST BE MADE BY THE END OF THE EVENT.**

I authorize Hershey Expositions to charge any additional amounts incurred by me or my event representative, including material handling and labor charges.

Please Complete and Return to: Hershey Expositions

\*PLEASE INDICATE THE LAST 3 NUMBERS FROM THE SIGNATURE STRIP ON THE BACK OF YOUR CARD:

Check One: ☐ Master Card ☐ Visa (Bank Americard) ☐ American Express

Account No.

Expiration Date:

Signature:

Cardholder's Name:

Cardholder's Billing Address:

Company:

Date:

Address:

Street

City

State

Zip

Authorized Signature:

Phone: ( )

Booth #:

Fax: ( )

Email Address:

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## Check List - Horse World Expo

Please use this checklist to help with deadlines and as a reminder for other items concerning your participation in 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.

You may complete most of these forms online on the [FORMS](#) page of our website.

- \_\_\_\_\_ 1/15 – Balance of booth rent due in the office of Equestrian Promotions, Inc.
- \_\_\_\_\_ 1/15 or 10 days after receipt, signed rental contract due in the office of Equestrian Promotions, Inc.
- \_\_\_\_\_ **Web Page Advertising Form** to be sent to Equestrian Promotions, Inc. See page 15.
- \_\_\_\_\_ 1/21 - Program ad deadline due, contact [The East Coast Equestrian](#) for these ads. Phone: 717-509-9800. See Pg 19
- \_\_\_\_\_ 2/01 – Horse paperwork due for those bringing horses to the Expo, [CLICK](#) for details
- \_\_\_\_\_ 02/01 - **Electrical Service Order Form** due. Orders placed after this date cannot be guaranteed. See page 16. Please note that the Farm Show Complex adds a \$50 late fee to all orders placed after the 02/01 deadline
- \_\_\_\_\_ Order telephone lines or internet service if required; Comcast [Key\\_BusinessSalesSupport@cable.comcast.com](mailto:Key_BusinessSalesSupport@cable.comcast.com) and explain that you need "temporary service", request install date of Tuesday February 25.
- \_\_\_\_\_ 2/13 – Cut off date for reservations and special rates at our host hotels. See page 7 or [ONLINE](#).
- \_\_\_\_\_ 01/30 - **Pennsylvania Retail Sales Tax Info. Form** due in the office of Equestrian Promotions. See page 17.
- \_\_\_\_\_ 01/30 - **Sign and Badge Form** due in the office of Equestrian Promotions. See page 18.
- \_\_\_\_\_ 02/5 - Orders due to decorating company. Discount pricing requires full payment.

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 NOT include electric or trailer parking.** If you have electrical needs please refer to the Electrical Order Form in your Exhibitor Information Package. The advance rate pricing deadline for additional electric is February 1.



## 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. If you do not currently have your own liability insurance policy, we would like to recommend you contact Francis L Dean & Associates. They provide affordable single event coverage. You may reach them by phone at 239-445-2002, speak to Jarrod Rook, or on the web, [Francis L Dean & Associates LLC](#).

Certificates may be mailed to Equestrian Promotions, Inc, P.O. Box 924, Bel Air, MD 21014, emailed to [info@horseworldexpo.com](mailto:info@horseworldexpo.com) or faxed to 301-916-0853. If you have questions concerning this matter, please do not hesitate to contact our office.

Sincerely,

Denise Parsons  
President



## Horse World Expo Sponsorship Information

Horse World Expo is pleased to announce our sponsorship program for 2024. 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 are 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. Some of the sponsorship packages available for the 2022 Horse World Expos include:

### Horse World Expo Supporting Sponsor - \$400

Supporting Sponsors receive priority booth selection, daily public announcements during the event, mention as a sponsor and a BannerAd (\$150 value) on the Horse World Expo website, a highlighted vendor listing on the website and two VIP tickets for the Friday performance of Theatre Equus.

### Horse World Expo Contributing Sponsor - \$750

In addition to receiving all the benefits listed above for a Supporting Sponsor, Contributing Sponsors also receive mention in all printed advertising including magazine advertisements, direct mail advertisements, the Official Show Program and one 4-day parking pass.

### Horse World Expo Show Sponsor - \$2000

In addition to the Contributing Sponsor benefits described above, Show Sponsors will receive PRIME mention in all printed advertising, show flyers, direct mail advertisements, the Official Show Program, one 10 x 10 booth or \$675 credit towards a larger booth, five banner placements in conspicuous locations at the Expo, two additional VIP tickets for the Friday performance of Theatre Equus, one complimentary electric outlet and three additional 4-Day parking passes.

### Show Site Advertising Sponsor - \$750

This sponsorship is available to companies that have a vendor booth at the sponsored event. This sponsorship includes all of the Supporting Sponsor benefits listed above and 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. We are interested in helping exhibitors promote their business 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 for 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:

Equestrian Promotions, Inc.  
Denise Parsons  
P.O. Box 924  
Bel Air, MD 21014  
301-916-0852; 301-916-0853 (fax)  
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](http://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 November 2025.

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.

\_\_\_\_\_ **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 also 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](mailto: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: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Web Address: \_\_\_\_\_

Service Requested: \_\_\_\_\_

### **Please mail this form and full payment to:**

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

You may also email to [info@horseworldexpo.com](mailto:info@horseworldexpo.com) or fax to 301-916-0853 with credit card information for payment

# ELECTRICAL SERVICE AND PARKING PASS ORDER FORM

ADVANCE PRICING DEADLINE: February 1

SUBMIT THIS ORDER FORM AND PAYMENT TO:

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

## HORSE WORLD EXPO - 2025

The rates listed below are for one 120 volt 20 amp outlet - each outlet has 2 receptacles. The charge for electric service includes electricity, installation of outlet in the most convenient location and removal of the outlet upon completion of the show. **FOR ORDERS PLACED AT THE SHOW SITE, WE CANNOT GUARANTEE ELECTRICAL CONNECTION FOR THE FIRST DAY OF THE SHOW. ALSO, PLEASE NOTE THAT THE FARM SHOW COMPLEX CHARGES A SURCHARGE OF \$50.00 FOR ALL ELECTRICAL ORDERS RECEIVED AFTER February 1.**

**PLEASE NOTE!! The Farm Show Complex has changed how they charge for parking for both vehicles and trailers (including horse trailers) PLEASE READ! The Farm Show Complex charges a parking fee of \$10.00 per day, per car/truck (trailers not included).** This parking fee is required on show days only (Thursday-Sunday). There is no charge for parking during show set-up and tear down days (Wednesday and Monday). For your convenience, you may pre-purchase a 4 day parking pass for \$35 each, a 20% discount, to be picked up at the exhibitor registration desk when you arrive. **Trailer parking** is available for \$25 daily parking fee for up two parking spaces, additional spaces are \$15 per day. You may park your trailer at no cost off-site at the Elmerston lot once you have unloaded. Please refer to the enclosed Exhibitor Parking Diagram for additional details

NO CREDITS will be issued for electrical service or parking passes ordered but not used. We are unable to replace lost parking passes, so be sure to treat them as you would cash.

<u>Amperage</u>	<u>Number of Connections</u>	<u>Advanced Order Price</u>	<u>AFTER FEB. 1</u>	<u>Extended Total</u>
20 Amps (includes one 120 volt outlet with 2 receptacles)		\$ 135.00	\$185.00	
4-Day Parking Pass \$35	Qty: _____			

(Parking passes will be available for pick up at Exhibitor Registration when you arrive, they will not be mailed – advanced ordering for parking passes ends on 2/14)

Please submit this form and payment directly to Equestrian Promotions, Inc.

### ORDER SUMMARY

TOTAL: \$ \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth: \_\_\_\_\_

### CREDIT CARD INFORMATION AND AUTHORIZATION

Visa, MasterCard, Discover or American Express

Card Holder Name (Please Print): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Zip Code for this card: \_\_\_\_\_ Security Code: \_\_\_\_\_ (located on rear of card)

**You may fax credit card orders to 301-916-0853 or  
mail check to Equestrian Promotions, Inc. P.O. Box 924, Bel Air, MD 21014**

## **Pennsylvania Retail Sales Tax Information Form**

All exhibitors making taxable sales must be registered with the State of Pennsylvania. Pennsylvania residents making taxable sales must have a Pennsylvania Sales Tax License, which they should already possess. Out-of-state exhibitors making taxable sales must obtain a Transient Vendor Certificate. There is no charge for this certificate and the required forms may be completed online: <https://mypath.pa.gov/> /#4 There are two ways to register your business online. You may complete an online interview or you may complete the PA100 Enterprise Registration Form. Information is provided online relative to which method may be best suited for your business. If you do not have internet access you may call 717-787-1064 and have the forms faxed to you. Or, you may call 717-787-1064 and leave a message; the forms you request will be mailed to you. You may also write to PA Department of Revenue, Tax Forms Service Unit, 711 Gibson Blvd, Harrisburg, PA 17104-3200 and have the forms mailed to you. **When completing the forms, you will need to know that the Farm Show Complex is in Dauphin County, you may leave the "promoter number" field blank.**

Pennsylvania law requires that Equestrian Promotions obtain the information on the below form for all exhibitors and forward the information to the PA Department of Revenue no later than 30 days from the opening of the show. Accordingly, please obtain the proper license, complete the below form and return it to us ASAP, but no later than February 1, 2020.

The PA Department of Revenue has informed us that exhibitors who are required to have a permit, and who set up their exhibit without the permit, may be subject to a fine of up to \$1500.00. If you will not be selling any products, please return this form to us stating such.

**Please complete the below form and return by January 30 to:**

**Equestrian Promotions, Inc.  
P O Box 924  
Bel Air, MD 21014  
or fax to 301-916-0853**

### **TRADE SHOW LIST**

BUSINESS NAME:		OWNER'S NAME:		
ADDRESS:			STATE	ZIP CODE
FEDERAL EIN:		* PENNSYLVANIA SALES TAX ID:		
SHOW NAME: HORSE WORLD EXPO		SHOW DATE: Feb 27-Mar 2, 2025		
SHOW ADDRESS: STATE FARM SHOW COMPLEX, 2300 N. CAMERON ST, HARRISBURG, PA 17110				
CHECK APPROPRIATE BOX: <input type="checkbox"/> SOLE PROPRIETORSHIP <input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> CORPORATION				

\* PA Sales Tax ID is required information on this form if you are selling taxable items.  
Please do not return forms missing your Tax ID

## **Exhibitor Sign & Badge Form**

1. **This form must be returned no later than January 30.** Please fill out this form and return to:

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

FAX: 301-916-0853

2. Exhibitor or firm name **as you want it to appear on your sign and badges** (please type or print clearly).

NAME: \_\_\_\_\_

### ***PLEASE READ THOROUGHLY***

3. Please list the names of individuals manning your exhibit at the show.

Badges must be visible in order to be admitted to the show during move in, show hours and move out. Badges are valid only for the person in whose name it is issued.

Badges will be issued up to three (3) per 10' x 10' booth or Stallion Avenue / Breed Row stall. Trailer dealers and other bulk space exhibitors are issued three (3) badges per 500 square ft of exhibit space. Additional badges are available (for booth employees only) at a cost of \$5.00 each, up to a maximum of three (3) per 10' x 10' booth. If admission is needed for booth workers over the maximum allowable badges, a day pass may be purchased for \$5.00 per person, per day for a **MAXIMUM** of five (5) additional per 10' x 10' booth (you must list which day the pass will be needed on this form). Badges will not be issued for those getting a day pass; these individuals will receive a hand stamp for one day only. Day pass workers must check in at the Exhibitor Registration Desk in the building where your booth is located. Should you need additional passes for booth workers beyond what is permitted above, please contact our office for additional information on pre-purchasing admission tickets. Please make payment for extra badges and day passes when you return this form. **Extra badges will not be made if payment does not accompany this form.**

**BADGES** may be picked up at the Exhibitor Registration Desk during move in. Badges not picked up during move in will be available daily at the show entrance. Please arrive early and pick up your badges to avoid long lines that form immediately prior to the show opening. **NO BADGES WILL BE MAILED.**

**PLEASE RETURN AS SOON AS POSSIBLE. PLEASE TYPE OR PRINT CLEARLY.  
USE REVERSE SIDE OF THIS PAGE IF MORE BADGES ARE NEEDED**

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

Exhibitor Badges are **NOT** transferable and are for use **ONLY** by the person named on the badge. Equestrian Promotions, Inc. reserves the right to request ID from any badge holder. Use of an Exhibitor Badge by unauthorized persons will result in confiscation of the badge and a fine of \$25 levied against the Exhibitor Firm named on the badge.

I have read the badge procedures outlined on this form and have informed all parties needing to know within our company/group of these procedures and agree to abide by these procedures

Printed \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Equestrian Promotions, Inc. P.O. Box 924, Bel Air, MD 21014 301-916-0852 - Fax 301-916-0853



**22<sup>nd</sup> Annual Horse World Expo • Feb. 27 - March 2, 2025 • Harrisburg, PA**



**Your partner in promotion for the  
Horse World Expo**

**Be Seen!**

*Before the Expo*, as buyers plan  
their visit.

*During the Expo*, as they locate  
your booth and research your products.

*After the Expo*, as programs travel home  
with buyers to provide follow-up.

**Take full advantage of the biggest  
marketing opportunity of the year!**

**Affordable rates ★ Massive distribution**

**Issue is read online permanently**

**Space deadline: January 21 ★ Materials deadline: January 29**

For more information, contact **Debbie Reid** or **Phyllis Hurdleston** at  
**(717) 509-9800 • Email: [debbie@eastcoastequestrian.net](mailto:debbie@eastcoastequestrian.net) or [phyllis@eastcoastequestrian.net](mailto:phyllis@eastcoastequestrian.net)**

East Coast Equestrian, P.O. Box 8412, Lancaster, PA 17604

**[www.eastcoastequestrian.net](http://www.eastcoastequestrian.net)**





### Directions to Elmerton Lot

Exit the North Lot (across from HACC) and turn right onto Industrial Boulevard. Cross over Cameron Street and proceed onto Elmerton Avenue. At the third light, make a right onto Sycamore Drive. Elmerton Lot is on your right.



