Dear Potential Vendor Booth or Horse Stall Exhibitor:

Thank you for your interest in the Minnesota Horse Expo sponsored by the Minnesota Horse Council. The 2020 Minnesota Horse Expo will be held April 24, 25, and 26 at the Minnesota State Fairgrounds in St. Paul, Minnesota.

Our Expo President is Darrell Mead, who has been on the board for 28 years and has handled the management of the horse barn, security, and the campground in the past. We are also excited to announce our new Horse Barn Manager, Toni Gillen! Toni has been a volunteer with the horse barn for many years and will be eased into the role by working closely with Darrell to make sure the transition is seamless. Jenny Buskey is the Event Manager and will be the primary contact for everything related to your registration and getting information to you, along with running the Expo Office during the show.

The Expo exhibitor contract package includes all of the information that you need to know to register and come to the Expo. There is a timeline and a checklist for you on the back of this page so that you can make sure you are getting everything you need from you turned in on time.

Returning vendors have priority until the end of November and then new vendors will be assigned on a first-come first-serve basis. We will accept and hold new contracts in the order received and begin assigning after the returning vendors have gotten their assignments. Contact Event Manager Jenny Buskey for general information or special setup requests. If you are a current Minnesota Horse Council Member, there is 5% discount (up to a maximum of $250) on your total contract. Expo staff will verify that your membership is up to date. To become a member, go to the Minnesota Horse Council website (www.mnhorsecouncil.org/membership.php) or call 763-755-7729.

A full slate of lectures and demonstrations will be scheduled in the Coliseum, Compeer Arena and DNR Building. PRCA Rodeo performances will be held Friday and Saturday nights at 7:30 PM and Sunday afternoon at 3:15 PM. The Parade of Breeds takes place at noon in the Coliseum each day of the Expo with the Grand Finale Parade (weather permitting) happening Sunday afternoon down Judson Ave. in front of the Coliseum.

Toni Gillen manages the Horse Barn and her telephone number is 507-323-5062. All horses are required to have 2020 negative Coggins at check-in. Please have TWO PRINTED copies of this with you, as electronic versions on phones are not accepted. In addition, 30-day health certificates will be required for all out-of-state horses (except Wisconsin). Horses may move in the Thursday and Friday before Expo (see times later in this packet).

Also, don’t miss the enclosed information on advertising in the 2020 Minnesota Horse Expo Program, which is distributed FREE to all Expo attendees. This is an excellent opportunity to advertise your farm, stallion, product, or service to a wide variety of people. For advertising information contact Linda Dahl at 651-353-8188 or e-mail her at mhe-ads@dahlgraphics.com

Another way to advertise your business while supporting the Equine Industry is to participate in the Minnesota Horse Expo sponsorship program. Read about various opportunities (enclosed) or click on Sponsorship Opportunities at www.mnhorseexpo.org. Please contact Kathy Juhl at 952-356-2029 or Kathy@mnhorseexpo.org with sponsorship questions or ideas.

Welcome to the 2020 Expo!

Darrell Mead
Expo President
darrellmead@comcast.net
612-860-4645

Jennifer Buskey
Event Manager
eventoffice@mnhorseexpo.org
612-240-2435

Toni Gillen
Barn Manager
barmanager@mnhorseexpo.org
507-323-5062
## 2020 Minnesota Horse Expo

**Important Dates and Deadlines and Return Paperwork Checklist**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 15, 2019</td>
<td>Early bird rate deadline at 11:59 pm. Begin accepting new vendor registrations. Volunteer registration begins online.</td>
</tr>
<tr>
<td>November 15, 2019</td>
<td>Rodeo and Gate Tickets can be purchased online beginning at 9:00 am.</td>
</tr>
<tr>
<td>December 2019</td>
<td>Horse Stall assignments begin</td>
</tr>
<tr>
<td>January 23, 2020</td>
<td>Last day to get 2/3 payment refund (minus $15 cancellation fee)</td>
</tr>
<tr>
<td>Jan. 24-Mar. 9, 2020</td>
<td>Cancellations get 1/2 payment refund (minus $15 cancellation fee)</td>
</tr>
<tr>
<td>March 1, 2020</td>
<td>Balance/full payments for contracts and ST19 forms due</td>
</tr>
<tr>
<td>March 10, 2020</td>
<td>No refunds for cancelled contracts (exception: medical emergency)</td>
</tr>
<tr>
<td>March 15, 2020</td>
<td>Show Decorator will begin to contact vendors for booth set up requests (ie. tables, chairs, carpet)</td>
</tr>
<tr>
<td>March 31, 2020</td>
<td>Ads for Official Program due</td>
</tr>
<tr>
<td>April 1, 2020</td>
<td>Parade of Breed/Breed Demo narratives and music due</td>
</tr>
</tbody>
</table>

### Required Paperwork Checklist

#### BOOTH VENDORS
- **Contract and Suppemental Application**
- **Payment** (50% with contract, balance due March 1, 2020)
- **Minnesota ST19 form** (due by March 1, 2020)
- **Proof of Insurance** (due before or at check-in)

#### HORSE STALL VENDORS
- **Contract & 50% deposit**
- **Parade of Breed/Breed Demo speeches and music** (due April 1, 2020)
- **Coggins** (not due until check-in) - printed copies only B&W or color
- **Health Certificates for all non-MN and non-WI horses** (not due until check-in)
Equine Exhibitor Information

April 24-25-26
Minnesota State Fairgrounds
St. Paul, MN

38th Annual
Minnesota Horse Expo 2020
Presented by the
Minnesota Horse Council

www.MnHorseExpo.org
Camping
West Trailer Lot
Minnesota State Fairgrounds
St. Paul, MN

APRIL 24-25-26

HORSE BARN HOURS
Friday, April 24        Saturday, April 25        Sunday, April 26
8:30 am - 9:30 pm     8:30 am - 9:30 pm     8:15 am - 5:00 pm

DAILY ADMISSION

ADVANCE TICKETS
(until April 13, 2020)
Adults (13-61)............$11.00
Seniors (62+)..............$7.00
Youth (6-12)...............$7.00
Child (5 & under)........FREE

ADVANCE 3-DAY TICKETS
(until April 13, 2020)
Adults (13-61)............$30.00
Seniors (62+).............$20.00
Youth (6-12)...............$20.00

TICKETS AT THE GATE
Adults (13-61)............$13.00
Seniors (62+)..............$9.00
Youth (6-12)...............$9.00
Child (5 & under)........FREE

3-DAY TICKETS AT THE GATE
Adults (13-61)............$35.00
Seniors (62+).............$25.00
Youth (6-12)...............$25.00

www.MnHorseExpo.org
LIABILITY INSURANCE

The Expo recommends that all horse owners have insurance covering accidents involving their horses. If your horse is being used for Vendor Demos in the Swine Barn, you are required to have liability insurance.

Individuals or families can purchase affordable $1 million dollar Excess Personal Liability Insurance if they join or renew their membership with the Minnesota Horse Council and select the Optional add-on of Equisure Insurance Policy ($21 for Individual, $41 for a family). Visit the Minnesota Horse Council website for more information: www.mnhorsecouncil.org/membership.php

EXHIBITOR ADMISSION

Wristbands may be picked up with Exhibitor packets in the Expo office on Wednesday, April 22, from 8:00 am – 8:00 pm, and Thursday, April 23, from 7:00 am – 10:00 pm. On Friday, Saturday, and Sunday, any wristbands not picked up by Thursday will only be available at the Will Call Booth starting at 6:00 am. Horse stall renters receive one Exhibitor admission wristband per horse. Additional wristbands or single daily tickets can be purchased at a discount on Wednesday, April 22 and Thursday, April 23. Wristbands and blue vendor tickets get exhibitors on the Expo grounds before 8:30 am.

To help overall security, Exhibitors must wear their wristbands during setup and takedown of exhibits. Starting Friday morning, April 24, admission to the Expo grounds will only be granted with an Exhibitor wristband.

COGGINS/HEALTH CERTIFICATES

ALL horses are required to have two printed copies of a 2020 negative Coggins. All out-of-state horses are required to have a health certificate per state regulations. The ONLY exception are horses from Wisconsin, who only need a negative Coggins. Please have Coggins and health certificates in printed form, not an electronic form, as you MUST turn it in. Black and white is acceptable. The Horse Barn Office has a printer but does NOT have internet access.

SUNDAY PARADE

There will be a Sunday Parade for all horses/owners (weather permitting). It will be held at 4:00 pm (time subject to change by the Expo). The Parade will start near the Compeer Arena and head east down Judson Avenue, and the horses/riders will be announced at the midway point by the Coliseum. All riders are encouraged and requested to participate. Sign up forms will be available in the Horse Barn Office all weekend.

PARADE OF BREEDS

The Parade of Breeds are held at Noon every day, and the Expo will set the schedule. All Breed Representatives are requested to take part. The Expo Barn Manager will determine who rides in the Parade of Breeds. New horses to the Expo may be required to submit a letter from Breed Registry affirming that the horse is an accurate representation of the breed. All horses are subject to denial if Expo staff determines that the horse is not fit to represent the breed.

BREED DEMONSTRATIONS

Breed demos are held Friday and Saturday at 3:15 (time subject to change by the Expo). Each breed will have one representative who will have the final approval of horses allowed in the breed demos. Prior written approval of horses in breed demo must be completed before contract is approved. Contact Barn Manager Toni Gillen to get your breed representative contact information if you do not have that already. Breed representatives are required to have typed breed narratives and music turned in by April 1, 2020.

STALLION PRESENTATIONS

There will be Stallion presentations every day of the Expo (times TBD). Stallion owners MUST register/pay for ARENA TIME in advance, and will be assigned by the Barn Manager. Stallion owners are required to have typed breed narratives and music turned in by April 1, 2020. Stallion contracts must be received by March 31 to get listed in the Expo Program.

STALLION PRESENTATIONS

There will be Stallion presentations every day of the Expo (times TBD). Stallion owners MUST register/pay for ARENA TIME in advance, and will be assigned by the Barn Manager. Stallion owners are required to have typed breed narratives and music turned in by April 1, 2020. Stallion contracts must be received by March 31 to get listed in the Expo Program.

ARENA TIME

Every attempt will be made by the Minnesota Horse Expo to maximize the time allotted in the various arenas for Horse Exhibitors. Arena time will be allotted by the Minnesota Horse Expo according to the scheduled time availability and fairness to all concerned.

Horse exhibitors are required to mail a typed speech no later than April 1, 2020 to the Barn Manager outlining the horse or breed to be presented. If a speech is not received by that date, the Minnesota Horse Expo retains the right to insert its own materials. All speeches are read by the Minnesota Horse Expo Announcer and music for the Horse Exhibitors is coordinated by Minnesota Horse Expo personnel.

The Minnesota Horse Expo reserves the right to insert music of its own choice if the Horse Exhibitor has not submitted a CHOICE OF MUSIC BY APRIL 1, 2020.

Costumes are encouraged for all appearances.
The Minnesota Horse Expo is on Facebook and Instagram. We encourage our exhibitors to post on our Facebook page, Minnesota Horsee Expo, or to contact the Event Manager to post your information for you.

It is also encouraged to post information about the Minnesota Horse Expo on your Facebook page.
INTERNET ACCESS

Horse Barn: No Wi-Fi is available.

HOTELS

The Expo works with several area hotels to get special Horse Expo rates. Go to the Expo website http://mnhorseexpo.org/hotel.html to find out more.

CAMPING

Motor Home/LQ horse trailer parking is available on a first come, first serve basis in an adjacent area west of the Expo grounds. There is a $50 fee for the weekend with a limited number of sites with electric/water hookup (if weather permits the water to be turned on). Check in with the motorhome parking attendant. Motor home parking is available from 8 am on Wednesday, April 22 until noon on Monday, April 27. If you want an electric site, we recommend getting there before 1 pm on Thursday. No advance reservations are available.

PARKING

Parking for vendors and attendees is free in the State Fair parking lots and on streets, no permit is required. All parking signs must be obeyed. There is no event parking allowed for vendors behind the buildings – this includes the Coliseum. Vehicles without special permits displayed will be towed at the owner’s expense.

Special parking for horse, stock/supply trailers is available in the parking lot on the west end of the Expo grounds. Access this lot from Como Avenue at Canfield or at the west end of Judson St, the main street that runs through the Expo grounds. Vendors can use this parking to leave trailers and access them throughout the show. Vehicles are allowed on the Expo grounds from 6-8 am Friday – Sunday if vendors need to restock their booths.

PROGRAM ADS

Advertising is a good way to direct people to your booth. The MN Horse Expo Official Program is distributed free to all attendees. Please consider advertising in this publication! Go to our website for more information, pricing and the ad insertion form or contact mhe-ads@dahlgraphics.com.

The deadline for placing ads in the program is March 31.

EXPO SPONSORSHIP

Get more visibility for your company and support the efforts of the Minnesota Horse Council by being an Expo Sponsor. Contact Kathy Juhl at 952-356-2029 or Kathy@mnhorseexpo.org for current sponsorship availability, questions or ideas. More information, pricing and the sponsorship form is available at www.mnhorseexpo.org.

RODEO TICKETS

Online sales of PRCA Rodeo tickets will go on sale in November. Go to our website for more information, pricing and the link to purchase tickets. The rodeo is at 7:30 pm Friday and Saturday, and at 3:00 pm on Sunday. Rodeo tickets can be purchased in the Coliseum at the main entry ticket booths beginning each morning of the Expo.

HORSE MOVE OUT

HORSES MAY NOT BE MOVED OUT UNTIL 5 PM SUNDAY.

Trailers will be allowed on the grounds 15 minutes AFTER the rodeo has ended. Blue vehicle passes are required for the Swine and Livestock building and the Horse Barn on Sunday. Blue passes ONLY drive your vehicle through the west gate by the Compeer Arena. Horses can also be walked out to your trailer.
TERMS OF CONTRACT AND RULES AND REGULATIONS

1. DEFINITIONS
COMMERCIAL - Shall apply to all parties providing a product, service, or stallion for a commercial benefit.
NON-PROFIT - Shall apply to all official non-profit organizations promoting particular equine-related activities (proof required along with contract).
BREED ASSOCIATION/REGISTRY - Shall apply to all recognized Associations/Registries that are responsible for the registry of a particular equine breed.

FOR SALE HORSES - Shall apply to all parties purchasing stall space for the purpose of selling a horse.

2. PAYMENTS AND TERMINATION OF CONTRACT/REFUNDS
If the terms of payment as set forth on the contract are not met, the rights of Exhibitor to the space shall cease and terminate without notice. Space can be reassigned and no refunds will be made. Upon request for cancellation of space more than 3 months prior to show opening, a 2/3 payment will be refunded. From 3 months to 46 days before show opening, ½ will be refunded. During the last 45 days before show opening, no refunds will be made for any reason (exception - see section 12). All cancellations are subject to $15 cancellation fee. Booths may not be set up or horses may not be moved into stalls until full payment is received.

3. COMPLIANCE WITH LAWS AND REGULATIONS
Exhibitor agrees to obey all State laws, local ordinances and regulations governing the use of the Fairgrounds; to abide by the rules and regulations of the State Fair Fire Marshall and Police; to obey all MN Horse Expo rules and regulations; and other public officials whose duties may regulate exhibits. All decorative materials used in displays must meet the flame proofing regulations of the State Fair. No tacks, nails, or screws may be driven into any walls, floor, or pillars of the facilities. No banners can be placed across aisles. No signs may be taped to walls. No stickers, pressure adhesives, helium balloons, etc., may be distributed. Helium balloons may be displayed with permission of the MN Horse Expo. All dogs must be on a leash no more than 6 ft in length and under control at all times. No dogs are allowed in the Coliseum or Horse Barn.

4. ADVERTISING MATERIALS
No person, firm, or organization that has not contracted with the Minnesota Horse Exposition, Inc., for stall space in this event will be permitted to display or demonstrate any products, process, or services, or solicit orders, distribute advertising or other materials. Any infringement on this regulation will result in prompt removal of the offender from the Expo grounds. Exhibitors may not distribute literature, product samples, or other materials outside of their contracted stall space without permission from the Expo Exhibit Director.

5. FOOD AND DRINK
Food and drink are available in the Coliseum and other places within the Minnesota Horse Expo grounds. No outside food items may be sold on the Minnesota Horse Expo grounds except by the concessionaires who have made arrangements with the Minnesota State Fairgrounds. Exhibitors are not allowed to distribute food, including popcorn and beverages, in any of the Minnesota Horse Expo areas unless approval has been obtained from the Minnesota Horse Expo.

6. SAFETY PRECAUTIONS
All decorations must be made of flameproof materials or be made flameproof. All packaging containers and materials must be removed from the floor. Displays are subject to inspection and approval for safety. All propane tanks must be removed or emptied from all units to be exhibited. All vehicles must have a locking gasoline cap and one battery cable must be disconnected. NO SMOKING WILL BE ALLOWED IN ANY OF THE MINNESOTA HORSE EXPO BUILDINGS.

7. SECURITY
Exhibitors are required to protect their own personal property from theft or damage during setup, tear-down, and during the Minnesota Horse Expo hours. The Horse Barn will be patrolled during the evening and night hours. Lights in the Horse Barn will be turned down at 10:00 pm and the doors will be closed. Exhibitors will be allowed to stay overnight with their horse(s) only with written permission from the Minnesota Horse Expo.

8. LOSSES
The Minnesota Horse Expo cannot take responsibility for moving costs, loss, or damage to Exhibitor's property either in shipment (coming or going) or while on the premises. Damage to inadequately packed property is the Exhibitor's own responsibility. If the exhibit fails to arrive, Exhibitor is still responsible for exhibit space rental.

9. EMERGENCY SERVICES
In case of an emergency, please contact the Minnesota Horse Expo immediately. "911" will summon municipal emergency help for medical, fire, or police. First Aid is also available through the Minnesota Horse Expo office.

10. REJECTION/REMOVAL OF APPLICANTS AND EXHIBITORS
The MN Horse Expo reserves the right to reject any applicant or exhibitor for space at any time, and reserves the right to retake possession of any space by refunding to the applicant or exhibitor the amount paid for space. Violations of any section of this agreement will result in immediate ejection of Exhibitor without refund.

11. RIGHTS OF INTERVENTION
Complaints of any violation of Rules and Regulations are to be made promptly to Minnesota Horse Expo. All Exhibitors and their personnel agree to abide by all decisions and rulings made by the Minnesota Horse Expo.

12. USE OF MOTORIZED VEHICLES
Exhibitor use of motorized vehicles, such as golf carts, ATVs, etc., during show hours is strictly prohibited. The only motorized vehicles allowed on the show grounds are golf carts (identified with MN Horse Expo sign) which are used by the MN Horse Expo.
13. EXHIBITOR CODE OF CONDUCT

- Exhibitors are not permitted to behave in a manner which, in the discretion of the Minnesota Horse Exposition (MHE), is objectionable.
- Exhibitors must comply with all rules, regulations, policies and terms of contract.
- Exhibitors must be considerate of other exhibitors. Under no circumstances should an exhibitor or its personnel enter any other exhibitor’s display area uninvited or when unattended.
- Interference with, or disruption of another exhibitor’s personnel or legitimate activities is prohibited.
- Exhibitors must refrain from conducting business outside of their contracted space (including distributing leaflets or fliers in public places) or other aisle obstructions, mascots and booth personnel must be inside your booth space (unless exempted by the MHE Board or staff).
- Exhibitor’s sound level shall not be disruptive and/or interfere with the ability of any and all adjacent exhibitors and exhibit areas.

If an Exhibitor encounters or witnesses violations of any of the Rules, Regulations or Terms of Contract by other Exhibitors, they should immediately contact a representative of the MHE, staff, a board member or State Fair Security to report the incident.

14. CANCELLATION OF SHOW

If any portion of the facilities should be destroyed, damaged by fire, or otherwise rendered unusable, or if a strike makes it impossible for an Exhibitor to occupy the premises, the MN Horse Expo and its Management are released from any and all claims which might arise in consequence thereof.

If any other event or circumstance not caused by MN Horse Expo prevents an Exhibitor from erecting or staffing their exhibit for all or any part of the show period, the contractual responsibility between the Exhibitor and the MN Horse Expo shall be considered to be satisfied and there shall be no refund to the Exhibitor.

15. PUBLICITY RELEASE

In consideration for participation, the undersigned hereby grants to the Minnesota Horse Council and the Minnesota Horse Exposition, Inc., the right to use their name and likeness, and that of its employees and agents involved in the Expo, using video or audio, and use photographs in any association with the Minnesota Horse Council and the Minnesota Horse Exposition, Inc., in all media.

16. REIMBURSEMENT

Claims for reimbursement for horses not attending the MN Horse Expo due to an unavoidable illness must be accompanied by a veterinarian's certificate. Claims for reimbursement for display booth nonattendance due to illness must be accompanied by a physician's certificate. All claims must be submitted no later than May 31, 2020 and are subject to a $15.00 cancellation fee.

17. LIABILITY AND INSURANCE

All exhibitors bringing one or more horses to the Expo are expected to carry liability insurance covering claims arising from accidents caused by their horse(s). Exhibitor agrees to hold harmless and indemnify the Expo, its directors, staff, and volunteers, against any and all claims arising from Exhibitor’s negligent, reckless, or intentional conduct and accidents caused by Exhibitor’s horse(s).

18. INDEMNIFICATION CLAUSE

Exhibitor indemnifies and holds harmless the Minnesota Horse Exposition, Inc., its members, directors, staff, or volunteers, against any claim or lawsuit arising from an accident, injury or damage caused by (or allegedly attributable to) Exhibitor or Exhibitor's presence on the premises or Exhibitor's Contract for Space Rental. Exhibitor agrees to pay all attorney's fees and costs reasonably incurred by the Minnesota Horse Exposition, Inc., and Minnesota Horse Council, Inc., to defend such claim or lawsuit and will further reimburse them for any judgment, expense or other damage caused by or attributed to Exhibitor's conduct.

---

Who Do I Contact?

**General Information & Vendor Booths**

Jenny Buskey
612-240-2435
Fax 206-339-8990
eventoffice@mnhorseexpo.org

**Horse Barn**

Toni Gillen
507-323-5062
barnmanager@mnhorseexpo.org

**Expo Program Ads**

Linda Dahl
651-353-8188
mhe-ads@dahlgraphics.com

**Advance Tickets**

Leslie Stewart
612-716-1522
tickets@mnhorseexpo.org

**Clinicians, Scheduling**

Kathy Juhl
Cell 952-356-2029
Kathy@mnhorseexpo.org

**Marketing & Sponsorships**

Kathy Juhl
Cell 952-356-2029
Kathy@mnhorseexpo.org

**Early Shipping**

Fern Expo
jmulheron@fernexpo.com

**Booth Tables/Carpet/Etc.**

Fern Expo
(jContact after 3/15)
jmulheron@fernexpo.com

**Digging/Stakes**

(GOutside booths) Gopher State One Call
(Must call 48 hrs in advance)
800-252-1166

**Phone/Fax**

Hookup for Booth
651-288-4400
CONTRACT FOR HORSE STALL RENTAL

Required: 2020 negative Coggins on all horses and health certificate for out-of-state (except for WI) horses

Breed _______________________________      # of Mares _____      # of Stallions _____      # of Geldings _____      # of Foals _____

HORSE BARN STALL RENTAL

All Breed Association/Registry contracts MUST include a letter from the Breed Association/Registry that states you are the chosen representative. The Expo reserves the right to limit the number of horses in a particular breed.

STALLION - Includes Compeer Arena time (Includes hosp. stall)...................................................... stalls x $220 each = $______

STALLION - No arena time (Includes hosp. stall)................................................................. stalls x $195 each = $______

COMMERCIAL STABLE - No arena time.......................................................... stalls x $195 each = $______

BREED ASSOCIATION/REGISTRY (Non-Profit)........................................................................ stalls x $140 each = $______

FOR SALE HORSE (no discounts allowed)..................................................................................... stalls x $155 each = $______

Mares/geldings only. Stallions only accepted at commercial rate. No advertising of stallions or stables allowed unless paid at commercial rates.

ADDITIONAL DISPLAY/TACK STALLS (No horses) ................................................................. stalls x $ 55 each = $______

DISCOUNT 2019 Minnesota Horse Council Member (after January 1, 2020 dues must be paid)........ Deduct 5% (Max $250) $______

TOTAL DUE $______

PAYMENT (Check one)

□ I wish to pay a 50% deposit (Balance due by March 1, 2020. Second half credit card payments will automatically be charged March 1)......$______

□ I wish to pay in full.................................................................................................................. $______

□ Payment by:  □ Check  □ VISA □ MasterCard □ Discover □ American Express

Credit card #__________________________________________ Expiration date_________ Code (last 3 #s in signature area)__________

Billing address (if different than above),
City: ______________________________________ State: _____________ Zip: _____________
Address: _____________________________________________ E-mail: _______________________________________________________
Contact Name: ______________________________________________________________ Alternate Phone: (       ) ____________________
Stable Name: _______________________________________________________________ Primary Phone:  (       ) ____________________

LIABILITY INSURANCE

The Expo recommends that all horse owners have insurance. Individuals or families can get affordable $1 million dollar Excess Personal Liability Insurance if they become a member of the Minnesota Horse Council and select the Optional add-on of requisite Insurance Policy ($21 for Individual, $41 for a family). Go to the Minnesota Horse Council website for more information http://www.mnhorsecouncil.org/membership.php

NOTE: Horse stall renters receive one Exhibitor admission wristband per horse. Exhibitor admission wristbands for additional workers can be purchased at a discount only on April 22-23. Any lost or stolen wristbands will be replaced at Exhibitor's expense.

AGREEMENT:

I hereby authorize the Minnesota Horse Exposition, Inc. to reserve space for me. I agree to pay any remaining charges by March 1, 2020. Full payment must accompany all contracts received after March 1, 2020. I have reviewed and I agree to the terms and provisions contained in the "Terms of Contract" and the Rules and Regulations which supplement and are part of this contract.

X ___________________________ X ___________________________ 
Exhibitor's Signature                  Date                  MN Horse Exposition, Inc. Signature (Exhibit Representative) Date

$25.00 CHARGED FOR ALL RETURNED CHECKS

PLEASE READ TERMS OF CONTRACT ON THE BACK

MN Horse Exposition, Inc. Signature (Barn Manager) Date

1. DEFINITIONS
COMMERCIAL - Shall apply to all parties providing a product, service, or stallion for a commercial benefit.
NON-PROFIT - Shall apply to all official non-profit organizations promoting particular equine-related activities (proof required along with contract).
BREED ASSOCIATION/REGISTRY - Shall apply to all recognized Associations/Registries that are responsible for the registry of a particular equine breed.
FOR SALE HORSES - Shall apply to all parties purchasing stall space for the purpose of selling a horse.

2. PAYMENTS AND TERMINATION OF CONTRACT
If the terms of payment as set forth on this contract are not met, the rights of Exhibitor to the space shall cease and terminate without notice. Space can be reassigned and no refunds will be made. Upon request for cancellation of space more than 3 months prior to show opening, a 2/3 payment will be refunded. From 3 months to 46 days before show opening, ½ will be refunded. During the last 45 days before show opening, no refunds will be made for any reason (exception - see section 12). All cancellations are subject to $15 cancellation fee. Booths may not be set up or horses may not be moved into stalls until full payment is received.

3. COMPLIANCE WITH LAWS AND REGULATIONS
Exhibitor agrees to obey all State laws, local ordinances and regulations governing the use of the Fairgrounds; to abide by the rules and regulations of the State Fair Fire Marshall and Police; to obey all MN Horse Expo rules and regulations; and other public officials whose duties may regulate exhibits. All decorative materials used in displays must meet the flame proofing regulations of the State Fair. No tacks, nails, or screws may be driven into any walls, floor, or pillars of the facilities. No banners can be placed across aisles. No signs may be taped to walls. No stickers, pressure adhesives, helium balloons, etc., may be distributed. Helium balloons may be displayed with permission of the MN Horse Expo. All dogs must be on a leash no more than 6 ft in length and under control at all times. No dogs are allowed in the Coliseum or Horse Barn.

4. BOOT CONSTRUCTION AND EQUIPMENT
The MN Horse Expo will provide an identification sign and number for each display booth space. Each booth will have 8-ft back drapes and 3-ft side drapes. The back drape and side drapes may not be moved or removed without MN Horse Expo's approval. No signs, apparatus, construction, etc., may extend more than 8 ft above the floor in exhibit booth space. The exhibit may extend forward 4 ft from the rear wall at the 8-ft height, but further extension must be limited to a 3-ft height. Deviations from the 8-ft x 3-ft regulations as outlined above may be permitted with MN Horse Expo's approval in cases where exhibit space constitutes four-booth or more "island" or along perimeter of exhibits. All decorative materials used in displays must meet the flame proofing regulations of the State Fair. No tacks, nails, or screws may be driven into any walls, floor, or pillars of the facilities. No banners can be placed across aisles. No signs may be taped to walls. No stickers, pressure adhesives, helium balloons, etc., may be distributed. Helium balloons may be displayed with permission of the MN Horse Expo. All dogs must be on a leash no more than 6 ft in length and under control at all times. No dogs are allowed in the Coliseum or Horse Barn.

5. USE OF SPACE AND AISLES
No booths may extend into aisles and all aisles must be kept clear. Interviews, demonstrations, and distribution of literature must be done inside the Exhibitor's booth space. Aisles will be cleaned each day by Fairground personnel. Exhibitors must keep their booth space clean, carpet swept, and in good order. All exhibits must be attended during all vendor hours: Friday and Saturday 8:30 am - 7:00 pm (Coliseum and Horse Barn are open until 9:30 pm), Sunday 8:30 am - 5:00 pm. No loud speakers will be allowed by Exhibitors. Small sound amplification systems may be used, but the sound must be inoffensive to neighboring Exhibitors. The Exhibitor may not reassign this contract nor permit any other company to share the exhibit space without express permission from the MN Horse Expo Exhibit Director. Vendors may not exhibit, pass out literature, or put up signs outside their rented booth space unless permission has been granted from the MN Horse Expo Exhibit Director. No Exhibitor shall take photos for resale without MN Horse Expo permission.

6. HORSES AND HORSE STALLS
A current year negative Coggins is required on all horses per State regulations. Health certificates are required on all out-of-state (except for Wisconsin) horses. Horse stall exhibitors are encouraged to decorate their stalls. No signs or banners may be hung across aisles or higher than 8 ft.

7. REJECTION/REMOVAL OF APPLICANTS AND EXHIBITORS
The MN Horse Expo reserves the right to reject any applicant for space at any time, and reserves the right to retake possession of any space by refunding to the applicant or Exhibitor the amount paid for space. Violations of any section of this agreement will result in immediate ejection of Exhibitor without refund.

8. CHANGES IN BOOTH LOCATION
The MN Horse Expo reserves the right to make such booth/stall changes as it deems necessary for the good of the Show.

9. SECURITY AND LIABILITY
Security guards will be on hand during the show and move-in and move-out periods. The Fairgrounds and MN Horse Expo will take all reasonable precautions against damage or loss by theft, fire, storm, strikes, or other causes. However, neither MN Horse Expo nor the Fairgrounds will be liable for loss to Exhibitors from any of these causes or any cause whatsoever that may arise from the use and occupancy of exhibit space. In all cases, Exhibitors are required to carry fire and liability insurance covering trade shows and fairs which insures their goods and exhibits against damage and loss or personal injury, and provide a certificate of insurance.

10. CANCELLATION OF SHOW
If any portion of the facilities should be destroyed, damaged by fire, or otherwise rendered unusable, or if a strike makes it impossible for an Exhibitor to occupy the premises, the MN Horse Expo and its Management are released from any and all claims which might arise in consequence thereof.

11. PUBLICITY RELEASE
In consideration for participation, the undersigned hereby grants to the Minnesota Horse Council and the Minnesota Horse Exposition, Inc., the right to use their name and likeness, and that of its employees and agents involved in the Expo, using video or audio, and use photographs in any association with the Minnesota Horse Council and the Minnesota Horse Exposition, Inc., in all media.

12. REIMBURSEMENT
Claims for reimbursement for horses not attending the MN Horse Expo due to an unavoidable illness must be accompanied by a veterinarian's certificate. Claims for reimbursement for display booth nonattendance due to illness must be accompanied by a physician's certificate. All claims must be submitted no later than May 31, 2019 and are subject to a $15.00 cancellation fee.

13. LIABILITY AND INSURANCE
All exhibitors bringing one or more horses to the Expo are expected to carry liability insurance covering claims arising from accidents caused by their horse(s). Exhibitors agree to hold harmless and indemnify the Expo, its directors, staff, and volunteers, against any and all claims arising from Exhibitor's negligent, reckless, or intentional conduct and accidents caused by Exhibitor's horse(s).

14. INDEMNIFICATION CLAUSE
Exhibitor indemnifies and holds harmless the Minnesota Horse Exposition, Inc., its members, directors, staff, or volunteers, against any claim or lawsuit arising from an accident, injury or damage caused by (or allegedly attributable to) Exhibitor or Exhibitor's presence on the premises or Exhibitor's Contract for Space Rental. Exhibitor agrees to pay all attorney's fees and costs reasonably incurred by the Minnesota Horse Exposition, Inc., and Minnesota Horse Council, Inc., to defend such claim or lawsuit and will further reimburse them for any judgment, expense or other damage caused by or attributed to Exhibitor's conduct.
The Minnesota Horse Expo Official Program will be distributed free to all attendees. This is an outstanding and affordable way to advertise your horse-related products or services, training facility, or stallion to avid horse people. This invaluable guide contains the complete schedule of events, building maps, biographies of the presenters, vendor list, and much more! Many people keep the program as a resource after the event.

**PRINTING SPECIFICATIONS**
Program Trim Size: 8.25” x 10.75”
Resolution: Color - CMYK, 300 dpi; B&W - Grayscale, 200 dpi
Formats accepted: PDF, JPEG
No bleeds

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Dimensions Width/Height</th>
<th>Full Color</th>
<th>B&amp;W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover*</td>
<td>7.25” x 9.75”</td>
<td>$750</td>
<td>N/A</td>
</tr>
<tr>
<td>Inside Front Cover*</td>
<td>7.25” x 9.75”</td>
<td>$600</td>
<td>N/A</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>7.25” x 9.75”</td>
<td>$600</td>
<td>N/A</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.25” x 9.75”</td>
<td>$500</td>
<td>$375</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.25” x 4.75”</td>
<td>$275</td>
<td>$200</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.5” x 9.75”</td>
<td>$275</td>
<td>$200</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5” x 4.75”</td>
<td>$175</td>
<td>$115</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3.5” x 2”</td>
<td>$105</td>
<td>$70</td>
</tr>
</tbody>
</table>

* Premium Space - check for availability

**AD DEADLINE**
3/31/20

**QUESTIONS??**
Contact Linda Dahl Graphics & Printing
Cell: 651-353-8188
mhe-ads@dahligraphics.com
www.dahligraphics.com

**LAYOUT/DESIGN**
All ads must be submitted camera-ready (preferably in PDF format). If you need ad layout, please contact Dahl Graphics for a cost estimate.

**AD POSITION**
The positioning of ads within the program cannot be guaranteed, but every effort will be made to accommodate requests for specific positions. Early submission of your insertion order will help ensure your ad position.

**CANCELLATIONS**
No cancellations will be accepted or refunds given after the ad deadline.

**PAYMENT TERMS**
Full payment must be received with the insertion order or by ad deadline. VISA, MasterCard and Discover accepted. A $25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason.

The Minnesota Horse Expo or Dahl Graphics & Printing reserves the right to reject any ads at any time. Each ad is accepted with the understanding that the advertiser is authorized to publish its contents and they agree to indemnify the Minnesota Horse Expo and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. The Minnesota Horse Expo or Dahl Graphics & Printing assume no liability for submitted copy errors.

**Insertion Order**
Make check payable to MN HORSE EXPO and send completed insertion order to:
Program Advertising MN Horse Expo
PO Box 775, Alexandria, MN 56308

<table>
<thead>
<tr>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Contact Person</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Address</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>City</td>
</tr>
<tr>
<td>State</td>
</tr>
<tr>
<td>Zip</td>
</tr>
</tbody>
</table>

| Phone Number |

| Email |

| AD SIZE: |
| FULL COLOR AD | B&W AD |
| Back Cover ($750) | Full Page ($375) |
| Inside Front Cover ($600) | 1/2 Page ($200) |
| Inside Back Cover ($600) | 1/4 Page ($115) |
| Full Page ($500) | 1/2 Page ($275) |
| 1/4 Page ($175) | 1/8 Page ($70) |
| 1/8 Page ($105) |

**PAYMENT INFORMATION:**
[ ] Check [ ] Money Order
[ ] VISA [ ] MasterCard [ ] Discover [ ] AmEx

Card #: __________________ V-Code __________________
Exp. __________________
Name as it appears on credit card

Credit card billing address (if different than above)

I authorize that my card be charged for the amount indicated above for payment of an ad in the Minnesota Horse Expo Official Program.

Authorized Signature __________________
Date __________________

www.mnhorseexpo.org
The Minnesota Horse Expo is pleased to present our 38th annual event. This is Minnesota’s largest equine trade show and breed exhibition featuring education, shopping, diverse horse breeds, and food. When you become a Minnesota Horse Expo sponsor, you’re able to reach the attendees, as well as support the efforts of the not-for-profit Minnesota Horse Council (www.mnhorsecouncil.org). Profits from the Minnesota Horse Expo go to the Minnesota Horse Council. Get more visibility for your company at the Expo by choosing a sponsorship package listed below which includes a sponsor listing in the program and your organization’s logo (linked to your home page) on the Minnesota Horse Expo website.

Each day at the Minnesota Horse Expo, we are pleased to feature the 25th annual Barnes PRCA Rodeo. The Barnes Rodeo Company, with performances on Friday, Saturday and Sunday, continues to add action to Expo. Sponsor this Horse Expo event that continues to rank among the top choices of entertainment for American families!

Innovative sponsorship ideas are continually being considered, so don’t hesitate to suggest a new idea or call with questions. Contact Kathy Juhl at 952-356-2029 or kathy@mnhorseexpo.org.

Previous year’s sponsors have priority renewing 2020 sponsorships.

**SPONSOR OPPORTUNITIES**

**EXPO SPONSORSHIPS**

<table>
<thead>
<tr>
<th>PLATINUM - $2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Two banners displayed in Coliseum and one in Compeer Arena ($900 value)</td>
</tr>
<tr>
<td>• Full page color ad in program ($500 value)</td>
</tr>
<tr>
<td>• 8 Expo admission &amp; reserved rodeo tickets ($188 value)</td>
</tr>
<tr>
<td>• Sponsor listing in program &amp; website</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GOLD - $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Two banners displayed in Coliseum ($600 value)</td>
</tr>
<tr>
<td>• Half page color ad in program ($275 value)</td>
</tr>
<tr>
<td>• 6 Expo admission &amp; reserved rodeo tickets ($141 value)</td>
</tr>
<tr>
<td>• Sponsor listing in program &amp; website</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SILVER - $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Banner displayed in Coliseum ($300 value)</td>
</tr>
<tr>
<td>• Quarter page color ad in program ($175 value)</td>
</tr>
<tr>
<td>• 4 Expo admission &amp; reserved rodeo tickets ($94 value)</td>
</tr>
<tr>
<td>• Sponsor listing in program &amp; website</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRONZE - $300</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Banner displayed in Coliseum ($300 value)</td>
</tr>
<tr>
<td>• Sponsor listing in program &amp; website</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUPPORTER - $125</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Business card color ad in program ($105 value)</td>
</tr>
<tr>
<td>• Sponsor listing in program &amp; website</td>
</tr>
</tbody>
</table>

**RODEO SPONSORSHIPS**

**PERFORMANCE - $1,200 - Limit 3**

- Sponsor one rodeo performance:  □ Friday  □ Saturday  □ Sunday
- Two banners displayed in Coliseum ($600 value)
- Half page color ad in program ($275 value)
- 8 Expo admission & reserved rodeo tickets ($188 value)
- Sponsor listing in program & website
- Verbal promotion during performance

**CHUTE - $800 - Limit 6**

- Banner on bucking chute ($300 value)
- Quarter page color ad in program ($175 value)
- 6 Expo admission & reserved rodeo tickets ($141 value)
- Sponsor listing in program & website
- Verbal promotion during rough stock events

**Sponsorships**

Make check payable to
MN HORSE EXPO
and send check and completed insertion order to:
MN Horse Expo Sponsorships
5305 Edsall Rd, Mound, MN 55364

**Questions??**

Contact Kathy Juhl
952-356-2029
Fax: 952-472-2799
kathy@mnhorseexpo.org

To be listed in the program, applications and payments must be received by March 31, 2020

**PAYMENT TERMS**

Full payment must be received with the sponsor application. A $25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason.

For payment questions, please contact Kathy Juhl
952-356-2029, kathy@mnhorseexpo.org

**MAXIMUM COLISEUM BANNER SIZE - 4 h’ x 10 w’**

**MAXIMUM CHUTE BANNER SIZE - 2’ h x 7’ w**

Sponsors provide their own banners. They are responsible for bringing banners to the Expo Office by 5 pm on Thursday and picking up after 6 pm on Sunday. Shipped sponsor banners should be sent to MN Horse Expo, Attn: Kathy Juhl, Sponsorships, Coliseum, 1784 Judson Ave, St Paul, MN 55108. Shipments should only arrive no earlier than April 22.