

EXHIBITOR ADMISSION

Exhibitor badges will be passed out at the expo. All Exhibitors (including horse barn exhibitors) must wear Exhibitor badges at all times beginning Friday morning March 18th, during non-show hours people not wearing Exhibitor badges will be asked to leave the Expo grounds. Extra badges can be purchased at check-in for \$10.00 each.



UTAH HORSE EXPO 2017

Presented by:

The Utah Horse Council

At:

**Salt Lake County Equestrian Park
10800 S. 2200 W., South Jordan, Utah**



<p>MOVE IN DATES</p> <p>EXHIBIT BOOTH Thursday 16th March 12 noon- 9 p.m. Friday 17th March 9 a.m. - 10:30 a.m.</p> <p>HORSE EXHIBITORS Thursday 16th March 10 am - 9 p.m. Friday 17th March 9 a.m. - 11:30 a.m.</p>	<p>MOVE OUT DATES</p> <p>Sunday 19 March 5 p.m. - 9 p.m. Monday 20 March 9 a.m. - 5 p.m.</p> <p>NO BOOTHS MAY BE DISMANTLED UNTIL SHOW CLOSING. HORSES MUST BE MOVED OUT SUNDAY, AFTER 5:00 PM</p>
<p>PROMOTIONAL OPPORTUNITIES</p> <p>Ask About Exhibitors Show Program Advertising.</p> <p>Other promotional opportunities are available. For more information please give us a call at 801-510-2098, or 801-627-6471. Please leave details and we will get back to you. A disk with your ads or information should be sent, IBM files are preferred but most Mac files will work.</p>	<p>SHOW DECORATOR</p> <p>Modern Display 425 South 700 East Salt Lake City UT Ph 801-983-8160 Fax 801-521-3040 Attn: Jenni Gonzalez</p> <p>Additional tables, chairs, etc. may be ordered at extra cost through the Show Decorator. Information packets will be mailed out by Feb. 1, 2017</p>

HORSES AND HORSE STALLS

Exhibitors will keep their horses on the premises at all times during exhibition hours. The first bedding for horses will be provided by the Utah Horse Expo. Exhibitors will provide their own feeds and feeding equipment. They will also be responsible for maintaining the cleanliness of their stall and stall area. Exhibitors are encouraged to decorate their stalls. A negative coggins is required on all horses and health certificates are required for out-of-state horses per state regulations. Expo veterinarians will be on call 24 hours.

SPECIAL GUESTS AND RODEO ROYALTY WILL BE PRESENT DURING THE EXPO

Utah Horse Council
5093 South 1500 West
Riverdale, Utah 84405



SHOW HOURS

DAILY ADMISSION

SEMINARS # CLINICS

Friday Mar 17
11 am till 9 pm

Adults (12-61) \$10.00
Students/Seniors (62) \$6.00
Youth (6-11) \$4.00

- * Animal Chiropractors
- * Equine Sport Massage Therapy
- * Horse Dentistry & Farrier
- * Horse Trailer Loading
- * Horse Handling
- * English Saddle Fitting
- * Western Saddle Fitting
- * Other Attractions Available

Saturday Mar 18
9 am till 9 pm

Child (5 and under) Free
2-day adult ticket \$18.00
3-day adult ticket \$25.00

Sunday Mar 19
9 am till 5 pm

EXPO OFFICE HOURS
10:00 am till 9:00 p.m.

EXPO 2017 MEANS PEOPLE LOTS OF PEOPLE

The people who attend the Utah Horse Expo are interested in everything from riding lessons to breeding products, services organization, and schools. The Utah Horse Expo focuses primarily on those already involved with horses but also attempts to sparks interest in horses for people who don't yet own horses.

SHOW AND SELL

Place your products and services with an unequalled opportunity to reach more customers. You will meet thousands of qualified customers face-to-face and at a low cost. You can cover several month's worth of contacts in just a few days, while bringing your "point-of-sale" closer to your customers. You can make actual sales from your booth; as well as develop leads for your long-range sales program. Join us in this proven marketplace.

THE EXPO IS NEW AND EXCITING!

The Utah Horse Expo continues to be fresh and exciting. This year, we are trying several new things. In addition to the special guests already booked we will have seminars, clinics, and door prizes. Look for a new outdoor venue and exhibitors, events and exciting keynotes speakers.

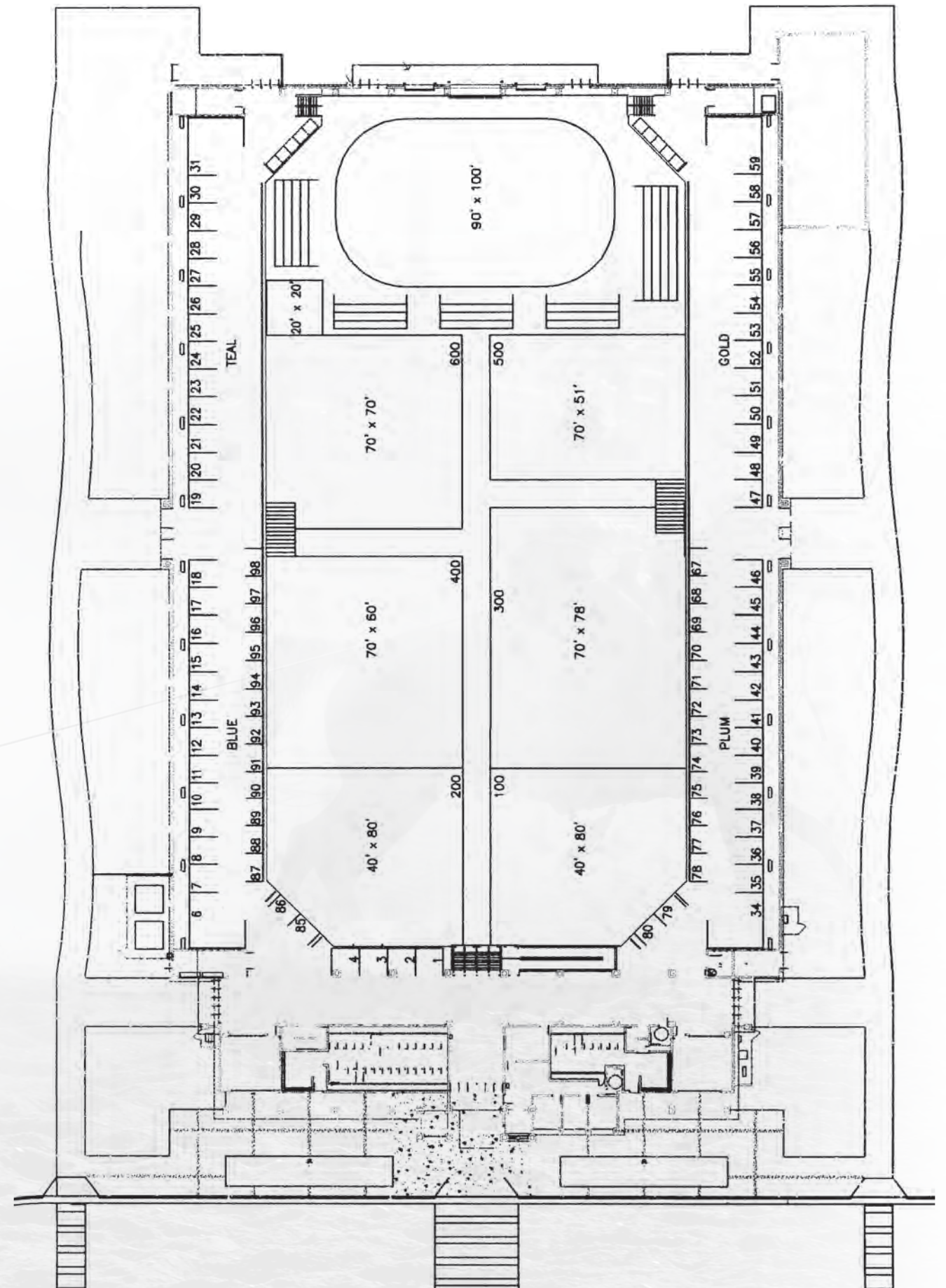
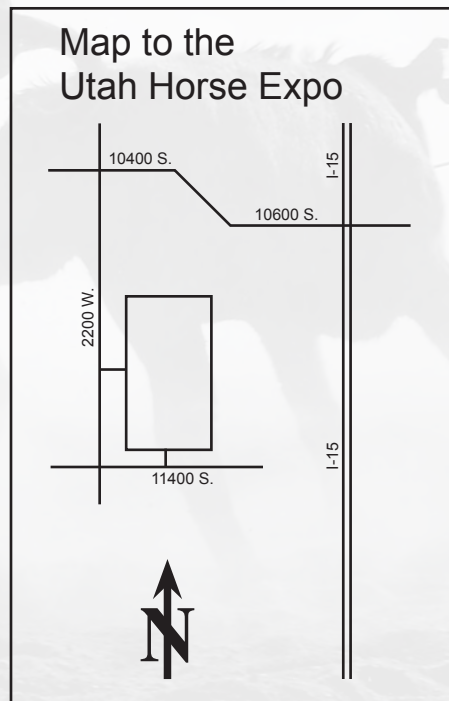


EXHIBIT FLOOR PLAN

TERMS OF CONTRACT

1. DEFINITIONS

COMMERCIAL - Shall apply to all parties promoting a product, service, or stallion for a commercial benefit.

NON-PROFIT - Shall apply to all non-profit organizations promoting particular equine - related activities.

BREED ASSOCIATION \ REGISTRY - Shall apply to all Associations \ Registries that are responsible for the registry of a particular breed of 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. Space can be reassigned and no refunds will be made. Upon cancellation of space, up to 3 months prior to show opening, a 2/3 payment will be refunded period. From 3 months to 46 days before show opening, 1/2 will be refunded. During the last 45 days before show opening, no refunds will be made for any reason (exception- see sections 12). Booths may not be set up or horses may not be moved into stall until full payment is received.

3. COMPLIANCE WITH LAWS AND REGULATIONS

Exhibitor agrees to obey all laws, ordinances, and regulations governing the use of the Equestrian Park; to abide by the rules and regulations of the South Jordan Fire and Police Departments; to obey all UT Horse Expo rules and regulations (to be issued by UT Horse Expo Management); and other such public officials whose duties may regulate exhibits. All decorative materials used in displays must meet the flame proofing regulations of South Jordan Fire Department. No tacks, nails, or screws may be driven into the wall, floors, or pillars of the Arena, Stalls, or Barns. 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 UT Horse Expo Management. Exhibitors cannot distribute food, including popcorn and beverages, unless approval has been obtained from the UT Horse Expo Management. All dogs must be on a 6-ft. leash and under control at all times. No dogs are allowed in the Arena or Horse Barn.

4. BOOTH CONSTRUCTION AND EQUIPMENT

The UT 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 drape may not be moved or removed without the UT Horse Expo Managements 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 UT Horse Expo Managements approval in cases where exhibit space constitutes a four-booth or more "Island" or along perimeter of exhibits. The Exhibitor must drape unsightly structures at his own expense. We strongly recommend only professionally- made signs and floor coverings for your exhibit areas. Electricity is furnished, but please bring an extension cord. Extra lighting is encouraged for booths in the live stock barn.

5. HORSES AND HORSE STALLS

Horse Exhibitors will keep their horses on the premises at all times during exhibition hours. Bedding for horses will be furnished by the UT Horse Expo. Exhibitors will provide their own feeds and feeding equipment and will be responsible for maintaining the cleanliness of their stalls. Negative Coggins is required on all horses per State regulations. Health certificates are required on all out-state-horses.

6. USE OF SPACE AND AISLES

No booths may extend into aisles and aisles must be kept clear. Interviews, demonstrations, and distribution of literature must be done inside the Exhibitors booth space. Aisles will be cleaned each day by Expo personnel. Exhibitors must keep their booth space clean, carpet swept, and in good order. All exhibits must be attended during all show hours. 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 assign this contract nor permit any other company to share the exhibit space without express permission from the UT Horse Expo Exhibit Director. No one can exhibit, pass out literature, or put up signs, unless a contract has been obtained for space from the UT Horse Expo. No Exhibitor shall take photos for resale without UT Horse Expo Management permission.

7. REJECTION OF APPLICANTS AND EXHIBITORS

The UT Horse Expo reserves the right to reject any applicant for space at any time, and reserves the right to regain possession of any space by refunding to the applicant or Exhibitor the amount paid for space.

8. CHANGES IN BOOTH LOCATION

The UT Horse Expo reserves the right to make such booth changes as it Deems necessary for the good of the show period.

9. SECURITY AND LIABILITY

Security guards will be on hand during the show and move-in and move-out periods. The Salt lake County Equestrian Park and the UT Horse Expo Management will take all reasonable precautions against damage or loss by theft, fire, storm, strikes, or other causes. However, neither UT Horse Expo Management nor the Salt Lake County Equestrian Park 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 care fire and liability insurance covering trade shows and fairs which insures their goods and exhibits against damage and loss or personal injury. Furthermore, the Exhibitors agree to indemnify and hold harmless UT Horse Expo Management and their employees against any and all claims arising out of acts or failure to act of Exhibitors or his representatives, horses, or exhibits at the Show. Exhibitors agree to pay promptly for any and all damages to the Salt Lake County Equestrian Park or equipment incurred through carelessness, or otherwise, by the Exhibitor or his employees or agents.

10. CANCELLATION OF SHOW

If the arena, horse barn or stalls should be destroyed, damaged by fire, or otherwise rendered unusable, or if a strike makes it impossible for the UT Horse Expo Management to permit an Exhibitor to occupy the premises, the UT Horse Expo Management is released from any and all claims which might arise in consequence thereof. If any other event or circumstance not caused by UT Horse Expo Management 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 UT Horse Expo Management shall be considered to be satisfied and there shall be no refund to the Exhibitor.

11. PUBLICITY RELEASE

I, the Undersigned, do hereby grant to the UT Horse Council and the Utah Horse Exposition, the right to use my name and likeness, using video or audio, and use photographs of me in any association with the Utah Horse Council and the Utah Horse Exposition in all media.

I, the Undersigned, understand that release and consent given herein, is made without compensation and no compensation is required or anticipated. I hereby release the Utah Horse Council and the Utah Horse Exposition, an it employees, directors, and members from any and all liability, claims, or causes of action with this consent and release.

12. REIMBURSEMENT

Claims for reimbursement for horses not attending the UT 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 doctors certificate. All claims must be submitted no later than April 1, 2017 and are subject to a \$25.00 administrative fee.

Matthew A. Bartlett
5093 South 1500 West
Riverdale, Utah 84405
(801) 627-6471
UTAHHORSECOUNCIL@MSN.COM

December 15, 2016

Dear Exhibitor:

I am once again proud to invite you to attend Utah's premiere multi-disciplinary equine trade show and event, the 2017 Utah Horse Expo on March 17th, 18th and 19th at the Salt Lake County Equestrian Park.

For the past 17 plus years, the Utah Horse Expo has attracted a wide variety of clientele interested in all things horse related. Because of its wide variety of attendees, the Utah Horse Expo is Utah's prime opportunity for retailers and exhibitors to reach a targeted audience of equine enthusiasts.


The 2017 Utah Horse Expo promises to be better than ever. The widely popular Utah Horse Trainers Challenge™ will return in 2017. This year the trainers will be receiving speed bred colts. The 2017 Utah Horse Trainers Challenge will be open to residents of any state. This should attract top talent from across the nation and ensure the attendance of numerous spectators. The 2017 Utah Horse Expo will also feature many new attractions. Returning this year, The Salty Dash Barrel race and futurity with over \$10,000 added money. These great headline events should serve to substantially increase attendance and attract a demographic with more spending ability.

As in years past, the event will continue to be highly advertised through radio, magazine and newspaper. In addition, newly formed partnerships with the Rocky Mountain Pro Rodeo Association, the Utah Barrel Racing Association and the Utah chapters of the National Barrel Horse Association will advertise the events to a demographic that is beneficial to exhibitors like you.

The Utah Horse Expo is brought to you by the Utah Horse Council, Inc. Because the Horse Council is a non-profit organization and all of the money raised by the Utah Horse expo is returned as scholarships and grants to other horse related groups within the state of Utah (i.e. 4-H, Utah State University Equestrian Team, The National ability Center Riding Program for Wounded Veterans, etc.), we are able to present this opportunity to you at a great value. Indeed, despite rising costs, for the 7th year in a row we are able to offer exhibitor space at the same price.

Don't miss this opportunity. Make sure to sign up and pay for your booth before January 15, 2017 and receive 5% off your booth space. I look forward to seeing you at the 2017 Utah Horse Expo. Please do not hesitate to contact me directly should you have any questions.

Respectfully Yours,


Matthew A. Bartlett
President
Utah Horse Council



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- Sport Court
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UTAH HORSE COUNCIL

5093 SOUTH 1500 WEST
RIVERDALE, UTAH 84405
801-612-0417

UTAH HORSE EXPO

TERMS AND LICENSE AGREEMENT FOR SHOW EXHIBITION SPACE



1. IDENTIFICATION:

EXHIBITION COMPANY: _____
 NAME OF AUTHORIZED AGENT: _____
 ADDRESS OF COMPANY: _____
 CITY: _____ STATE: _____ ZIP: _____
 PHONE: (_____) _____ FAX: (_____) _____
 TYPE OF MERCHANDISE TO BE EXHIBITED: _____
 EMAIL ADDRESS: _____

2. BOOTH SPACE RENTAL:

	NO.	RATE (for profit booth only)	TOTAL
5% DISCOUNT OFF BOOTHS IF PAID IN FULL BY 15 JANUARY 2017			
EXHIBIT SPACE UPPER DECK CHOICE(S)	#1 _____	#2 _____ #3 _____	#4 _____
EXHIBIT BOOTH SPACE UPPER DECK (10X10)		BOOTH X \$450.00 EACH = \$	_____
NON-PROFIT BOOTHS (APPROX 6X10)			
AVAILABLE UPPER LEVEL (3FT DRAPE)		BOOTH X \$250.00 EACH = \$	_____
ARENA AREA EXHIBIT SPACE		SQ. FT. X \$1.50 PER SQ. FT. = \$	_____
ARENA AREA CHOICE(S)	#1 _____	#2 _____ #3 _____	#4 _____
TOTAL AGREED PRICE :		\$	_____
TYPE OF PAYMENT:		CHECK _____	MONEY ORDER _____

CORNER BOOTH'S ARE \$1200.00 *NOTE: Prices are the same as the last 8 years!
BOOTH POWER \$25.00 FOR THE WEEKEND.

3. PAYMENT: PAYMENT MUST BE ACCOMPANIED WITH SIGNED CONTRACT. ALL BOOTH(S) MUST BE PAID IN FULL BY MARCH 1ST, 2017. CHECKS PAYABLE TO THE UTAH HORSE COUNCIL. FAILURE TO MAKE PAYMENT AS SPECIFIED SHALL ENTITLE UTAH HORSE COUNCIL TO CANCEL THIS AGREEMENT WITHOUT NOTICE AND EXHIBITION COMPANY SHALL REMAIN LIABLE FOR ANY OUTSTANDING BALANCE. NO REFUNDS. EXHIBITOR BADGES WILL BE ISSUED BY BOOTH OR SQUARE FOOT USAGE. OUTSIDE SPACE USED TO SELL, TRADE, AND SHOW YOUR GOODS. WILL BE DEALT WITH BY PRIVATE TREATY. MUST BE APPROVED BY SHOW MANAGEMENT. HORSE STALL RENTAL \$15.00 PER DAY, OR BY PRIVATE TREATY. OFF-SITE SALES PERMIT NEEDED.

4. MISCELLANEOUS:

SHOW NAME: UTAH HORSE EXPO
 LOCATION: SALT LAKE COUNTY EQUESTRIAN PARK
 MOVE IN DATES: THUR MARCH 16, AND FRI. MARCH 17, 2017
 SHOW DATE: FRI. MARCH 17, SAT. MARCH 18, AND SUN. MARCH 19, 2017
 MOVE OUT DATES: MARCH 19, 5 PM TO 10 PM, MON. MARCH 20, 8 AM TO 1 PM.

**FOR QUESTIONS OR INFORMATION CALL (801) 627-6471 OR (801) 510-2098
 E-MAIL AT bartlett_law@hotmail.com OR thurgoodk@roywater.com
 VISIT OUR WEBSITE AT www.utahhorsecouncil.com**

SHOW RULES REGULATIONS AND BOOTH INFORMATION MUST BE READ IN FULL AND AGREED TO ON BACK OF CONTRACT

I _____ THE UNDERSIGNED EXHIBITOR, UNDERSTAND AND AGREE TO ALL RULES AND REGULATIONS OF THIS CONTRACT.

COMPANY NAME _____
 YOUR TITLE _____
 SIGNATURE _____ DATE _____

PERMISSION FOR ANY SPECIAL REQUEST(S) _____

THESE REQUEST(S) ACKNOWLEDGED AND AGREED TO BY THE UTAH HORSE COUNCIL

SIGNATURE _____ DATE _____
 UTAH HORSE EXPO MANAGEMENT