



2012 RANCHING AND WILDLIFE EXHIBITOR APPLICATION

2012 Ranching & Wildlife Expo Dates: Feb. 28 – March 3

RANCHING & WILDLIFE EXPO

The Ranching & Wildlife Expo enhances educational programs that promote the conservation and co-existence of ranching and wildlife habitats. The Expo attendance includes a targeted audience that is involved in hunting, fishing and camping.

APPLICATION GUIDELINES

This application is for the 2012 Show only and does not guarantee the applicant Ranching & Wildlife Expo exhibit space. If you are selected for the 2012 Show, you will be notified in October 2011. Please answer all questions completely. **If you exhibited in 2011, it is not necessary to submit a new application; we will extend a separate invitation to 2011 exhibitors to participate in the 2012 Show.**

All application packages must be received by Oct. 1, 2011. Please do not send money — there are no fees or deposits due with this application. Before submitting your application, please review all information included with this document, as well as the Ranching & Wildlife Exhibitor Handbook, which will be available online at www.rodeohouston.com by Aug. 15, 2011.

For consideration, the below items must be included with your application. Incomplete applications will not be considered for booth placement.

1. A completed, signed application for exhibit space.
2. A complete listing of products and services. Photos or samples of products are helpful and encouraged.
3. A photograph or artist's rendition of your booth design.

Please submit your application to the address below. Once approved for the Ranching & Wildlife Expo, you will receive a formal lease agreement by mail. Please note deadlines below.

Manager, Commercial Exhibits
Houston Livestock Show and Rodeo
PO Box 20070
Houston, TX 77225

2012 EXHIBIT SPACE RATES

Reliant Center Mezzanine, Reliant Center Lobby, Outdoor Exhibits..... \$750.00 per booth
Unmanned booths (5' X 5') in seminar area..... \$500.00 per booth

IMPORTANT DATES

Oct. 1, 2011	New Exhibitor Applications Due
Dec. 1, 2011	Exhibitor Lease Agreements must be executed with full lease payment
Jan. 31, 2012	Certificate of Insurance Due



2012 APPLICATION FOR RANCHING & WILDLIFE EXHIBIT SPACE

This application is for the 2012 Show only and does not guarantee a space reservation. If you are selected for the 2012 Show, you will be notified in November 2011. Please answer all questions completely.

COMPANY INFORMATION

PRINT LEGIBLY OR TYPE

Booth Name (as to be listed in print): _____

Company Name (if different from booth name): _____

Contact Name: _____

Fed. Tax ID Number: _____ Texas State Tax ID Number: _____

Phone Number: _____ Fax: _____ E-mail: _____

Mailing Address: _____

City: _____ State: _____ ZIP Code: _____

EXHIBIT HISTORY/EXPERIENCE

Have you or your company ever exhibited at the Houston Livestock Show and Rodeo? _____

If yes, when was the last year? _____

List other shows/fairs where you have exhibited and when: _____

BOOTH INFORMATION:

Requested Booth Dimensions: _____

Note any additional considerations (i.e. booth configurations, minimum & maximum space requirements for your exhibit):

PRODUCT/SERVICES:

Exhibit Type: (Please check one)

_____ Agricultural Exhibits/Sales _____ Non Agricultural Exhibits/Sales

_____ Government or Non-profit Organization (A limited number of complimentary spaces are available for organizations who provide an educational aspect to our expo attendees.)

LOCATION PREFERENCE (if any):

_____ Mezzanine – Outside Seminar Rooms _____ Outdoors – Near the entrance to the Expo

_____ Unmanned booth – Inside Seminar Rooms

PRODUCT DESCRIPTION

Please provide a complete listing of products and services you would like to sell, distribute and/or display at the Houston Livestock Show and Rodeo. Photos or samples of products are helpful and encouraged. Feel free to attach additional pages if needed.

APPLICATION TERMS/AGREEMENT

The undersigned agrees to abide by the rules and regulations of the Houston Livestock Show and Rodeo as stipulated in the commercial exhibit lease agreement, should space be available and a lease agreement offered by the Show. The undersigned further understands that this is an application and not an exhibit contract. By signature on this application, you authorize the Houston Livestock Show and Rodeo to secure information concerning any of the above facts and allow third parties to furnish such information to the Houston Livestock Show and Rodeo.

Signature: _____ Date: _____

**RETURN COMPLETED APPLICATION BY OCT. 1, 2011 TO:
Manager, Commercial Exhibits, Houston Livestock Show and Rodeo
PO Box 20070, Houston, Texas 77225**

OUR SHOW

The 2012 Houston Livestock Show and Rodeo encompasses 20 fun-filled days, beginning Tuesday, Feb. 28, 2012, and ending Sunday, March 18, 2012. Our commercial exhibitors are an important part of a multi-faceted event that includes livestock, horse and agricultural shows, world-class rodeo events, superstar entertainment, thrilling carnival rides, educational exhibits, and many other fun family-oriented events. Our staff and more than 24,000 volunteers work hard to make our Show a unique, fun, and educational experience for our visitors. Our commercial exhibitors work along side us, helping us to achieve this goal.

GENERAL INFORMATION

We have high expectations of our commercial exhibitors, and we detail these expectations in our Commercial Exhibitor Handbook. We are also committed to providing our commercial exhibitors with exceptional customer service and support. Our commercial exhibits team is attentive, responsive, and dedicated to your success at our Show. The following is an overview of our basic guidelines for our commercial exhibitors.

Hours of Operation

We expect our Ranching & Wildlife Expo exhibitors to be open for business from 10 a.m. until 8:30 p.m., Tuesday, Feb. 28, 2012, through Saturday, March 3, 2012. We do require extended hours on Fridays and Saturdays and other annually designated days. Final hours of operation for the 2012 Show will be included in the Ranching & Wildlife Exhibitor Handbook, available online. Some exhibitors may choose to open earlier or stay later.

Insurance Requirements

Our exhibitors must carry insurance with the coverage, endorsements, and minimum limits of liability required by the Show, against all claims for damages caused by bodily injury, including death, to employees and third parties and claims for property damages. This is to include limits of not less than \$1,000,000 each occurrence, \$2,000,000 general aggregate, and \$1,000,000 for products. The full insurance requirements are outlined in our Ranching & Wildlife Exhibitor Handbook.

Permit Requirements

All exhibitors are expected to obtain and provide relevant permits, including, but not limited to, resale permits and health permits. Our exhibitors are required to comply with all rules, regulations, and requirements of the fire marshal, the City of Houston Health Department, and any governmental entity having jurisdiction over our premises.

Booth Space

The Ranching and Wildlife Expo will once again be held in Reliant Center and outdoors for the 2012 Show. Space is limited and all decisions to contract for exhibit space are made by the Houston Livestock Show and Rodeo.

As part of the application, we require a photograph or artist's rendition of the booth space.

Included in the Booth Rental Fee:

10 X 10 Exhibit Spaces:

- Exhibitor is responsible for complete booth set up, including walls. Pipe and drape are not permitted.
- One 110-volt/500 watt electrical outlet (1 plug only) is included at no extra charge. Additional electrical outlets or services may be purchased through the electrical provider at the exhibitor expense.

5 X 5 Unmanned Booths

- Booth perimeter will be marked by split rail fencing and set up will include (1) 3 X 4 table.
- Electricity is not included.

If you need additional electrical services and/or telephone and Internet connections, these can be purchased separately through our service contractors.

More detailed guidelines are included in the Ranching & Wildlife Expo Exhibitor Handbook.

The Show is very proud to partner with community and business leaders, and our sponsorship program may include exclusivity options that impact exhibit space.

APPLICATION PROCESS

To be considered as an exhibitor for the 2012 Show, please complete the Commercial Exhibitor Application and return it to the Show office by Oct. 1, 2011.

SELECTION INFORMATION

After we have determined which previous exhibitors will be returning to the 2012 Show, we will begin assessing new applicants. Please be aware that we receive many more applicants than we have space to accommodate, so the selection process is highly competitive. Listed below are several things we take into consideration when reviewing your application.

Product

We strive to provide our visitors with a diverse selection of popular, quality products. When reviewing your product offerings, we'll consider:

- How many other exhibitors offer similar products?
- Is your product new and exciting, and will our visitors be interested in it?
- Can you provide enough product to meet the demands of more than 2 million visitors during our 20 day event?

Track Record

We review the success of your participation at other shows and fairs. Share with us where you have been, and how you added to the experience at that event.

Booth Design

Is your booth fun or classy or interactive or educational? Does it incorporate a western design? We want to maximize our visitors' experience at our Show, so share with us how you can help us do that.

Other Product Guidelines

We have some limitations about space usage and product offerings. These limitations are highlighted here and detailed in the Commercial Exhibitor Handbook.

- No drawings of any kind or giveaways requiring registration will be allowed.
- Balloons and materials with adhesive surfaces will not be approved for sale or other distribution.
- The sale or display of any tobacco products or weapons (i.e., guns, knives, spears, arrows, etc.) or products promoting tobacco or weapons is prohibited.

- Exhibit spaces may not be used for religious or political purposes, or for solicitation of funds for any political, educational, or charitable corporation or association, or any other corporation, association, group, individual, or cause of any kind or character.
- All logos of the Houston Livestock Show and Rodeo™ and RODEOHOUSTON™ are trademarks and may not be used under any circumstances without prior written permission from the Houston Livestock Show and Rodeo.

Notification

Space is limited, and all decisions to lease exhibit space shall be at the sole discretion of the Houston Livestock Show and Rodeo. Exhibitors selected for the 2012 Show will be notified October 2011. Products, services, and menu items included on your application will be reviewed and all approved items will be included in the lease agreement. Not all items submitted with your application are guaranteed approval. Leased space will only include the area stipulated in the agreement.

Waitlist

If you are not selected, we will mail a letter stating so by early November. All applications will be held on a waitlist until the start of the 2012 Show in case of any cancellations. We encourage you to consider other events during this time, as there are no guarantees that space will become available. Please note, the waitlist will be cleared at the conclusion of the 2012 Show, so we encourage you apply again for the following year.