



2020 COMMERCIAL EXHIBITOR APPLICATION GUIDELINES

2020 Houston Livestock Show and Rodeo™ Dates:

March 3 – March 22, 2020

APPLICATION GUIDELINES

All application packages must be postmarked by August 15, 2019. 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. Additional information can be found in the Commercial Exhibitor Handbook, available online right now at www.rodeohouston.com.

The following items must be included with your application. Incomplete applications will not be considered for booth placement.

- 1. A completed exhibitor application (either email or paper).**
- 2. A complete listing of products and services. Food exhibitors must include pricing with the menu. Retail exhibitors should include a range of prices for their products/services. Photos or samples of products are helpful and encouraged.** If you include a sample and would like the sample returned after the review process, please include a pre-paid shipping label. We will return your items in December, once the review process is completed. If you do not include a shipping label or other instructions for returning the items, they will be donated to a HLSR auction fundraiser.
- 3. A photograph or artist's rendition of your booth design.** Photos of prior exhibits and/or set-up specs are acceptable.

Please submit your application to commercialexhibits@rodeohouston.com or mail to:

Manager, Commercial Exhibits
Houston Livestock Show and Rodeo
P.O. Box 20070
Houston, TX 77225-0070

2020 EXHIBIT SPACE RATES

Prices are subject to change prior to contracts being issued.

Retail Exhibitor price ranges, depending on placement within each area. Additional fees may apply for corner or end cap spaces.

NRG Center.....	\$16.00 - \$22.00 per sq ft
NRG Center Lobby	\$16.00 - \$22.00 per sq ft
NRG Arena.....	\$13.00 per sq ft
Outdoor Exhibits.....	\$18.00 per sq ft

Food Exhibitors

NRG Center Lobby, Inside	\$45 per sq ft or 18% of net sales, whichever is greater
Rodeo Plaza, Outdoor, Tented	\$33 per sq ft or 18% of net sales, whichever is greater
Circle Drive, Outside, Not Tented	\$20 per sq ft or 18% of net sales, whichever is greater
The Junction, Outside, Not Tented	\$20 per sq ft or 18% of net sales, whichever is greater
NRG Arena, Inside & Outside	\$13 per sq ft or 18% of net sales, whichever is greater

OUR SHOW

The 2020 Houston Livestock Show and Rodeo encompasses 20 fun-filled days, beginning Tuesday, March 3, 2020, and ending Sunday, March 22, 2020. 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 approximately 34,000 volunteers work hard to make our Show a unique, fun, and educational experience for our visitors. Our commercial exhibitors work alongside 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 looking for professional exhibitors who offer new and unique commercial products, services, and food to our guests. 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

Hours of operation are listed in the Commercial Exhibitor Handbook, available online. Hours sometimes vary by location, so please consult the Handbook when applying for space. All exhibit spaces must be staffed during hours of operation.

Insurance Requirements

Our exhibitors must carry insurance with the coverage, endorsements, and minimum limits of liability required by the Houston Livestock Show and Rodeo™, 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, \$300,000 for Damages, \$1,000,000 for Personal and Advertising Injury, \$2,000,000 general aggregate, and \$1,000,000 for products. The full insurance requirements are outlined in our Commercial Exhibitor Handbook.

Permit Requirements

All exhibitors are expected to obtain and provide relevant permits, including, but not limited to, resale

permits, health permits and fire 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

Our exhibit space includes locations inside NRG Center, NRG Arena, NRG Stadium and outside on the NRG Park grounds. Space is limited, and all decisions to lease exhibit space are made by the Houston Livestock Show and Rodeo.

Costs currently included in exhibit space fee (not an all-inclusive list, subject to change prior to contracts being issued):

- One complimentary onsite parking pass (no additional onsite passes are available for purchase)
- Show entry passes, based on exhibit space size
- 4 amp per 10x10 electricity
- Water/sewer for outdoor locations

Possible additional costs not included in exhibit space fee (not an all-inclusive list):

- All carpet, decorations, signage, displays, furniture and fixtures for exhibit space
- Additional parking (not onsite), show passes, and/or electric
- Restocking/storage space
- Golf cart permit
- Propane service
- Phone/internet service
- Insurance
- Relevant permit fees

Booth Design

Some guidelines for booth design are:

- Plain pipe and/or drape are not permitted.
- Booth must be structurally sound and constructed of a semi-permanent material.
- Decor must incorporate a Western theme.
- Outdoor structures must be semi-permanent as well; no tent-only structures will be permitted.
- "Pop-up" tents are prohibited.
- Handwritten signs are strictly prohibited.
- Utilitarian tables must be professionally covered and draped to the floor.
- Refund policies must be posted in the booth space at all times.

- All business dealings should be conducted within the confines of the assigned booth space, not in the aisles/streets. In addition, no booth display shall extend into the aisles, streets.

More detailed guidelines are included in the Commercial Exhibitor Handbook.

Miscellaneous

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 2020 Show, please complete the Commercial Exhibitor Application and return it to the Show office by August 15, 2019.

SELECTION INFORMATION

After we have determined which previous exhibitors will be returning to the 2020 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 over 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

Our Show is pleased to hold high presentation standards to create a phenomenal western shopping mall. 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 regarding space usage and product offerings. A few of these limitations are highlighted here and detailed in the Commercial Exhibitor Handbook.

- Contests, giveaways, drawings, raffles and other lead generating activities are exclusive to sponsors
- 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.
- Use of microphones and other audio/visual must be approved
- 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.
- The following products/services will not be considered for space at this time, even if they have been allowed in the past: pay TV service/TV box, cellular services, automobiles, timeshare/vacation resort properties, tens units, massagers, hair curling irons or products, skin care products, psychics, palm readers, tarot card readers, henna, temporary tattoo, airbrush, face painters, utilities, and mattresses. This list is subject to change at the sole discretion of 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 2020 Show will be notified in early December 2019. If you have questions regarding the status of your application, we ask that you please contact us after December 1, 2019. Phone calls and email inquiries before December 1 will not be answered. 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 in December 2019, we will email notice in early December. All applications will be held on a waitlist until the start of the 2020 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 2020 Show, so we encourage you apply again for the following year. We accept applications between May 15th and August 15th annually.

Selection Timeline

More details about the selection time can be found in the Commercial Exhibitor Handbook, available online.

If you have any questions, please contact Amanda Schlatre, Manager of Exhibits and Events, at schlatre@hlsr.com or 832.667.1069.



2020 COMMERCIAL EXHIBITOR APPLICATION

This application is for the 2020 Show only and does not guarantee the applicant commercial exhibit space. If you are selected for the 2020 Show, you will be notified in early December 2019. Please answer all questions completely. **If you exhibited in 2019, it is not necessary to submit a new application.**

COMPANY INFORMATION

PRINT CLEARLY OR TYPE

Booth Name (DBA, advertised to the public): _____

Legal Company Name (agreement signing authority): _____

Contact Name: _____

Fed. Tax ID Number (required): _____ Texas State Tax ID Number: _____

Phone Number: _____ Cell: _____ E-Mail: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Website: _____ Facebook: _____

Twitter: _____ Instagram: _____

EXHIBIT HISTORY/EXPERIENCE

How many years has your company been in business? _____

Have you ever operated your company in temporary exhibit space? _____

Have you ever visited the Houston Livestock Show and Rodeo? _____

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, when, and approximate attendance, if known: _____

BOOTH INFORMATION:

Requested Booth Dimensions (i.e., booth configurations, minimum & maximum space requirements for your exhibit): _____

Mobile Units/Concession Trailers: Size of mobile unit (including awnings and hitch), as well as all exhibit space needed (ground measurements, including storage areas), and where service from (end, side, either, or both). You will only be allocated the exhibit space requested.

Does the sale of your product require a demonstration or a pitch presentation, and if so, will you be requesting permission to use a microphone/audio projection system?

LOCATION PREFERENCE (if any):

Please see first page of Application Guidelines for 2020 Exhibit Space Rate information.

Retail Exhibitors: Please indicate if you prefer outdoor space or space in the NRG Arena. Otherwise, we will assume your first choice is to exhibit in NRG Center (our main shopping floor).

Food Exhibitors: Please indicate if you prefer indoor or outdoor space, and whether you will construct a booth or serve food out of a mobile unit or concession trailer. **Please also indicate whether you use propane to help us identify the best location for your booth.**

EXHIBIT CATEGORY

From the list below, please select a single category that best represents your exhibit. If you feel your product offering fits within multiple categories, please choose the single category that you feel best describes your primary product offering. Multiple category submissions will not be accepted.

_____ **Agricultural Products:** tractors, trailers, mowers and mowing implements, portable buildings, barns, fencing, siding, gates, products for breeding, livestock health and welfare, ranch and homestead products, etc.

_____ **Art:** framed and unframed art, prints, photography and sculpture by an artist, photographer or dealer

_____ **Children's Items:** children's clothing, toys, games, plush animals, etc.

_____ **Clothing & Shoes:** boots, shoes, jackets, coats, etc.
Check all that apply:

_____ Western _____ Women's

_____ Non-Western _____ Men's

_____ Children's

_____ **Communications:** radio/television promotions, magazine publications, service providers, etc.

_____ **Fashion Accessories:** costume jewelry, fashion belts, novelty hats, sunglasses, etc.

_____ **Food:** food prepared on site for on site consumption

_____ **Furniture:** furniture for home or office

_____ **Government/Public Service:** government, not-for-profit agencies and public awareness material

_____ **Health/Beauty:** health and beauty aids

_____ **Home, Gift & Garden:** decorative items, rugs, candles, gift items, housewares, cooking items, etc.

_____ **Jewelry:** (circle one) [Costume/Fashion] [Silver]
[Gold] [Beaded] [Custom] [Native American/Southwest]

_____ **Leather Goods:** belts, wallets, purses, etc.

_____ **Service and Information Providers:** banks, membership sales, property sales, insurance, utility companies, animal breed associations, etc.

_____ **Specialties:** unique product or specialty item or service

_____ **Specialty Foods:** food products that are packaged for home consumption and not prepared on site

_____ **Tack and Animal Supplies:** tack, grooming equipment and supplies, feed and nutrition, show equipment, etc.

_____ **Universities:** college/university recruiting materials

_____ **Vehicles and Accessories:** automobile displays, trailer accessories, vehicle accessories, golf carts, ATVs, utility vehicles

_____ **Western Specialties:** products with a western theme, animal skins, rustic gifts, iron works, signs, etc.

APPLICATION TERMS/AGREEMENT

Please read the following statements carefully, initial in agreement, and sign and date the application.

_____ I have read and understand the attached application guidelines and information.

_____ I understand that this application does not guarantee space at the Houston Livestock Show and Rodeo and does not act as a commercial exhibit lease agreement or contract.

_____ I 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.

_____ I understand that the Houston Livestock Show and Rodeo reserves the right to accept or reject any applicant based on incompleteness of application materials, space availability, the uniqueness and quality of products sold, event experience, services or products offered, the appearance of the booth/stand, and/or references from other fairs or shows at which the applicant has been a vendor.

_____ I agree to abide by the rules and regulations of the Houston Livestock Show and Rodeo as stipulated in the commercial exhibit lease agreement and commercial exhibitor handbook, should space be available and a lease agreement offered by the Show.

_____ I understand that if accepted as an exhibitor at the Houston Livestock Show and Rodeo, my exhibit space must be open and staffed during the required operating hours listed in the handbook.

_____ I understand that most parking and utilities are NOT included in the space rental fees and that additional fees may apply if a lease agreement is offered by the Show.

_____ I certify that the information on this application is complete and true to the best of my knowledge.

Signature: _____ Date: _____

**RETURN COMPLETED APPLICATION, PRODUCT LIST, AND PICTURE OR DRAWING OF BOOTH
POSTMARKED BY AUGUST 15, 2019 TO:**

**Manager, Commercial Exhibits, Houston Livestock Show and Rodeo
PO Box 20070, Houston, Texas 77225-0070**

or email to commercialexhibits@hlsr.com