



COMMERCIAL EXHIBITOR INFORMATION 2020

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.....	\$20.00 - \$26.00 per sq ft
NRG Center Lobby	\$20.00 - \$26.00 per sq ft
NRG Arena.....	\$15.00 per sq ft
NRG Stadium.....	\$15.00 per sq ft
Outdoor Exhibits.....	\$22.00 per sq ft

Food Exhibitors

NRG Center Lobby, Inside	\$45 per sq ft or 23% of net sales, whichever is greater
Rodeo Plaza, Outdoor, Tented	\$33 per sq ft or 23% of net sales, whichever is greater
Circle Drive, Outside, Not Tented	\$20 per sq ft or 23% of net sales, whichever is greater
The Junction, Outside, Not Tented	\$20 per sq ft or 23% of net sales, whichever is greater
NRG Arena, Inside & Outside	\$13 per sq ft or 23% 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, tents 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 Show will be notified in early December.

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, we will email notice in early December. All applications will be held on a waitlist until the start of the next 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 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, Senior Manager of Exhibits and Events, at schlatre@hlsr.com or 832.667.1069.