



2024

COMMERCIAL EXHIBITOR

HANDBOOK

HOUSTON LIVESTOCK SHOW AND RODEO™

PO Box 20070

HOUSTON, TEXAS 77225-0070

832.667.1000

REVISED: DECEMBER 14, 2023

INCLUDES AG EXPO, ALL BREEDS EXPO, AND RANCHING & WILDLIFE EXPO

**THIS HANDBOOK IS SUBJECT TO CHANGE. EXHIBITORS WHO ARE
CONTRACTED FOR 2024 WILL RECEIVE NOTIFICATION OF ANY CHANGES.**

**THE FINAL HANDBOOK MUST BE KEPT IN THE
BOOTH FOR REFERENCE**

2024 COMMERCIAL EXHIBITOR HANDBOOK REVISIONS

Date	Section	Description

HIGHLIGHTS OF CHANGES FROM 2022 AND 2023

Accommodations: See Appendix J for list of potential accommodations while staying in the Houston area to vend at the Show.

Airport Road: Formerly known as Reed Road. The name was updated to better represent where the staging lot entrance is located. Check-in remains at the same location.

Cash register reporting:

- All registers must be able to provide digital, downloadable sales reports (by transaction and sales summary).
- All registers, including backups, must be tagged. This includes any iPad / tablet backup devices used to process credit card transactions.
- Sales reports are to be by calendar day and are not be closed out early and rolled into the following day's sales.
- Sales will be submitted by the Vendor Portal daily by 10 a.m. Submissions will include daily sales, tips (if included in your sales reports), overrings / voids, transaction report (PDF, XLS, or CSV) and sales summary report (PDF, XLS, CSV).

Commercial Exhibits Office door: Due to the installation of a new convenience store in the Hall D lobby, the Commercial Exhibits Office door is now on the inside of Hall D, right across from the HLSR Merchandise Store just inside the blue doors. Show Office D20.

Commercial Exhibits General Store location: Also due to convenience store construction, the General Store has been relocated to the Hall B Lobby across from the Rotunda.

Commercial Exhibitor Grounds Passes: For security reasons, commercial exhibitor grounds passes are to be provided only to individuals working in the exhibitor's booth space. If you have guests, you will need to purchase tickets or a regular grounds pass for them.

Commercial Exhibitor Lounge location: We have relocated the lounge to Show Office B20, inside the halls at the front of Hall B, next to restrooms and Green Fork.

Commercial Exhibitor Portal: Account and lease management will be through the portal. A link to the current portal will always be available on the RodeoHouston website, click on current exhibitor login: <https://www.rodeohouston.com/exhibitors-contestants/commercial-exhibits-and-expos/> . The web address for the portal will change with each Show year, i.e., 2024 Show portal will be different from the 2025 Show portal, and so on.

Condiments, Napkins, and Utensils: Food exhibitors are responsible to have condiments, napkins, and utensils (as appropriate to the food they are selling) available for their patrons.

Patrons should not have to go to a different food stand to obtain items necessary for the consumption of purchased food.

Conflict of interest: Any active employee or contractor of a commercial exhibitor cannot be a member of the Commercial Exhibits Committee or CXC sub-committees.

Decorative Balloons: Balloons may not be inflated with hydrogen. Any decorative balloons need to be deflated before leaving premises after the Show.

Doors: Exhibitors cannot prop open any doors that are not already designated by HLSR or the Fire Marshal to remain open. Not all building doors are to be used as access points for the public. This rule is in place for the safety of our patrons, commercial exhibitors, and livestock and horse show participants.

Empty Trailer Parking at Reed Road: New location on the same property, see map that will be distributed in check-in packets and posted on the portal when it is ready.

Exhibitor feedback session: The Show will host one exhibitor feedback session, in the afternoon, during the 2024 Show. Exhibitors will be asked to send in any comments or questions a couple of days before the session. We will start the session by addressing all questions that we receive, asking any questions we have for the exhibitors, then opening it to a Q&A portion of the session.

Extension cords: All extension cords should be hidden from the general public. This includes both inside and outside the exhibit booth space. If extension cords are needed, they must be secured with gaffers tape.

Gold Buckle Foodies: We will continue with the format started in 2022 for the 2024 Gold Buckle Foodies Awards. Food exhibitors will submit their entry in January. Entries will be voted on by the general public in February and will determine the finalists in each category. The top 3 in each category from the fan voting will advance to the in-person finals, which will take place on Thursday, February 29th.

Hot works permit: Every year, the Show pulls a hot works permit. Exhibitors utilizing hot works need to keep a copy of the Show's permit in their booth. For more details, see complete Hot Works Permit entry.

Insurance: Beginning with the 2024 Show, most commercial exhibitors are required to purchase insurance through the Show. Insurance will be added to your account if you are required to purchase it. If you think it has been added in error, or you would like to purchase it and it has not been added to your account, please reach out to Amanda Cornell at cornell@hlsr.com.

Line Management and Stanchions: Food exhibitors are required to manage their lines, by use of stanchions or other line control fixtures, in such a way so that when busy, the lines do not impede traffic flow of the surrounding areas, including neighboring food exhibitor booths. The Commercial Exhibits Committee and HLSR staff cannot provide manpower to help guide patrons through exhibitor lines.

Mail: Non-Showtime, when mailing/shipping anything to the Commercial Exhibits staff, we ask that you email commercialexhibits@hlsr.com to let us know that it is on its way so that we can know when to expect it.

Move-In Logistics: This section and chart has been revamped for clarity and ease of use.

NRG Center Blue Door Entry: Enter through Halls E and B in the morning, please, and have your commercial exhibitor badge ready.

Reed Road X-Lot Parking Permits: Please request Gold/X-Lot parking permits for any employees who will be parking at the Reed Road parking lots and riding the free shuttles during Show.

Restocking Trailer Costs: The cost of Restocking Space will be: less than 20' trailer = \$200; 20' to 30' trailer = \$250; 31' to 40' = \$300; greater than 40' trailer = \$400.

Sales tax reporting: Sales at the Show must be substantiated by utilization of an NRG Park location code assigned by the office of the Texas Comptroller of Public Accounts using the address 3 NRG Park, Houston, Texas 77054.

Service Providers: If there is an issue with one of the utilities from our service providers (water, electric, plumbing, or gas) and you reach out to the provider directly, please also call the Commercial Exhibits Office at 832.667.3550 to report the issue.

A reminder that NOTHING may be parked on NRG Park grounds until the exhibitor's move-in date unless negotiated with Senior Manager, Exhibits and Events, before Showtime.

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MANAGING YOUR LEASE AGREEMENT

COMMERCIAL EXHIBITS LEASE AGREEMENT DUE DATES

The following items are due in the Houston Livestock Show and Rodeo (the “Show”) offices on or before the specified dates.

Date Due	What is Due
October 12, 2023	• Executed 2024 Commercial Exhibits Lease Agreement (the “Lease”). Lease should be executed online. Product and menu information must be updated when the lease is executed. • Deposit, as specified in the Lease • Booth layout • Variance requests
December 15, 2023	• Payment of Show insurance
January 5, 2024	• Balance Due, as specified in the Lease
January 14, 2024	• Final changes to product list/menu and booth design • Early move-in requests due
March 18, 2024	• Complete the Sales Tax Information form (available in your check-in packet or from Commercial Exhibits Office during Show) and either upload to the portal or submit a paper copy to the Show offices no later than 6:00 p.m.
Within 30 days of filing tax return	• Provide a copy of the Texas Sales Tax and Use Report to the Show.

GENERAL LEASE INFORMATION

Invitations to participate as a commercial exhibitor at the Houston Livestock Show and Rodeo are issued on an annual basis. Booth location and size are subject to change at the sole discretion of the Show. Exhibitors who receive an invitation to participate must complete the annual lease agreement and return it by the due date. Only complete lease agreements will be accepted. The deposit must accompany the lease agreement, and the balance must be paid in full by the date specified in the contract; extensions to pay the lease fees will not be granted. Exhibitors are required to:

1. Execute the online lease agreement.
2. Complete or update all contact information.
3. Provide accurate and complete product information.

Failure to meet the annual deadlines for submitting required forms and payment may result in forfeiture of the invitation. Partial or invalid payment (e.g., a returned check/ACH or declined credit card) may result in forfeiture of the invitation.

Product Lists and Menus

As part of the contract process, we review the product list and menu that each exhibitor submits. Our goal is to address product saturation while still preserving your business profitability. To this end, the products approved for sale may change from year to year.

All items available for sale or distribution in your booth must be on your approved product list. If an unapproved item is found in your exhibit space, the Show will issue an Incident Report for the violation. The Show may also require unapproved items to be removed from the exhibit space.

Selecting Merchandise

The Houston Livestock Show and Rodeo is a non-profit organization and is precluded from engaging in political activity. Additionally, the Rodeo does not tolerate discriminatory practices. Therefore, any clothing or merchandise sales, signage décor and public engagement activities must adhere to the Show's non-political and non-discriminatory practices. Any vendors' materials, décor, merchandise, clothing and/or anything visible to the general public must be appropriate for a public audience of all ages, races and ethnicities and may not consist of material that may detract from the general character of the Rodeo. This includes, but is not limited to, items having a political, discriminatory, racial or lewd nature, such as the Confederate flag and items for/against political parties or candidates.

The Rodeo reserves the right to remove any of such decor, merchandise, displays, and signage, and end any such activity deemed to detract from the general character of the Rodeo.

When selecting merchandise for your booth space, please consider the following rules and regulations:

1. No merchandise with any of the Houston Livestock Show and Rodeo™, RODEOHOUSTON®, NFR, PBR, PRCA, or other "Rodeo" marks will be allowed in any exhibit space by any entity without proper authorization.
2. No copyrighted merchandise may be displayed or offered for sale without proper authorization.
3. Absolutely NO weapons (including, but not limited to, guns, knives, spears, arrows, bull whips), or weapon-shaped products (including, but not limited to, gun cases and/or holsters), whether real, toy, or replicas may be sold or displayed in any exhibit space.
4. No merchandise bearing the Confederate flag, in whole or part, may be sold or displayed in any exhibit space.
5. The sale or display of any or all of the following is prohibited:
 - a. tobacco products or products promoting tobacco;
 - b. vaping products or products promoting vaping;

- c. marijuana or CBD products or products promoting marijuana or CBD;
 - d. pornographic materials of any type;
 - e. drug symbolism or paraphernalia;
 - f. fireworks;
 - g. political campaign merchandise of any type;
 - h. chewing gum;
 - i. balloons;
 - j. adhesive stickers (bumper stickers, etc.).
6. No drones permitted on property.
 7. Livestock Show supply exhibitors may only sell products that are approved by the FDA on Show grounds. However, Livestock Show supply exhibitors may sell nutritional supplements that are naturally occurring and used solely for providing nourishment to the animal. Examples of such naturally occurring substances include amino acids, vitamins, and probiotics. Any supplement or product that contains a drug or naturally occurring ingredient that causes an immediate physiological effect is prohibited.
 8. The following products/services will not be considered for booth 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, caricature artists, utilities, credit cards, hot tubs, outdoor spas, and mattresses. This list is subject to change at the sole discretion of the Houston Livestock Show and Rodeo.

Managing Product Lists

Product lists and menus are managed through the portal. When managing your product list:

- Please submit as many of your changes on one request as possible.
- Please submit changes as early as possible. The volume increases significantly as the deadline approaches, and our response time slows.
- Please list one item per line and select a category for each product available for sale. The listing should provide a medium level of detail. For example, “women’s jeans” is an acceptable product listing, but “women’s clothing” is too broad. It is not necessary to list all brands of jeans available for sale. Multiple items should not be included on the same line; for example, do not list “women’s jeans, purses, belts and hats” on one line.
- Food and attraction exhibitors should provide pricing for every item.
- Your change submission is not considered approved until it has been marked as approved by the Show.
- Changes submitted after the deadline will not be approved.

Requesting a Space Change

Exhibitors who are interested in changing their booth space should fill out a Booth Change Request form (available in the online portal). This includes requests for more space, booth

space relocation and/or requests for an additional booth. The information provided on this form will give us a better understanding of your needs.

- Requests will be considered based on booth space availability, longevity as an exhibitor in our Show, quality of your booth presentation, adherence to Show policies and proximity to like or similar exhibitors.
- Requests received prior to July 1 will be considered before lease agreements are issued for the upcoming Show.
- All requests (including those received subsequent to July 1) will be given full consideration again in early October, after the contract and deposit deadline has passed.
- If we are able to accommodate your request, we will notify you by telephone prior to finalizing the move or expansion. If we are not able to accommodate your request, we will keep your Booth Change Request form on file in case additional space should open up closer to the Show.

The Show will make every effort to accommodate your request. The Show will also make every effort to avoid moving an exhibitor who has not requested relocation. However, there are instances where exhibitor moves may be unavoidable. Exhibitors with violations are the first exhibitors considered when floor plan changes are required. In all cases, the exhibitor will be contacted prior to the move and all options discussed before a final decision is reached.

Solicitation of Sales

Exhibitors may not solicit from outside their designated exhibit space. The only exception to this rule will be sales of merchandise by the Houston Livestock Show and Rodeo, its designated agent(s), and those with express written permission.

Subleasing

Subleasing of booth space by an exhibitor is not allowed. Booth space is only to be used by the exhibitor and for the products stipulated in the contract. Unless written permission is received from the Senior Manager of Commercial Exhibits, signage for any business other than the one stated on the contract is not allowed.

Multi-Level Marketing Companies

We do not sell booth space to independent consultants for multi-level marketing (also known as network marketing, direct selling, referral marketing, and pyramid selling) companies at our event.

COMMERCIAL EXHIBITOR SELECTION TIMELINE

March (end of Show) through early July – Chief Mission Officer, Senior Manager, Exhibits and Events (hereafter referred to as Senior Manager), and Coordinator, Exhibits and Events (hereafter referred to as Coordinator) meet with other departments (including but not limited to Sponsorship and Operations) to discuss changes for the upcoming Show and how changes will affect Commercial Exhibit space.

May 15 – Applications for new exhibitors open. (Open through August 15, annually.)

June – Senior Manager and Coordinator work to compose a plan of layout/moves (if necessary) that will be best for the future of the Show, in consultation with the Chief Mission Officer.

Late June/Early July – Summer Planning Meeting

- Includes: Chief Mission Officer, Senior Manager, Coordinator, Officer in Charge of Commercial Exhibits Committee and Chairman of Commercial Exhibits Committee.
- Agenda: Discussion of proposed layout plan/moves based on current configuration and new changes/layouts Show-wide.
- Considerations:
 - a.) Review of renewal of invitations (review incident reports)
 - b.) Determine conditional invitations (probation)
 - c.) Layout/space/square footage changes
 - d.) Exhibitor concerns/issues

Late July – Returning exhibitors who have been relocated or booth space changed due to layout/plan changes are contacted by phone and email to explain the new booth space. If it is a large number, the Commercial Exhibits Committee hierarchy may assist with the phone calls.

August 15 – Deadline to submit applications for new exhibitors.

Early August – Existing exhibitors (in good standing with the Show) are emailed invitations to return. Senior Manager and Coordinator review and organize all applications for new exhibitors.

Mid-September – **Commercial Exhibits Committee: Application Review** (led by the Chairman of Commercial Exhibits Committee)

- Includes: Chief Mission Officer, Senior Manager, Coordinator, Officer in Charge of Commercial Exhibits Committee, Chairman of Commercial Exhibits Committee, and members of Commercial Exhibits Committee hierarchy.

- Agenda: Review every application for new exhibitors. Prioritize new applications and make recommendations based on product, space requirements and presentation.
- Considerations:
 - a.) Is the application professional and complete?
 - b.) Is the proposed product missing from our current offerings?
 - c.) Is there space available for the booth/product?
 - d.) If not a unique/new product to our Show, will location placement adversely affect another exhibitor?
 - e.) Does the exhibitor have experience with large events, and will they be able to fulfill the retail or food demand of a twenty-day Show?
 - f.) Does the exhibitor's booth presentation meet or exceed our standards?

Early October – Deadline for returning exhibitors to sign contracts and pay deposits.

Mid-October – Senior Manager and Coordinator work to organize a plan of layout/moves that will be best for the future of the Show, filling space created by non-returning exhibitors.

Mid-October – Fall Planning Meeting

- Includes: Chief Mission Officer, Senior Manager, Coordinator, Officer in Charge of Commercial Exhibits Committee and Chairman of Commercial Exhibits Committee.
- Agenda: Review the plan of layout/moves for returning exhibitors and potential offers for new applicants. Review the recommendations based on the notes from the Commercial Exhibits Committee Application Review. Collectively approve a plan to proceed with a final layout and new exhibitors.

Late October/Early November – Offers made to new exhibitors. Returning exhibitors with location or square footage changes are contacted by phone and email to discuss the changes. Applicants not chosen in the application review process will be informed of the decision via email.

Early January – Deadline for all exhibitors to pay balance of booth fees. Senior Manager and Coordinator will organize a plan of layout/moves (if necessary, should a vendor be unable to participate for any reason) that will be best for the upcoming Show.

BOOTH TRANSFER/SALE OF BUSINESS POLICY

- 1.) The Houston Livestock Show and Rodeo has established by past policy and practice that the location of a food/attraction/retail/exhibit booth at the Show belongs to the Show and cannot be sold, traded, assigned or transferred by an exhibitor to another individual or company.
- 2.) The Houston Livestock Show and Rodeo policy is that each exhibitor is invited to enter into a one (1) year contract for a specific location to sell specific products. The Show typically chooses to issue these contracts automatically to those exhibitors that have adhered to the rules and regulations and fulfilled their contractual obligations.
- 3.) In the event an exhibitor chooses not to participate in the future, the exhibitor should notify the Show of their decision. The Show will determine subsequent occupants of the booth space.
- 4.) In the event that an exhibitor wishes to enter into a partnership agreement or transfer ownership to another party, the exhibitor must notify the Senior Manager of Commercial Exhibits in writing immediately and should note the intent to transfer business ownership with name, address and contact numbers of all parties involved by filling out the Change of Business Information form. Contact the Senior Manager of Commercial Exhibits for this document. In most cases, use of the contracted space will be permitted for one (1) year with the expectation that product quality and presentation remain at or above the existing standard. Exhibitors that do not abide by this policy when selling or transferring ownership of a business may lose the location(s) that the business has historically occupied.

HLSR WEBSITE AND EXHIBITOR PORTAL

The Houston Livestock Show and Rodeo™ web site is <http://www.rodeohouston.com>. There is a Commercial Exhibitor information area: <https://www.rodeohouston.com/exhibitors-contestants/commercial-exhibits-and-expos/>.

From that page, you can access critical commercial exhibitor information, including a link to the current exhibitor portal. The exhibitor portal has most, if not all, the important information exhibitors need (e.g., service provider order forms, link to food permit application, move-in date, etc.). Please utilize this resource as you prepare to exhibit in the Show.

Note please that there will be a new portal every year – 2024 is the current portal and has its own web address. 2025 will have a different portal address, etc.

INSURANCE REQUIREMENTS

As of 2024, commercial exhibitors no longer have the option to supply their own insurance policy. Exhibitors are required to purchase insurance through the Show through the online exhibitor portal. Retail exhibitor cost is \$85, and food exhibitor cost is \$95.

Exhibitors are required to ensure that all contractors and third parties performing work or providing services in connection with their lease agreement carry insurance which meets the terms, requirements, and minimum limits of liability required by the Show. If you are employing a contractor or third party, please contact commercial exhibits staff to obtain these insurance requirements. Proof of contractor and third party insurance must be submitted to commercial exhibits staff prior to any contractor or third party work being performed.

LEGAL AND ENFORCEMENT SUMMARY

The Houston Livestock Show and Rodeo management reserves the final, absolute right to interpret rules and regulations and to arbitrarily settle and determine all matters, questions, or differences in regard thereto, or otherwise arising out of, connected with, or incident to the Houston Livestock Show and Rodeo. It further reserves the right to determine unforeseen matters not covered by these rules and to amend or add to these rules as it may determine necessary.

1. **Failure of an exhibitor to abide by all rules, regulations, specifications, guidelines, and requirements as set forth in the 2024 Lease Agreement and 2024 Commercial Exhibitor Handbook may, at the sole discretion of the Houston Livestock Show and Rodeo, result in forfeiture of all monies, rights, and privileges.**
2. By this reference, the Handbook is incorporated into and becomes a part of the lease agreement. By signing or electronically executing the lease, the Lessee (exhibitor) agrees to abide by the provisions of this Handbook. It is also agreed and assured that all employees of the lessee have been made aware of its contents.
3. **Any incident of non-compliance with any part of this handbook is considered a breach of agreement and may be cause for immediate expulsion from the Show.** Violations of the rules and regulations set forth in this Handbook may result in:
 - a. First Violation: verbal and written warning
 - b. Second Violation: \$100.00 fine, payable prior to opening of exhibit next day, loss of onsite parking privileges during current Show.
 - c. Third Violation: \$500.00 fine, payable prior to opening of exhibit next day, loss of onsite parking privileges during current and following year's Show.
 - d. Egregious violations (as determined by the Houston Livestock Show and Rodeo) of handbook policy may result in (1) conditional invitations (also known as probation) for the following year's Show; (2) no invitation for the following year's Show, (3) and/or expulsion from current year's Show.
 - e. Exhibitors with violations are the first exhibitors considered when floor plan changes are required before contract invitations are issued.
4. If an exhibitor given a conditional invitation repeats the same violation during the probationary period Show, the exhibitor should expect to be immediately removed from the Show, forfeit all monies paid, and to lose invitations to future Shows. Violation of any other rule may carry the same penalty during the probationary year.

5. The various logos of the Houston Livestock Show and Rodeo and RODEOHOUSTON are registered trademarks and may NOT be used under any circumstances **without prior written permission** from the Houston Livestock Show and Rodeo.
6. Houston Livestock Show and Rodeo management reserves the right to establish and enforce whatever rules are necessary for the regulation of exhibits.
7. Exhibitors must comply with all rules, regulations, and requirements of the Fire Marshal, the City of Houston Health Department and any governmental entity having jurisdiction over these premises.
8. The Houston Livestock Show and Rodeo makes no representations or warranties, expressed or implied, as to the number of visitors or estimated sales of exhibitors.

ONLINE LEASE MANAGEMENT

All 2024 lease agreements and payments must be processed through the 2024 exhibitor portal. If you have trouble utilizing the portal, please call the Commercial Exhibits department at 832.667.1086 and we will be happy to assist you.

1. **It is your responsibility to keep all contact and other information current through the exhibitor portal.**
 - Lease Information: Change your Rodeo booth display name, if different from your legal name. This name will be used in all Show print publications, including maps, booth signage, Visitor Guide, and web site listings. It is your responsibility to ensure this is listed correctly.
 - Lease Information: Update the product category in which you would like your booth to be listed in HLSR print publications; submit the year you initially became an HLSR exhibitor; add your Texas State Tax ID number for our records.
 - Products: View products and menu items approved for sale in your booth. Submit requests for new products and pricing changes.
 - Checklist: View the status of submission deadlines (acceptance of lease terms, deposit, balance, insurance, early move-in requests, etc.).
 - Space(s), Lease Terms and Payment: View space assignments and pricing; view and print lease terms, make the initial deposit payment.
2. **It is your responsibility to process your payments by the applicable due dates.**
 - View statements, invoices and credit memos
 - Make a payment on open invoices

Accessing the Portal

Website: <https://www.rodeohouston.com/exhibitors-contestants/commercial-exhibits-and-expos/>. From this page, you can access critical commercial exhibitor information, including a link to the current exhibitor portal. The online portal contains instructions on how to execute your lease agreement and managing your product list and menu items in the Important Documents task.

PLANNING YOUR EXHIBIT SPACE

OPERATING HOURS

We have streamlined hours for 2024, making them the same for most indoor and outdoor exhibitors. Please see Appendix H95, for a calendar that includes operating hours each day as well as special days, such as Go Tejano Day.

All commercial exhibit booths must be open and operating Tuesday, February 27 through Sunday, March 17 during the stated hours below. Failure to do so represents a contract violation that may result in immediate remedial action and/or forfeiture of future invitations to exhibit at the Show. Exhibitors may open earlier and close later than the stated hours but must be open and operating during the official operating stated hours below.

Exhibit booths must remain open, staffed, and fully set up until closing time each day. Closing procedures will begin at closing time, not before. Please help us ensure our exhibit areas are open and inviting to the public during all published exhibit hours.

Exhibitors may be asked to stay open later on days when we anticipate large crowds at the Rodeo. You will be notified of these dates, if any, in mid-January after the 2024 concert line-up is announced.

Starting in 2023, there is an additional category of exhibitors - Show Supply Exhibitors. These exhibitors are defined as businesses who sell supplies used in the care and showing of livestock at the show. For 2024, there are only 3 exhibitors in this category.

NRG Arena <i>All Exhibitors</i>	Daily, during Horse Show	10 a.m. – 9 p.m.
NRG Center <i>All Exhibitors</i>	Daily	10 a.m. – 9 p.m.
NRG Center <i>Show Supply Exhibitors</i>	Daily	10 a.m. – 7 p.m.
Outdoors <i>All Exhibitors</i>	Daily	10 a.m. – 9 p.m.

BOOTH DESIGN

Booth Layout

All exhibitors are required to have an approved booth layout on file for each booth location. The booth layout should include the following information:

1. overall booth dimensions;
2. dimensions of the walls on all sides of the booth;

3. the dimensions and positions of all major structures in the display;
4. location and dimensions of emergency access to the utility aisle; and,
5. a photograph or artistic rendering of the booth presentation.

Returning exhibitors who have an approved layout on file from the 2023 Show do not need to submit a new layout unless:

1. any of the five items listed above have changed for the 2023 Show. Any changes must be submitted no later than **October 6, 2024**; or,
2. otherwise notified by the Senior Manager of Commercial Exhibits.

New exhibitors are required to turn in their booth layout no later than the lease agreement due date given to them by the Senior Manager of Commercial Exhibits when the booth space offer is made.

Failure to submit a booth layout for approval may result in the mandatory modification of your booth design during the 2024 Houston Livestock Show and Rodeo. Acceptance of all layouts is subject to compliance with the 2024 rules.

Please review the Design Guidelines section below prior to submitting the layout to ensure compliance with all rules for the 2024 Houston Livestock Show and Rodeo.

Additional Layout Requirements for Outdoor Exhibitors:

Outdoor exhibitors are required to provide exceptionally detailed booth layouts so that the Show can set booths in a manner that optimizes the space on either side of the structure.

1. Ensure that the layout includes all exhibit components, including the hitch, ice machines, storage, wash areas, back stock, barbeque pits, trailers, façades, stanchions, etc.
2. Booth set-up must be wholly contained within the contracted space.
3. If any exhibit components (including, but not limited to, porch façade, stanchions, hitch, condiment tables) extends beyond the contracted exhibit space and are not part of an already approved variance, a variance request must be submitted by October 6, 2023.

Additional Information for Rodeo Plaza Food Exhibitors

1. The tent posts on the back (south) side of Rodeo Plaza will be placed approximately eight feet from the edge of the curb that parallels the back (south) side of Rodeo Plaza.
 - a. The area between the tent and the curb will not be covered.
 - b. Exhibitors may utilize the space between the back of their exhibit space and the curb, as long as the booth layout clearly outlines how the space will be utilized, and the exhibitor has an approved variance.
2. The standard booth size for Rodeo Plaza is 25' deep by 30' wide. The front of the exhibit space will be marked at 27' off the back tent posts. Variance from this standard size must be approved in advance and the booth's placement will be adjusted accordingly, resulting in less usable space behind it. Exhibitors may NOT extend beyond the marked space, as any protrusion will encroach in the public walkway.

3. The final placement of the tent posts and cross bars may vary from year to year, and the Show will not guarantee placement. Exhibitors should ensure their booth structure will fit inside the tent or can be modified by the exhibitor as needed during set-up.
4. Tent gables will be installed Friday, February 23, 2024. All large equipment and vehicles must be removed from inside the tent structure by 8:00 a.m. After the gables have been installed, large equipment and vehicles will not be permitted under the tent until the gables are removed for move-out on Monday, March 18, 2024.
5. Fencing will be placed behind the tent and along the utility aisle.
 - a. Once the fencing is installed, exhibitors may not break the fence for any reason other than emergency shut off.
 - b. The fence is not a pass through to the utility area.
 - c. Space on the utility side of the fence may not be used by exhibitors as additional exhibit space, for storage of any kind, or for trash, except in the designated receptacles.

Variances

Any variance from the design guidelines contained in this handbook must be requested by the exhibitor in writing, by October 6, 2023.

- Variances will only be considered for booths that capture the western character of the Show with excellent design and quality.
- The impact of the variance request on neighboring exhibitors will be carefully considered.
- Variances that impede the flow of traffic will not be considered.

If you have an approved variance request pertaining to booth design for the 2023 Show, your variance will carry forward to the 2024 Show unless you are otherwise notified by the Senior Manager of Commercial Exhibits. If you are requesting a new variance, the request is due to the Senior Manager of Commercial Exhibits by October 6, 2023. Exhibitors will be notified by December 15, 2023, whether the variance is approved. The approved or rejected variance form will be returned to the exhibitor, and exhibitors must keep a copy of all variance approvals in the booth space during move-in, set-up and Show.

New variances are not considered approved until the exhibitor receives the written approval from the Show. **Variance requests received after the due date will not be considered.**

If an unexpected event during set-up requires a variance to the booth design rules, the exhibitor is responsible for immediately contacting the Senior Manager of Commercial Exhibits to obtain approval for the variance. Agreements between neighboring exhibitors which are not approved by the Senior Manager of Commercial Exhibits will not be recognized.

Variances will be reviewed on a case-by-case basis if exhibitors are relocated to a different area.

Design Guidelines – All Exhibitors

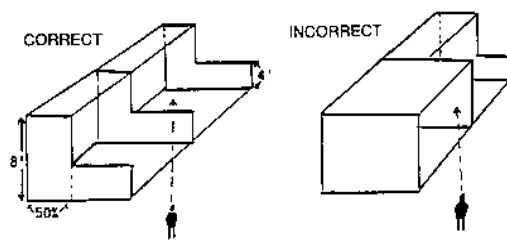
1. All booth design and decoration must incorporate a Western theme.
2. Any booth that, in the opinion of a Show official, appears to be structurally challenged by equipment or merchandise sitting, hanging, resting, etc., on the booth may have to be certified as structurally adequate by a professional engineer or certified inspector. The responsibility of securing this certification is solely upon the booth owner.
3. Exhibits must be free standing and may NOT rely on building structures for support. Some booths may have permanent building structures, such as columns, within the exhibit space. These structures may be incorporated in the booth display but may not be a component of the structure's support.
4. Permanent utility fixtures in the building, such as air returns, may not be blocked.
5. All utility easements must be kept clear.
6. All fire hoses must be accessible. If covered, a sign must be placed above the booth indicating the presence of the fire hose, and it must be easily accessible.
7. Each exhibitor is responsible for providing a back and sides for the booth.
 - a. In **NRG Center**, back height is required to be between 8 and 10 feet high. This includes signage affixed to the back wall. Variances require advance written approval from the Show's Senior Manager of Commercial Exhibits.
 - b. In **NRG Arena**, due to a lower ceiling height, booths are limited to 8 feet high, and no request for variance will be approved.
8. **Merchandise, displays, fixtures, signs, or other property of the exhibitor may not extend into the aisles. All elements of the exhibit must be wholly contained within the marked space.**
 - a. An exception is provided for exhibitors **along the 3000 aisle in NRG Center** whose visibility is blocked by the double columns. Exhibitors under these circumstances are permitted to place merchandise on the column space.
9. **Pipe and drape is not permitted.** Pipe and drape is defined as a system of upright posts and cross beams supported by base plates from which fabric is hung curtain-style by threading (through a pocket) or tying to the post and beam structure. These configurations generally lack structural support and provide minimal aesthetics to the booth design. Exhibitors who wish to incorporate pipe and drape in their booth design must have an approved variance request.
10. String lights (i.e., "Christmas" lights) are prohibited by the Fire Marshal. They may be displayed (unplugged) if being sold.
11. No blinking lights or strobe lights will be permitted within the booth space. This includes booth signage. Any use of LED signage must be within the booth space. Written permission from the Chief Mission Officer is required for any exceptions; all requests must be received by January 15, 2024.
12. No sound systems, musical instruments, noise makers, loudspeakers, microphones, or other sound amplification or broadcast devices of any kind may be used without prior written consent of the Senior Manager of Commercial Exhibits, consent of which may be withheld at sole discretion of the Show. Booth sound must be kept at a level that does not

interfere with neighboring exhibitors. **This includes the hours outside of the designated posted shopping hours to the public.**

13. If a US flag is present in an exhibit booth, it must be displayed according to the “Flag Code” as outlined by Federal law.
14. All extension cords should be hidden from the general public. This includes both inside and outside the exhibit booth space. If extension cords are needed they must be secured with gaffers tape.

Additional Design Guidelines – NRG Center Exhibit Hall Exhibitors

1. Side walls and merchandise displays may not exceed 4 feet in height for the first 4 feet of booth depth. This design specification is intended to ensure that one booth does not visually block another booth’s display. If an exhibitor wishes to obtain an exception from the 4-foot rule, a variance request must be submitted by the deadline. If a variance was approved for the 2023 Show, it will carry over to the 2024 Show, unless otherwise notified by the Senior Manager of Commercial Exhibits. **Note:** End cap booths are not required to follow the 4’ height limit.
 - a. New variances will be granted **ONLY** if you exhibited at the 2023 Show, and the following criteria are met:
 - i. You must submit a variance request by the October 6, 2023, due date; **AND**
 - ii. Your exhibit side walls as constructed, in the opinion of the Show’s Chief Mission Officer and Senior Manager of Commercial Exhibits, will not create a visual obstruction of a neighboring booth; **OR**
 - iii. You provide us with written approval from your neighboring booths indicating their written acceptance of your booth walls as constructed.



- b. If you have a pre-constructed booth or grid wall, you may be required to remove panels or pieces of your display to conform to these requirements. We strongly recommend that your booth structure be approved by the Senior Manager of Commercial Exhibits prior to arrival or set up.
 - c. Merchandise displays are subject to the same height restrictions as side and rear walls.
2. Designs of back walls on all booths **MUST** allow for quick access into the utility easement in case of emergency. You may provide access via a door or other opening, which you can merchandise on top of, so long as it can be quickly moved and opened in the event of an emergency.

3. All utility easements must be kept clear. The utility easement is the 18" of marked space between your booth and the booth behind you, reserved exclusively for utility connections. In the case of booths that are open to two aisles or end cap booths, your utility easement access should connect to the utility aisle of your neighboring booth(s).
4. An open design concept is encouraged. Each booth should be able to accommodate patrons inside the booth space without blocking the aisle or crowding other exhibitors.
5. Microwaves and refrigerators in retail booths should not be visible to the public. Additionally, if a microwave is located inside your booth space, you must display a sign stating "microwave in use" per the health code requirements.
6. Carpets must be secured using double sided tape. No visible tape will be permitted.

Additional Design Guidelines – Outdoor Food and Retail Exhibitors

1. Exhibits must be permanent, free-standing, self-supporting structures.
 - a. Tented food booths are not permitted (except tent structures provided by the Show).
 - b. Tented retail booths are not permitted (except tent structures provided by the Show) unless the exhibitor obtains the express written consent of the Show. Tents provided by exhibitors will be highly scrutinized for structural integrity and aesthetic presentation.
 - i. Only flame-resistant tents are permitted.
 - ii. "Pop-up" tents are prohibited.
 - iii. Tents must be secured to the ground using tent pegs. Exhibitors may not use counterweight tie-downs. Due to buried electrical lines, prior to setting a tent, the exhibitor must contact the Senior Manager of Commercial Exhibits to schedule an inspection and approval of the stake line. If exhibitor fails to obtain approval, he or she will be held responsible for all damages incurred.
2. All utility easements must be kept clear.
 - a. Exhibitors may not remove, relocate or otherwise reposition any fencing installed by Show personnel. This includes fencing installed along utility easements.
 - b. Exhibitor space is limited to purchased square footage, or, in other words, booths must be wholly contained within the marked space. Exhibitors may not use the area around their space for storage, cooking or other purposes unless indicated on an approved layout or with a written, approved variance from the Show's Senior Manager of Commercial Exhibits.
 - c. The purchased square footage must incorporate your booth in its entirety, including any hitch, canopy, cooking equipment, etc. Any deviations require a written, approved variance from the Show's Senior Manager of Commercial Exhibits.
3. Rodeo Plaza exhibitors should place equipment on pallets with the slats parallel to the tent to prevent water build up in that area in the event of rainy weather. This specifically pertains to the equipment placed in the area behind the marked booth space and immediately in front of the curb.

Evaluations

All exhibitors will be photographed, evaluated, and/or audited at least once during the 2024 Show. The evaluation process is designed to help exhibitors meet and maintain the Show's standards of presentation. The results of the evaluations will be considered when offering invitations to future Shows.

Generally, evaluations are based on booth appearance, management and personnel practices, and compliance with the rules and regulations of this handbook and the commercial lease agreement. Please see sample evaluation form in Appendix I96.

BOOTH STAFFING REQUIREMENTS

All exhibitor booths must be staffed during operating hours. The Commercial Exhibits Committee is not permitted to watch or staff exhibitor booths. Please make sure to staff your booth appropriately.

Commercial exhibit booth owners are responsible for the acts, errors, omissions, representations, appearance, conduct and behavior of their employees. Persons working in any booth are considered the employees of the exhibitor.

It is the responsibility of the commercial exhibit booth owner(s) to ensure that all employees staffing exhibits are:

- familiar with the information included in this Handbook;
- knowledgeable about the products/services being sold in the commercial exhibit booth;
- clean and neat in their personal appearance, hygiene and dress at all times during the operation of the booth;
- dressed appropriately for a family friendly show
- refrain from use of alcoholic beverages or drugs during the setup, takedown, and operation of the booth; and,
- courteous to all Show visitors, exhibitors, staff and volunteers. Impolite, foul or abusive language or conduct is unacceptable.

Any situation occurring in an exhibitor's booth space or involving the commercial exhibitor that requires the attention of a Show representative will be documented as an incident. A representative of the exhibitor's booth is required to sign the incident report at the time the report is prepared. A copy of the completed, signed incident report will be left with a representative in the exhibitor's booth.

COMMERCIAL EXHIBITOR BADGES (GROUNDS PASSES)

Each exhibitor is allotted grounds passes based on square footage leased. The grounds passes are included in the exhibitor packet that is picked up at check-in either at Reed Road staging or at the Commercial Exhibits Office (Room D20). Grounds passes must be worn/displayed

at all times while working on Show grounds. The Commercial Exhibits office has clips and/or lanyards for your use with displaying grounds passes.

- Non-Food Exhibitors will receive three (3) grounds passes per 100 square feet of exhibit space (up to a maximum of 50 exhibitor badges).
- Food Exhibitors will receive four (4) grounds passes per 100 square feet of exhibit space (up to a maximum of 50 exhibitor badges).
- Additional grounds passes may be purchased for \$35 each in the Commercial Exhibits Office (Room D20).
- Grounds passes do not include access into NRG Stadium.
- Grounds passes include access to the Rodeo Express Shuttle Bus service from the Show's Reed Road facility at no additional cost. For information on routes and times, visit the Show website.
- **For security reasons, commercial exhibitor grounds passes are to be provided only to individuals working in the exhibitor's booth space. If you have guests, you will need to purchase tickets or a regular grounds pass for them.**
- Duplication, sale, gifting or exchange of exhibitor grounds passes is prohibited.
- The Houston Livestock Show and Rodeo cannot replace lost exhibitor badges. A new badge must be purchased by the exhibitor in the Commercial Exhibits Office.

SALES TAX

Compliance

The Houston Livestock Show and Rodeo provides a list of all exhibitors to the Texas State Comptroller's office and provides representatives of the Texas State Comptroller's office full access to the Show grounds. Exhibitors are required to charge the appropriate sales tax on all sales and comply with all reporting requirements. **For further information, exhibitors may contact the Texas State Comptroller's Office at 713.426.8200.**

The combined sales tax rate for the City of Houston and Harris County is 8.25%.

Reporting

Under the terms of the Show's agreement with the Metropolitan Transit of Harris County (METRO), the sales tax collected by the Show's commercial exhibitors will be returned to Harris County Sports and Convention Corporation and Houston Sports Authority to help pay the bonds used to finance the construction of NRG Stadium.

To ensure compliance with these contractual obligations, the Show requires all commercial exhibitors to:

1. Complete the Sales Tax Information form (available in your check-in packet or on the portal) and submit to the Show offices or the portal no later than March 18, 2024. EVERYONE must fill out the first form, which is the same form HLSR has given you at the Show for the last 10 years or so. If you didn't make any taxable sales, please

- put \$0 and still turn the form in. If you didn't make taxable sales, this will be the ONLY thing you have to turn in to be in compliance.
2. Provide a copy of the Texas Sales Tax and Use Report to the Houston Livestock Show and Rodeo within 30 days of filing the return. If the tax return reflects sales made other than at the Houston Livestock Show and Rodeo, the amount of sales at our event must be substantiated by sales reports.
 3. Sales at the Show must be substantiated by utilization of an NRG Park location code assigned by the office of the Texas Comptroller of Public Accounts using the address 3 NRG Park, Houston, Texas 77054.

The Harris County Sports and Convention Corporation will compile the information provided in the tax returns and provide it to METRO to ensure the rebate is correctly accounted for.

Failure to comply with the tax reporting requirements may result in revocation of invitations to participate in future Shows.

SERVICE PROVIDERS

The Show will provide further information detailing the services provided by the Show's service providers, including contact information, pricing, product listings, and order forms. This information will be posted on the Commercial Exhibitor page of the Show's website and in the portal in fall 2023. If there is an issue with one of the utilities from our service providers (water, electric, plumbing, or gas) and you reach out to the provider directly, please also call the Commercial Exhibits Office at 832.667.3550 to report the issue.

Decorator

The official Show decorator is **Lone Star Exhibits**. We encourage you to place your order with Lone Star Exhibits by the first week of February. Please contact their Exhibitor Service Department at **832.962.8521**. Note: Any service needs during move-in and move-out of the Show requiring equipment use (example: forklift) should be scheduled through the decorator and will be billed to the exhibitor.

Non-Alcoholic Beverages

All non-alcoholic beverages sold at the Show must be Coca-Cola products (please see additional information in Exclusivity section of this handbook⁷³). All Coca-Cola products must be purchased through the Show's Corral Club Committee for the 2024 Show. Pricing and order information will be e-mailed to all food exhibitors in winter 2023.

Electrical

One 110-volt electrical outlet with one plug **only** is provided to each exhibitor. The outlet will provide 500 watts (or approximately 4 amps) of power per 100 square foot of exhibit space. This is the electrical service included in the exhibit fee, and it will provide basic power to run

general lighting, computers, and cash registers. Each exhibitor must supply their own surge protector/ power strip to distribute power to the equipment within their exhibit booth space.

Note: All extension cords must be a minimum of 14 gauge, 3 wire, grounded. The use of the small 2 wire extension cords is strictly prohibited by the National Electrical Code, and exhibitors using these will not be allowed to connect to the electrical distribution.

Examples:

An exhibitor leasing a 10 foot by 10 foot exhibit space will have one 110-volt electrical outlet with one plug providing 500 watts (or 4 amps) of power.

An exhibitor leasing a 10 foot by 20 foot exhibit space will have one 110-volt electrical outlet with one plug providing 1,000 watts (or 8 amps) of power.

If you require additional electrical service, please make arrangements with **Freeman**. Contact, pricing and order information will be posted on the Commercial Exhibitor page of the Show's website and in the portal in fall 2023. Orders received by the first week of February will qualify for a pricing discount. We strongly encourage you to place your order in advance of move-in. For your convenience, Freeman also will have a service desk located in the NRG Center Lobby outside of Hall A during move-in.

All exhibit booth wiring shall comply with the National Electrical Code and materials will be UL approved, as per the code. If improper wiring is observed by staff or the in-house electrical contractor, it will be documented, and the exhibitor will be given 24 hours to correct any problems. If the issues are not remedied by the exhibitor within 24 hours, HLSR reserves the right to disconnect all power to the exhibit space until all issues are resolved.

Telephone and Internet Service

Telephone and Internet service in your booth are available through **SmartCity**. Please refer to the exhibitor services packet for information regarding their services. SmartCity will have a service desk located in the NRG Center Lobby outside of Hall A during move-in for your convenience. We encourage you to contact SmartCity prior to move-in, the phone number is **832.667.3900**. Please note that all orders placed by the first week of February qualify for a pricing discount.

Additionally, SmartCity offers Wi-Fi service inside NRG Center Halls A – E and the NRG Center Lobby for hourly, daily, and weekly rates. You will be required to make a payment through your computer, via credit card, at the time you access the network. Please note, the wireless service is not a dedicated service, so exhibitors may want to consider a dedicated line for uninterrupted, secure service.

Propane Service (outdoor food exhibitors only)

The Show has designated **Love's Plumbing** to provide propane service to outdoor food exhibitors in Rodeo Plaza and The Junction. Pricing information will be available in the exhibitor service packet online in fall 2023. Please contact Love's Plumbing at **281.541.1000** for your propane. Orders for propane service should be placed a minimum of seven (7) days before your move-in date. The propane tanks placed around the grounds are off limits to exhibitors and their contractors and employees. Only Love's Plumbing is allowed to turn the propane tanks on and off.

SIGNAGE

Great signage is great business! We encourage exhibitors to mark their booth space well, so our visitors can find you and remember you.

General Requirements

1. At check-in, the Show will provide a sign displaying the exhibitor booth name, booth number and street name, and the year the exhibitor started exhibiting at the Show. This sign must be prominently displayed in the booth.
2. Signs may not hang from the ceiling or be attached to building walls or columns.
3. All signs (including menu boards) must be professionally produced. **Handwritten signs are not permitted.**
4. All exhibitors must post a return policy in a prominent location in the exhibitor booth space.
5. Signs must be placed within the exhibitor's leased space and may not block the view of neighboring exhibits.
6. Signs that revolve or blink are prohibited.
7. Signs that read "Discount," "Clearance," "For Sale," or have similar language, are not acceptable.
8. Professionally made signs that read "Rodeo Special" or "Show Special" are acceptable.
9. Tip jars must be professional and tasteful. Handmade signs and reused product jars or other similar items are not permitted.
10. All signage must be directed into your own booth spaces. Exhibitor signage may not advertise above neighboring booth spaces. For example, if the sign above your space has your information on the front and the back, and the back rises above the booth behind you, then the back should be covered for the duration of the Show.
11. You may not advertise or distribute information about anything other than those products/services that are specifically approved and indicated on your product list; nor are you allowed to advertise or promote your products/services at any location at the Show other than in your contracted booth space.

Additional Signage Requirements for Food Exhibitors

1. Food exhibitors must display, in plain sight, a menu board complete with prices. Menu boards must plainly state whether tax is included in the price. Only items listed on the

Exhibitor's approved product list may be included on the menu board, and pricing on the menu board must match the pricing on the approved product list.

2. Food exhibitors must display, in plain sight of customers, a sign stating that every customer is to receive a receipt for their purchase. The Show will provide these signs during move-in, or you are free to use your own.

MOVE-IN DATES AND PROCEDURES

The dates and times listed in this section are the earliest times the exhibitors in the designated area may begin move-in. Move-in times have been carefully scheduled around other activities at NRG Park to give commercial exhibitors the maximum possible set-up time.

All commercial exhibitors MUST check-in (at Airport Road or the Commercial Exhibits office, depending on which day you are moving in) prior to beginning move-in. Check-in must be completed before any vehicles enter the building, before any equipment, materials, or inventory are delivered to the exhibit site, or before unloading of the exhibit begins.

Upon check-in, commercial exhibitors will receive move-in dash passes. The dash pass MUST be DISPLAYED in the vehicle windshield to allow access to NRG Park property and the NRG Center.

Move-in packet documents must be in the commercial exhibitor's possession prior to moving into the booth space. Commercial Exhibits Committee Move-In Team members will be manning the entrance ramps and doors to the show floor. Please unload all exhibitor materials and move/park your vehicle in the adjacent Red Lot as rapidly as possible, thus helping to keep the Show floor and aisles clear of vehicles. Commercial Exhibits Committee members will monitor move-in traffic and be available for exhibitor move-in guidance.

No move-in at any times other than those stated in this handbook for each booth location is allowed. Exhibitors who arrive early will be turned away until their scheduled move-in time, and the Show will issue an Incident Report for the scheduling violation.

All exhibit booths must be completely set-up, decorated, stocked, and approved by the Show no later than 5 p.m. Monday, February 26, 2024, unless prior arrangements are made with the Senior Manager of Commercial Exhibits. In the event an exhibit is not completed, the Show is entitled to enter and take possession of the leased booth space without any obligation to give prior notice of its intent to do so. The Show may then re-let the space on such terms as the Show may deem appropriate.

If you have any issues during move-in, please contact the Commercial Exhibits Committee in the NRG Center lobby, next to the Hall D ticket office, or by calling 832.667.3550.

EARLY MOVE-IN REQUESTS

Early move-in will be granted on a limited basis for exhibitors with extensive set-up requirements. Early move-in must be requested by the exhibitor in writing, addressed to the Senior Manager of Commercial Exhibits, by January 14, 2024, on the 2024 Early Move-In Request task in the portal. The request should include a compelling reason for the adjusted

time. An early move-in is only permissible by written letter from the Senior Manager of Commercial Exhibits. The letter granting permission for early move-in must be presented by the exhibitor at check-in and kept in the booth space during move-in and set-up. All requests will be reviewed at the same time during the week of Monday, January 15, 2024. Requests received after Sunday, January 14, 2024, will not be considered.

STAGING

For exhibitors moving in on Monday, February 19, 2024, through Thursday, February 22, 2024, all move-in staging and check-in will take place offsite in the Airport Road Facility. Please see Appendix F93, for a map to the staging area. Staging in any other area will not be permitted. Commercial Exhibits Staff and/or the Commercial Exhibits Committee must approve exhibitors prior to entering NRG Park February 19 through February 22. Failure to follow procedure or skipping the staging area will not be permitted and will result in delaying exhibitor move-in as well as an incident report.

Exhibitors with prior permission for early move-in date and time must stage at Airport Road Facility if their move-in date is Monday through Thursday.

Exhibitors who choose to wait and move in between Friday, February 23 and Monday, February 26 may proceed directly to NRG Park and the Commercial Exhibits Committee office.

Use the map located in Appendix G94, or the charts found in the “Move-in Timeline” section immediately below to determine the scheduled move-in day/time for your booth location. Exhibitor check-in will begin at the staging lot at your scheduled check-in time -- arriving earlier than this time is not necessary nor recommended.

Commercial Exhibit Hours for Staging and Check In at Airport Road	
Monday, February 19	8 a.m. – 6 p.m.
Tuesday, February 20	8 a.m. – 6 p.m.
Wednesday, February 21	8 a.m. – 6 p.m.
Thursday, February 22	8 a.m. – 6 p.m.

For information during move-in, please call the Commercial Exhibits Committee Office: 832-667-3550. We will coordinate the line up by booth location, rig size and traffic inside the complex, not by “first to arrive, first to enter.” Anyone arriving with a vehicle at NRG Park without a move-in pass will be required to return to the staging lot and will not be allowed to move-in until after receiving approval for entry and proper move-in passes.

Exhibitors that have not submitted all requested forms, insurance, payments, and fees will not be allowed to move in until all outstanding paperwork is completed. If an exhibitor that has outstanding paperwork arrives at the staging area, one move-in pass will be issued to the owner of the booth to allow them to proceed to the Commercial Exhibitor Office to take care

of this paperwork. Once the paperwork is completed, the remainder of the exhibitor's passenger, support and move-in vehicles will be issued move-in passes and be allowed to proceed to NRG Park.

MOVE-IN TIMELINE AND LOGISTICS

The dates and times listed in this section are the earliest times the exhibitors in the designated area may begin moving in. Please read carefully for notes about vehicle restrictions and building access points on certain move-in dates.

Please see accompanying map of NRG Center (Appendix G94) for clarification.

NRG Arena (AR)

- NRG Arena exhibitors will enter the complex through the Horse Gate (Gate 5), off of the 610 feeder between Fannin and Kirby for unloading purposes only (see map in Appendix C).
 - The first time you enter, you may not have checked in with the Commercial Exhibits Office/Staging and may not have your move-in dash pass.
 - Be patient and follow instructions from the security officer.
- Most roadways around NRG Arena will be one-way during move-in. For your safety and the safety of others, please abide by all verbal directions and directional signage.
- Vehicles and trailers are not permitted on the concourse area of NRG Arena (exhibit area around the Arena Proper) after 4 p.m. on Tuesday, February 20, 2024.
- After 4 p.m. on Tuesday, February 20, 2024, vehicles may ONLY be parked in the stalling area near booths AR800 and AR704. The rubber mats must be left clear at all times – no dollies, boxes, fixtures, inventory, etc. may be placed on them. Additionally, the pathway through the stalling area must be kept free for livestock and tractor traffic. Commercial Exhibitors must pull to the side for unloading.
- After Wednesday, February 21, 2024, vehicles are not permitted in the building. Move in is available to the booth area by hand cart only after this time.
- Move-in activity in NRG Arena will be discontinued during the World's Championship Bar-B-Que Contest. NRG Arena move in must be completed by 5 p.m. on Thursday, February 22, 2024. Additionally, there will be absolutely no move-in or set-up in NRG Arena beginning at noon on February 23 and all day on February 24.
- If you plan to open for Horse Show events held prior to the official Show opening, please be sure your booth set-up is complete by noon on Wednesday, February 21, 2024.

NRG Arena	
Move-in Date	Move-in Time
Monday, February 19	8 a.m. – 9 p.m.
Stage at Airport Road (before 6 p.m.)	
Tuesday, February 20	8 a.m. – 9 p.m.

Stage at Airport Road (before 6 p.m.)	NOTE: All vehicles must be removed from NRG Arena (AR) by 4 p.m. so that the Show may lay down the rubber mats for livestock move-in.
Wednesday, February 21 Stage at Airport Road (before 6 p.m.)	8 a.m. – 9 p.m. NOTE: Vehicles in NRG Arena (AR) may ONLY be parked in the stalling area near booths AR800 and AR704. The rubber mats must be left clear at all times – no dollies, boxes, fixtures, inventory, etc. may be placed on them. Additionally, the pathway through the stalling area must be kept free for livestock and tractor traffic. Commercial Exhibitors must pull to the side for unloading.
Thursday, February 22 Stage at Airport Road (before 6 p.m.)	8 a.m. – 5 p.m. (WCBBQ opens at x p.m.) NOTE: HORSE SHOW starts TODAY No vehicles permitted inside NRG Arena .
Friday, February 23	8 a.m. – noon (WCBBQ opens at x p.m.) NOTE: No vehicles permitted inside NRG Arena .
Saturday, February 24	NO MOVE-IN (WCBBQ open all day) NOTE: No vehicles permitted inside NRG Arena .
Sunday, February 25	8 a.m. – 9 p.m. NOTE: No vehicles permitted inside NRG Arena .
Monday, February 26	8 a.m. – 5 p.m. (5 p.m. not a hard stop – that's just when the Exhibitor Welcome Party starts upstairs in NRG Center) NOTE: No vehicles permitted inside NRG Arena .

NRG Center (B, C, D, or E and L)

- NRG Center and NRG Center Lobby exhibitors will enter the complex through North Stadium Drive (Gate 12) from February 18 to February 26 for unloading purposes only.
 - The first time you enter, you may not have checked in with the Commercial Exhibits Office and may not have your move-in pass.
 - Be patient and follow instructions from the security officer.
- Use the docks behind Halls B, C and D and the roll-up door on the West side of the building. Commercial exhibitors are **not** permitted to use the docks behind Hall A or E or the roll-up door on the East side of the building.
- All vehicles must access NRG Center through the Hall B ramp, Hall E ramp or West Roll Door on Sunday, February 25, 2024. Do not drive along any other pathway through the livestock areas on this date.
- Vehicles are not permitted inside NRG Center after 1:30 p.m. on Sunday, February 25, 2024.

- Vehicles and trailers are not permitted on the docks behind NRG Center after 1:30 p.m. on Sunday, February 25, 2024.

NRG Center Halls B, C, D, or E	
Move-in Date	Move-in Time
Monday, February 19	12 noon – 9 p.m. Aisles 1000 – 2000 (see Appendix G for specific booth location times)
Stage at Airport Road (before 6 p.m.)	
Tuesday, February 20	8 a.m. – 9 p.m. Aisles 1000 – part of 5000 (see Appendix G for specific booth location times)
Stage at Airport Road (before 6 p.m.)	
Wednesday, February 21	8 a.m. – 9 p.m. Aisles 1000 – 11000 (see Appendix G for specific booth location times)
Stage at Airport Road (before 6 p.m.)	
Thursday, February 22	8 a.m. – 9 p.m. (WCBBQ opens at x p.m.) Aisles 1000 – 16000 (see Appendix G for specific booth location times)
Stage at Airport Road (before 6 p.m.)	
Friday, February 23	8 a.m. – 9 p.m. (WCBBQ opens at x p.m.) All locations
Saturday, February 24	8 a.m. – 9 p.m. (WCBBQ open all day) All locations NOTE: All NRG Center exhibitors must move in through the docks on the North side of NRG Center. No vehicles will be permitted on the front or sides of the building because of WCBBQ.
Sunday, February 25	8 a.m. – 9 p.m. All locations NOTES: Vehicles may only enter NRG Center via the Hall B loading dock ramp, the Hall E loading dock ramp or the West Roll door. No other vehicle access points will be available. All vehicles must be removed from inside NRG Center by 1:30 p.m. so that the Show may lay down the rubber mats for livestock move-in. All exhibitor trailers and vehicles must be removed from the back dock by 1:30 p.m. so that the Show may place livestock railing. Commercial exhibitor traffic around the perimeter of NRG Center must yield to people and animals.

	Short-term parking to unload vehicles will be available on the west and north sides of NRG Center, but vehicles may not block the street, building entrances/exits, or any other operational activities. Merchandise, equipment, etc. may be brought in by dolly from the parking lot. Exhibitors may enter using north, south or west facing public access doors or the west end roll-up door. <u>Please move your vehicle into a parking lot once unloaded, and before working inside of your booth, to make room for other exhibitors to unload their vehicles.</u> Golf carts may be used to transport items to the south and west exterior doors of NRG Center, as long as the cart does not block an entrance or interfere with operational activities.
Monday, February 26	8 a.m. – 5 p.m. (5 p.m. not a hard stop – that’s just when the Exhibitor Welcome Party starts upstairs in NRG Center) All locations NOTES: No vehicles permitted inside NRG Center. Vehicles may not be parked along the north or east sides of NRG Center – no exceptions. Short-term parking will be available on the west side of the building but vehicles may not block the street, building entrances/exits, or any other operational activities. Merchandise, equipment, etc. may be brought in by dolly from the parking lot. Exhibitors may enter using south or west facing public access doors or the west end roll-up door. Please move your vehicle into a parking lot once unloaded, and before working inside of your booth, to make room for other exhibitors to unload their vehicles. Golf carts may be used to transport items to the south and west exterior doors of NRG Center, as long as the cart does not block an entrance or interfere with operational activities.

NRG Center Lobby	
Move-in Date	Move-in Time
Wednesday, February 21	8 a.m. – 9 p.m.
Stage at Airport Road (before 6 p.m.)	
Thursday, February 22	8 a.m. – 9 p.m. (WCBBQ opens at x p.m.)
Stage at Airport Road (before 6 p.m.)	
Friday, February 23	8 a.m. – 9 p.m. (WCBBQ opens at x p.m.)
Saturday, February 24	8 a.m. – 9 p.m. (WCBBQ open all day)

	NOTE: All NRG Center exhibitors must move in through the docks on the North side of NRG Center. No vehicles will be permitted on the front or sides of the building.
Sunday, February 25	8 a.m. – 9 p.m.
Monday, February 26	8 a.m. – 5 p.m. (5 p.m. not a hard stop – that’s just when the Exhibitor Welcome Party starts upstairs in NRG Center)

Rodeo Plaza (RP), Circle Drive (CD), and The Junction (J) Exhibitors

- Rodeo Plaza, Circle Drive and The Junction exhibitors may enter the complex through North Stadium Drive (Gate 12) from Monday, February 19 to Monday, February 26 and through Holly Hall (Gate 3) from Wednesday, February 21 to Monday, February 26 (excluding February 25) for unloading purposes only.
 - Exhibitors entering North Stadium should drive from Gate 12, around the West side of NRG Center, to their respective exhibit area (see map in Appendix C).
 - The first time you enter, you may not have checked in with the Commercial Exhibits Office and may not have your move-in pass.
 - Be patient and follow instructions from the security officer.
- Rodeo Plaza exhibitors will be scheduled to do a stop and drop for large equipment on either Sunday, February 18 or Monday, February 19. Any equipment dropped off must be placed within the exhibit space and must not interfere with utility set-up. Set-up is not permitted on this stop and drop date.

Rodeo Plaza	
Move-in Date	Move-in Time
Sunday, February 18	8 a.m. – 3 p.m. Stop and drop only for approved exhibitors
Monday, February 19 Stage at Airport Road (before 6 p.m.)	8 a.m. – 9 p.m. Build for approved exhibitors, stop and drop for remaining exhibitors
Tuesday, February 20 Stage at Airport Road (before 6 p.m.)	8 a.m. – 9 p.m. All locations
Wednesday, February 21 Stage at Airport Road (before 6 p.m.)	8 a.m. – 9 p.m. All locations
Thursday, February 22 Stage at Airport Road (before 6 p.m.)	8 a.m. – 5 p.m. (WCBBQ opens at x p.m.) All locations
Friday, February 23	8 a.m. – 5 p.m. (WCBBQ opens at x p.m.) All locations

Saturday, February 24	NO MOVE-IN (WCBBQ open all day)
Sunday, February 25	8 a.m. – 9 p.m. All locations
Monday, February 26	8 a.m. – 5 p.m. (5 p.m. not a hard stop – that’s just when the Exhibitor Welcome Party starts upstairs in NRG Center) All locations

Circle Drive	
Move-in Date	Move-in Time
Wednesday, February 21	8 a.m. – 9 p.m.
Stage at Airport Road (before 6 p.m.)	
Thursday, February 22	8 a.m. – 5 p.m. (WCBBQ opens at x p.m.)
Stage at Airport Road (before 6 p.m.)	
Friday, February 23	8 a.m. – 5 p.m. (WCBBQ opens at x p.m.)
Saturday, February 24	NO MOVE-IN (WCBBQ open all day)
Sunday, February 25	8 a.m. – 9 p.m.
Monday, February 26	8 a.m. – 5 p.m. (5 p.m. not a hard stop – that’s just when the Exhibitor Welcome Party starts upstairs in NRG Center)

The Junction	
Move-in Date	Move-in Time
Wednesday, February 21	8 a.m. – 9 p.m.
Stage at Airport Road (before 6 p.m.)	
Thursday, February 22	8 a.m. – 5 p.m. (WCBBQ opens at x p.m.)
Stage at Airport Road (before 6 p.m.)	
Friday, February 23	8 a.m. – 5 p.m. (WCBBQ opens at x p.m.)
Saturday, February 24	NO MOVE-IN (WCBBQ open all day)
Sunday, February 25	8 a.m. – 9 p.m.
Monday, February 26	8 a.m. – 5 p.m. (5 p.m. not a hard stop – that’s just when the Exhibitor Welcome Party starts upstairs in NRG Center)

ADDITIONAL MOVE-IN LOGISTICS

Please plan and execute your move-in in a courteous and safe manner. Please follow these guidelines during move-in:

General

- Always follow directions given by security officers, Show staff and Commercial Exhibits committee members.
- Please do not, at any time, completely block aisles, roads, or doorways with vehicles, trailers, merchandise, or booth materials.

Vehicles and Trailers

- Vehicles are only allowed in the buildings during published move-in times. You must remove your vehicle from the building after it is unloaded.
- All exhibitors will be provided a move-in information pass for their vehicle, either at staging or when they check in at the Commercial Exhibitor Office.
 - **The information pass must be kept on the dashboard of the vehicle whenever the vehicle is on NRG Park property between February 19 and February 26.**
 - One side of the information pass will have the exhibitor's name and on-site contact phone number. This side must **always** remain face-up on the dashboard.
 - The other side of the information pass will say "Tow Immediately." If the contact information is not visible, or the information pass is missing, a Commercial Exhibits representative may be contacted and the vehicle immediately towed.
- **No trailers will be allowed on the grounds until that exhibitor's scheduled move-in** (as determined by the booth location and move-in schedule). Trailers found on property before the scheduled move-in date are subject to removal. Trailers may be parked at Reed Road if an exhibitor arrives before their scheduled move-in date and time.
- Parked trailers must be attached to the transport vehicle so that if a move needs to be facilitated, it can be done quickly.
- **Do not leave trailers unattended in the dock area.** This impedes the move-in process for both commercial and livestock exhibitors, as well as the set-up efforts of the Show's staff and volunteers. All unattended vehicles will be towed, and offenders may forfeit future invitations to exhibit in the Houston Livestock Show and Rodeo.
- Passenger, support, and personal vehicles must park in Red (west of NRG Center) or Orange (regular Gate 3 exhibitor parking) lots during move in. Passenger, support and personal vehicles found parked outside of these lots (i.e., inside buildings or next to exhibitor booths) are subject to immediate tow and incident report. **A passenger, support, or personal vehicle is defined as any vehicle that does not have items that need to be unloaded.** Once a vehicle no longer has items that need to be unloaded, it becomes a passenger, support or personal vehicle and needs to be immediately removed from the unloading area.

Parking

- For parking during move-in, enter Holly Hall (Gate 3) via Fannin or North Stadium Drive (Gate 12) (see map in Appendix C).
 - The first time you enter, you may not have checked in with the Commercial Exhibits Office and may not have your move-in dash pass.
 - Be patient and follow instructions from the security officer.

- Beginning February 27, exhibitors will be required to park in the lot associated with their Show-issued parking pass.
 - Be extra cautious when entering and exiting the gates, paying particular attention to pedestrian traffic, golf cart and tram traffic, and rail system and bus operations.
 - Please follow the directions of the security officers managing the gates and parking areas.

CHECK-IN PROCEDURES

Exhibitors arriving Monday, February 19 through Thursday, February 22 will check-in at the Airport Road Facility during Staging. Exhibitors arriving Friday, February 23 through Monday, February 26 will check-in at the Commercial Exhibits Office. The Commercial Exhibits Office is located in Room D20. Exhibitors may check-in at the following times:

Commercial Exhibit Office Hours for Exhibitor Check-in	
Monday, February 19	8 a.m. – 9 p.m.
Tuesday, February 20	8 a.m. – 9 p.m.
Wednesday, February 21	8 a.m. – 9 p.m.
Thursday, February 22	8 a.m. – 9 p.m.
Friday, February 23	8 a.m. – 9 p.m.
Saturday, February 24	8 a.m. – 9 p.m.
Sunday, February 25	8 a.m. – 9 p.m.
Monday, February 26	8 a.m. – 9 p.m.

Commercial exhibitors should expect the following to happen during check-in:

- Exhibitors receive their exhibitor packet, which includes exhibitor move-in passes, commercial exhibitor grounds passes, parking permits and other important Show information.
- Exhibitors receive their booth sign, which must be prominently displayed in the exhibitor's booth space.
- Exhibitors will provide the name, local address and telephone number of the person in charge of the exhibitor's booth. If the exhibitor has a telephone in the booth, that number is to be provided as well.
- Exhibitors will have the opportunity to purchase additional exhibitor grounds passes, golf cart permits and restocking space.

Vehicle Passes

- NRG Arena exhibitors will receive one pass in the Maroon lot. No additional passes are available for sale.
- NRG Arena exhibitors will receive a restocking pass for Gate 5 (Horse Gate) to bring product to their booth in the mornings. This pass is only good until 9 a.m. daily. It is not a parking pass – only a gate pass.

- Exhibitors in NRG Center, Lobby, NRG Stadium, Circle Drive, Rodeo Plaza and The Junction will receive one Orange lot, entrance Gate 3 pass. No additional passes are available for sale.
- All exhibitors will receive a restocking pass for Gate 12 (North Stadium) to bring product to their booth in the mornings. This pass is only good until 9 a.m. daily. It is not a parking pass – only a gate pass.
- **All exhibitors should request parking passes for all employees parking at Reed Road in the Gold lot (X lot).**
- All exhibitors will receive move-in passes for vehicles used during move-in. This pass MUST be in their vehicle during all move-in activities. Exhibitors may have extra move-in passes as needed.

SHOW TIME EVENTS

EXHIBITOR BOOTH AWARDS

In appreciation of our exhibitors, the Commercial Exhibits committee will select a Grand Champion and Reserve Champion for “Best Booth Presentation” in both the Commercial Retail Exhibitor and Food Exhibitor programs. Booths are judged by members of the Commercial Exhibits committee based on the six criteria below. Eight additional exhibits will receive an Honorable Mention Award for Best Booth Presentation. New exhibitors will compete for the “Best New Booth Presentation” award in both the Commercial Retail Exhibitor and Food Exhibitor categories.

1. Technical Compliance

- Booth constructed and merchandised with approved materials
- Booth has unquestionable structural integrity
- Utility aisle is free and clear of merchandise and trash
- Adheres to all other design rules as outlined in the Commercial Exhibitor Handbook

2. Western Theme

- Booth display incorporates western design and materials (examples include, but are not limited to, western storefront, chuck wagon, old barn wood, metal works, etc.)

3. Design Innovation

- Unique/ original exhibit
- Cohesive and professional display
- Use of props to complement western theme and general booth design
- Creative use of fabrics, lighting, color, and/or display items
- Innovative building materials

4. Neatness

- Cleanliness of the booth and surrounding area
- Proportionate in design
- Personal items are out of sight (microwaves, ladders, brooms, etc.)
- Storage items are concealed from public view (back stock, bags, boxes, etc.)

5. Presentation of Merchandise

- Quality merchandise
- Displays are balanced and do not overwhelm the booth space
- Booth does not appear cluttered with merchandise
- Professional and unified signage throughout the booth

6. Salesmanship

- Disposition of employees
- Knowledge of employees
- Staff appropriate in attire and neatly groomed
- Business conducted within assigned space
- Booth properly staffed for size

Awards will also be presented for the “Best Booth Design” and “Salesman of the Year.” The Best Booth Design will be awarded exclusively on design innovation and incorporation of a western theme. The Salesman of the Year will be awarded to the exhibitor with the most impressive staff.

GOLD BUCKLE FOODIE AWARDS

We will hold the 16th Annual Houston Livestock Show and Rodeo Gold Buckle Foodie Awards Finals on Thursday, February 29, 2024. Additional information and instructions for registering will be emailed to all food exhibitors before the Show. We encourage you to get creative with your menu! There are six food categories in the competition. All first-place winners receive a gold buckle and plaque, blue ribbon, and a spot in the “Gold Buckle Foodie” promotion highlighting the winning foods. Second and third place winners in each category receive a red and white ribbon, respectively.

Gold Buckle Foodie Awards Format:

Vendors will submit their entries electronically in January. High resolution photos will be needed for each entry. Public voting will determine the top 3 entries in each category. Voting will take place online in February leading up to the show. Voting consists of 2 categories per week for 3 weeks total. The top 3 in each category will advance to the Finals where guest judges will try each food item and score the finalists to determine the winner.

Competition Categories:

- Best New Flavor – entries to include food items new to and never offered at the Houston Livestock Show and Rodeo.
- Most Creative Food – entries to include the most innovative food items available at the Show; entries may be innovative in appearance, taste or method of preparation.
- Best Fried Food – entries to include any food item which is prepared by deep frying.
- Best Food-on-a-Stick – entries to include any food item served on a stick.
- Best Dessert – entries to include anything sweet.
- Classic Fair Food – entries to include timeless favorites in the fair food category.

RODEO DRIVE SHOPS PRODUCT SHOWCASE

The Rodeo Drive Shops product showcase is a double-sided case that will be located in Hall E. Both sides will be used for product displays. Display items will be rotated throughout the show. Additional information and instructions for registering will be emailed to all retail exhibitors the November before the Show.

EXHIBITOR FEEDBACK SESSION

The Show will host one Exhibitor Feedback Session during the 2024 Show. The session is an opportunity for our exhibitors to meet with fellow exhibitors, Commercial Exhibit committee volunteers and Show staff to discuss areas where our commercial exhibits program exceeds expectations and areas where it can be improved. Exhibitors will submit

their questions before the feedback session. We will combine the questions and begin the meeting by addressing your concerns. Once the submitted questions have been answered, we will have an open forum. The date and time will be provided in the Exhibitor Check-In Packet.

SHOW TIME SERVICES

BANKING FACILITIES

The Show provides an on-site banking service for change-making purposes only. These services are available to the Show's commercial exhibitors for business purposes only. The bank is located in the lobby next to the elevators in between Halls B and C in NRG Center. There will be a sign on the door that says "Commercial Exhibitors Only." Please note that the window is normally very busy on the first day of Show. All exhibitors are encouraged to bring enough change for the first day to minimize wait time at the window. **Bank hours are: 9 a.m. to 6 p.m. Sunday – Thursday and 9 a.m. to 8 p.m. on Friday and Saturday.**

COMMERCIAL EXHIBITS OFFICE

The Commercial Exhibits Office is located in Show Office D20, right across from the HLSR Merchandise Store, just inside the blue doors of Hall D. If you have any questions, comments, or concerns, please contact a representative in this office, which operates during the following dates and times. The Commercial Exhibits Office can also be reached by dialing 832.667.3550.

OFFICE HOURS FOR SHOWTIME	
Tuesday, February 27 – Sunday, March 17	
Sunday – Saturday	9 a.m. – 9:30 p.m.
OFFICE HOURS FOR MOVE-OUT	
Monday, March 18	9 p.m. – TBD
Tuesday, March 19	9 a.m. – 6 p.m.

DELIVERIES/SHIPMENTS

Any deliveries or shipments must be scheduled to arrive after your official check-in at the Commercial Exhibits Office (Show Office D20). This includes U.S. Mail, Federal Express, UPS, and commercial deliveries. Rules for deliveries are:

1. All deliveries must be addressed to the exhibitor, exactly as follows. Failure to follow these addressing guidelines may result in refusal or misdirection of deliveries.
Company/Booth Name (as appears on contract)
Booth Number(s)
On-Site Contact Phone Number
C/O Houston Livestock Show and Rodeo
NRG Center (or NRG Arena/Rodeo Plaza/The Junction, as appropriate)
Three NRG Park
Houston, TX 77054
2. **DO NOT** address any deliveries in care of staff members or volunteers of the Houston Livestock Show and Rodeo.

3. The Houston Livestock Show and Rodeo will NOT accept delivery on behalf of any exhibitor. Deliveries that do not adhere to the above guidelines will be refused and any subsequent charges or losses will be the sole responsibility of the exhibitor.
4. The Houston Livestock Show and Rodeo is not responsible for lost or misdirected shipments or packages.

EXHIBITOR LOUNGE

The Commercial Exhibits Committee provides a lounge area for all commercial exhibitors. The lounge is also equipped with computers with Internet access, printer and fax. The lounge will be open February 27 – March 17, 2024, during Show hours for your convenience. You are required to show your exhibitor badge when entering the lounge. The exhibitor lounge is in Hall B, Room B20. There will be a sign on the door that reads “Commercial Exhibitors Only.” Please clean up after yourself when using the lounge. Limited water and soft drinks are provided for exhibitors. Exhibitor badge must be shown to receive drinks.

LARGE ITEM PICKUP

Exhibitors selling large or heavy items, such as furniture, should coordinate with the Commercial Exhibits Committee to obtain a gate pass for customer pick up. The committee will issue a “Large Item Pickup Pass” which will be valid for two hours from the time of issue for Gate 12 (North Stadium). This pass is only good for access into the gate for loading purposes and does not grant parking privileges. There will be a sign on the back of NRG Center Hall D dock where to temporarily park the customer car for merchandise pickup purposes. If you are unable to pick up a pass from the Commercial Exhibitor Office, please call 832.667.3550 and a committee member will try to deliver one at their earliest opportunity. For security reasons, we are not able to issue a gate pass directly to a member of the public without the exhibitor representative present.

SHOW TIME RULES AND INFORMATION

MOTORIZED VEHICLES

All exhibitors are expected to follow Show policies with respect to motorized vehicles and other modes of transport. These policies have been developed to ensure the safety of the public and all other on-site personnel. **Any violation of these rules will result in forfeiture of current permits and rights to utilize motorized vehicles in future years; violations may also result in forfeiture of your invitation to participate in future Shows. Any person obtaining a permit is responsible for ensuring that all parties with access to the motorized vehicle are familiar with these rules.**

Permissible Types of Motorized Vehicles

Permits will be issued only to exhibitors with golf carts and utility type vehicles ("Golf Carts").

1. Our definition of a utility cart is a four-wheeled vehicle with a bench seat and a utility box on the back.
2. Motor scooters, four-wheeled ATV's or any other vehicles intended for all-terrain usage will not be allowed on the Show grounds. Exceptions will be made for ATVs that meet the criteria of a utility cart, such as a mule or John Deere Gator.
3. NRG Park policy prohibits Segway personal transporters, or similar two-wheeled, self-balancing electric vehicles, unless used for ADA compliance. Park policy also prohibits use of such vehicles inside any facility at NRG Park.
4. The use of bikes, trikes, skateboards and any other wheeled modes of transportation is prohibited on Show grounds.

Rules and Regulations

1. All Golf Carts must be properly permitted. Permits are issued during move-in in the Commercial Exhibitor Office.
2. To obtain a permit, you must submit the following information to the Senior Manager of Commercial Exhibits by January 15, 2024, and have an approved certificate of insurance on file which meets all terms specified in the lease agreement.
 - A passing grade in the Golf Cart & Utility Vehicle Safety Training Course, available online. Please contact Commercial Exhibits staff for the link.
 - A completed 2024 HLSR Small Motor Agreement, available on the commercial exhibitor page of the HLSR website under the Exhibitor Forms section.
 - The \$50 permit fee.
3. **Operation of commercial exhibitor Golf Carts is prohibited anywhere on the grounds at any time other than during restocking hours, which are midnight to 9 am daily.**
 - Commercial exhibitor Golf Carts may only be operated for restocking purposes. Examples (not an inclusive list) of prohibited use include transporting people to the Stadium, carnival, or parking lots.

- Outside of restocking hours, all motorized vehicles must be parked in designated or permitted areas. **For Commercial Exhibitors, the designated areas are the restocking parking areas. Golf carts may not be parked in or next to exhibitor's space. NO EXCEPTIONS.**
4. Open alcoholic beverage containers are not allowed on any cart or in any vehicle.
 5. Drivers are not to be under the influence of any controlled substance.
 6. Smoking is not permitted in a golf cart.
 7. Drivers and passengers must remain seated while cart is in motion.
 8. No overloading of passengers is permitted.
 9. Drivers are not permitted to text or talk on a cell phone while the cart is in motion.
 10. Always maintain a safe speed.
 11. Pedestrians and livestock ALWAYS have the right-of-way. Drivers are to be courteous and patient with all pedestrians and livestock.
 12. Only exhibitors and their employees may ride in an exhibitor's cart. Rides may not be given to the general public.
 13. All cart and vehicle users are to abide by all instructions of Show management regarding cart and vehicle usage on the grounds.

PARKING

Free parking and free shuttle transport from the HLSR Reed Road facility is available to all exhibitors who have a 2024 Commercial Exhibitor Grounds Pass and an X-Lot parking permit. The exhibitor must display the parking permit. Parking is available and the shuttle bus will be in operation from 5:00 a.m. – 2:00 a.m. each day of the Show. **The parking and shuttle transportation are free to those with a commercial exhibitor badge; only one person may ride on each pass.** The Reed Road lot is monitored by 24-hour mounted patrol. The shuttle drops-off and picks-up at the Holly Hall entrance, which is convenient to both NRG Center and NRG Arena. The shuttle leaves Reed Road approximately every 25 minutes and the ride is approximately 10 minutes to NRG Park.

- When using a parking permit, exhibitors may park only in the area designated on that specific parking permit. E.g., orange permit only grants orange lot parking, etc.
- All parking is limited and is first come, first serve. Permits do not guarantee access to NRG Park.
- Exhibitors may park in any lots designated for public parking, but they will be required to pay the daily parking fee.
- All parking permits are non-transferable. Credential duplication is strictly prohibited.
- Exhibitors may not duplicate or sell an assigned parking permit under any circumstances. Any exhibitor who violates this rule risks losing their invitation to future Shows. Any exhibitor found to have duplicated or sold an assigned parking permit will (at a minimum) automatically be placed on probation and lose all onsite parking privileges for the following year's Show.

- Due to the limited availability, the Houston Livestock Show and Rodeo cannot replace lost parking permits. Please count your passes carefully when they are issued at check-in and keep them in a secure location for the duration of the Show.
- If a parking permit is found that is not assigned to you, it must be immediately turned in to the Commercial Exhibit Office.

RESTOCKING OPERATIONS

Each exhibitor will receive a vehicle gate pass that will be valid during the daily restocking hours **only**. You must present this pass at the North Stadium Gate (Gate 12) or the Horse Gate (Gate 5) to gain access to the Show grounds for restocking. **Your exhibitor parking hangtag will not allow you access into the North Stadium Gate.**

- All exhibitors may restock using motor vehicles between midnight and 9 a.m. No motorized vehicles (including golf carts) may be operated inside the gates after 9 a.m. After 9 a.m., all vehicles must be parked in designated parking areas; all golf carts must be parked in the restocking areas.
- The following streets will be open for restocking traffic between 1 a.m. and 9 a.m. on Monday – Friday and 2 a.m. and 9 a.m. on Saturday and Sunday:
 - the street in front of NRG Arena,
 - NRG Parkway (the street in front of NRG Center)
 - Circle Drive (the street around the NRG Astrodome)
 - Naomi Street
- The following dates represent heavy move-in days for our Livestock exhibitors. Traffic will be congested at the North Stadium Gate (Gate 12) during morning restocking hours. We would encourage you to plan your restocking and delivery times accordingly.

February 26 (Open Cattle – Back Dock, Breeding Sheep – East End)	
February 29 (Gilts – East End)	March 4 (Junior Heifer)
March 5 (Lamb & Goat – East End)	March 7 (Junior Heifer)
March 9 (Market Barrows)	March 10 (Market Steers)
March 12 (Market Barrows)	March 13 (Market Steers)
March 15 (Ag Mechanics)	

- Restocking by hand cart should be avoided during the day on weekends and during Spring Break. Please attempt to get fully stocked during the restocking hours.

Trailer Space

The Show has a limited amount of space available to exhibitors for storage of restocking trailers on NRG Park property (“Restocking Space”). The cost of Restocking Space will be: less than 20’ trailer = \$200; 20’ to 30’ trailer = \$250; 31’ to 40’ = \$300; greater than 40’ trailer = \$400. Restocking Space is sold on a first come, first serve basis and the Show reserves the right

to limit the number of spaces sold to any individual exhibitor. **Exhibitors may not park restocking trailers on grounds until their move-in date.**

The restocking areas will be open for trailer check-in as follows during exhibitor move-in:

Restocking Check-in Hours	
Monday, February 19	12 noon to 6 p.m.
Tuesday, February 20	8 a.m. – 6 p.m.
Wednesday, February 21	8 a.m. – 6 p.m.
Thursday, Thursday 22	8 a.m. – 6 p.m.
Friday, February 23	8 a.m. – 6 p.m.
Saturday, February 24	8 a.m. – 6 p.m.
Sunday, February 25	8 a.m. – 6 p.m.
Monday, February 26	8 a.m. – 5 p.m.

Empty trailers may not be stored on NRG Park grounds or in the Restocking Space. Space for empty trailers will be provided free of charge at the HLSR Reed Road facility. Please see the Commercial Exhibits Restocking Team during their published operating hours for a parking permit and driving directions. A map of Reed Road can also be found on Appendix D.

No motor vehicles or motor homes (renovated or otherwise) are to be parked in the restocking area. Illegally parked vehicles in the restocking area will be towed immediately.

Commercial exhibitors parking trailers on NRG Park grounds outside of the restocking area will have the trailers towed at their expense and may forfeit future invitations to exhibit in the Show.

Purchasing Restocking Space

To purchase Restocking Space, please report to the Restocking Team tent behind NRG Center Hall D after you have unloaded items for your booth and are ready to park in your **assigned** Restocking Space(s). **Restocking Space cannot be reserved prior to unloading.**

- You may only purchase Restocking Space for trailers that are currently on property. A representative from the Commercial Exhibits Committee Restocking Team will be on site during the published restocking hours to measure the full length of the trailer (including hitch), assign your space, and provide you with a restocking sticker.
- If you wish to park a storage device other than a trailer, approval must be requested from the Senior Manager of Commercial Exhibits by January 15, 2023. An example would be a portable storage unit, which must be carefully considered so as not to impede the move-out of other exhibitors. Your request should include a description of the storage device, your projected move-in date and time and your projected move-out date and time.
- All exhibitors utilizing Restocking Space must list an on-site contact number with the Commercial Exhibits Office.

- If you plan on moving your trailer out on Sunday, March 17, rather than Monday or Tuesday, March 18 - 19, please coordinate carefully with the restocking representative when parking your trailer. There are a very limited number of spaces behind NRG Center available for Sunday night access.
- Place restocking sticker on the trailer **in plain sight**. Vehicles without stickers will be towed.
- All Restocking Spaces must be paid for at the tent at the time of space assignment. If an exhibitor fails to follow these procedures and leaves a trailer or vehicle unattended in the restocking area or in an unassigned spot, the trailer will be immediately towed at the exhibitor's expense.
- Trailers that are "for sale" will not be allowed in the restocking area.

SECURITY

The Show will provide 24-hour limited security beginning at noon on Wednesday, February 20, 2024, continuing throughout the Show, and ending Tuesday, March 19, 2024, at 6 p.m. The Houston Livestock Show and Rodeo is not responsible for stolen or damaged merchandise, displays, etc.

The Security Office is located in NRG Center Room 100 and may be reached at 832.667.3636.

While the Houston Livestock Show and Rodeo provides reasonable security in all exhibit areas, additional security or safekeeping of the exhibitor's inventory, merchandise, goods, displays and other items is the sole responsibility of the exhibitor. Please make sure your booth is staffed with the appropriate number of people to deter shoplifting. Also, please take measures to secure your booth overnight. If you notice any missing or damaged items, contact the Security Office, inform them of the nature of the problem, and request a security officer's assistance. Please report thefts to the Commercial Exhibitor Office and the Security Office and obtain a copy of the reports for your records.

Commercial exhibitors may provide their own additional security, subject to the following regulations:

1. The exhibitor must notify the Show by **February 1, 2024**, of their intent to provide security. Submit requests to the Senior Manager of Commercial Exhibits. Provide the identity and hours of all security you will provide during move-in, Show time, and move-out.
2. All requests are subject to the approval of the Show's Security Office.
3. Additional security personnel may not carry weapons of any sort unless they are licensed police officers and obtain prior approval from the Show's Security Office.
4. Any unapproved "security personnel" will be required to vacate the premises when the Show closes to the general public each day.
5. Approved private security personnel will need proper credentials for entrance to the grounds. Additional grounds passes may be purchased in the Commercial Exhibits Office for \$35 each.

TRANSPORTATION

Tram Operations

There will be a tram stop in the Orange lot; exhibitors will need to present their Commercial Exhibitor Grounds Pass to take advantage of this tram service. Otherwise, the Show's transportation service routes for 2024 will be very similar to the routes offered in years past. Transportation will run between the east side of the NRG Center and the NRG Arena, and between the Holiday Inn gate and the west side of the NRG Center. Transportation will also be in service between the Blue Lot, NRG Stadium and NRG Arena. The fourth main tram line runs between the Main Street Yellow Lot and the North Side of the NRG Stadium at the McNee entrance. Please note that the routes are subject to change prior to the Show.

A final map of the routes and operating hours will be available during check-in at the Commercial Exhibits office and on the Houston Livestock Show and Rodeo's web site.

METRORail Service

The City of Houston offers METRORail service. The 13-mile Red Line route includes 24 stations with signage designed by local artists to reflect the individuality of their distinctive neighborhoods. The cost of riding the train is \$1.25 each way (at time of publication). Transfers to and from local buses are free. The hours of operation at publication are 5 a.m. to 1 a.m. daily. Fares and schedules can be confirmed by visiting www.ridemetro.org.

UTILITY EASEMENTS AND TRASH DISPOSAL

Utility easements behind the booths must be kept clear. Merchandise and personal items may not be stored in this area.

Trash dumpsters are located on the NRG Center Hall A and E loading docks, NRG Arena Hall D loading dock and throughout the outdoor utility aisles. The exhibitor is responsible for properly disposing of all garbage associated with his exhibit. Garbage must be bagged and tied closed to eliminate spillage in the area and placed inside the provided receptacles. Boxes and other large trash may not be disposed of in public waste receptacles. All boxes must be broken down and taken to recycling bins or trash dumpsters.

If, at any time, the trash or recycling builds up near your booth area and is not being picked up, please let the Commercial Exhibits Committee know right away so that the problem can be remedied. The Commercial Exhibits Committee can be found in **Show Office D20 (next to the blue doors by the front of Hall D)**, or by calling 832.667.3550.

SAFETY AND EMERGENCY PROCEDURES

EMERGENCY NUMBERS

Houston Fire Department

Non-emergency - 713.884.3143

Houston Police Department

Non-emergency- 713.884.3131

Miscellaneous

Poison Control Center - 1.800.222.1222

NRG Center Customer Service - 832.667.1718

Show-time Numbers

Show Security- 832.667.3636, 832.667.3637

Horse Gate - 832.667.3635

ASM Security (NRG Park management) - 832.667.1460

Show Safety/First Aid - 832.667.1300

EMERGENCY PLAN

The objective of the Emergency Plan is to provide information, procedures, and a plan of action to protect life and property in the event of an emergency during Show operations. Emergencies include fire, bomb threat, explosion, severe weather, and other accidents and/or disasters.

Reporting an Emergency and Coordination of Actions

In the event of an emergency, the first individual(s) at the scene should immediately contact:

- the Show's Security Office at **832-667-3636** (for Security related issues)
- the Show's Safety Office at **832-667-1300** (for Health or Safety issues)

911 does not need to be notified (note: if 911 is notified, they will call back to the HLSR Security/Safety numbers above, which will cause delays)

The Show's Security and Safety Offices are responsible for notifying the HLSR Emergency Team.

After an emergency situation is reported, the Show's Security Office and HLSR Medical & Safety Committee are responsible for managing the response until the appropriate agencies (HFD, HPD, etc.) arrive on scene.

After the appropriate agency arrives on scene, that agency is responsible for managing the response.

If you have to report an emergency to Safety or Security, please also report the incident to the Commercial Exhibits Office or HLSR Commercial Exhibits Staff as soon as it is safe and appropriate to do so.

First Aid Locations

The Show's Safety Committee provides first aid services at multiple locations on the NRG Park grounds.

NRG Center

First Aid is located in Room 109E off the main lobby outside Hall E and in the First Aid Room off the main lobby outside Hall C. Telephone number: 832.667.1300.

NRG Arena

First Aid is located in the concourse on the southwest corner of the Arena proper. Telephone number: 832.667.1300.

Outside

First Aid is located in three locations outdoors. The main hub is located at the southeast corner of NRG Arena along Naomi Drive, near the walkover bridge site. There are also two locations in the carnival area. The first is located in the carnival near the southeast corner of NRG Stadium, across from the Amegy Bank gate. The second carnival location is located south of NRG Astrodome, between the Sling Shot and NRG Arena. Telephone number: 832.667.1300.

NRG Stadium

First Aid is located on the northeast and southwest corners of the Field, Club and upper levels of the Stadium. Telephone number: 832.667.1460 or Stadium Command 832.667.1860.

Personnel

The Show has two distinct groups responsible for managing emergency situations. These groups are Security and Emergency Personnel and Emergency Management Contacts. Both groups are described below and may be collectively referred to as the "Emergency Team."

Security and Emergency Personnel

"Security and Emergency Personnel" are those individuals designated to give direction in the event of an emergency. The Show's Security and Emergency Personnel include:

1. Licensed law enforcement officers, primarily uniformed Houston Police Department and Harris County Sheriff's Department officers;
2. Houston Fire Department officials;
3. and HLSR Safety Committee members (Safety Committee volunteers can be identified by their red or blue vests).

Emergency Management Contacts

The Show's senior management team members are designated as "Emergency Management Contacts." While primary direction in emergencies will come from Security and Emergency Personnel, commercial exhibitors may also receive direction from the Emergency Management Contacts listed below. These individuals can be identified by a credential that includes the Show year and the individual's name, title, and photo.

Chairman of the Board:	Pat Mann Phillips
President/Chief Executive Officer:	Chris Boleman
Chief Financial Officer:	Katie Grahmann
Chief Marketing Officer	Lisa Gagnon
Chief Mission Officer:	Julie Bass
Chief Revenue Officer:	Amber Burda
Chief Show Operations Officer:	Mike DeMarco
Chief Strategic Planning Officer:	Peter McStravick
Chief Technology Officer:	Wayne Crane
Chief Volunteer and HR Officer:	Melinda Guerra-Reeves
Director of Security and Safety:	John Presley
Show General Counsel:	Jeffrey Downing

Notification Methods

In the event of a disaster or similar emergency at the Show, the complex has been divided into sections. The methods of notification in the event of an emergency, evacuation or other safety measures vary by venue. The priority in evacuating any of these facilities is the safety of all people involved.

NRG Arena

1. NRG Arena is equipped with a house paging system and/or supplemental sound systems that will be used to provide evacuation and/or other verbal instructions.
2. Verbal instructions may be provided by the Emergency Team.
3. Notification by HLSR and NRG Park staff members, identified by NRG Park credential.
4. Commercial exhibitors and their employees are required to follow evacuation and any other instructions issued via the methods listed in items 1 through 3 above, no exceptions. Violators are subject to removal from the current and future Shows and/or arrest by law enforcement.

NRG Center

1. NRG Center is equipped with strobe lights, warning signals, and an automated/manual audio system. The strobe lights and warning signals serve to precede the use of the audio system which provides evacuation and/or other verbal instructions.
2. Verbal instructions may be provided by the Emergency Team.
3. Notification by HLSR and NRG Park staff members, identified by NRG Park credential.

4. Commercial exhibitors and their employees are required to follow evacuation and any other instructions issued via the methods listed in items 1 through 3 above, no exceptions. Violators are subject to removal from the current and future Shows and/or arrest by law enforcement.

NRG Park Outdoor Locations

1. An outdoor warning system may be used to warn visitors in areas south of NRG Stadium to take shelter in the event of an emergency, such as a severe weather event. The system consists of strategically placed speakers that emit warning signals and an automated/manual audio system.
2. Verbal instructions may be provided by the Emergency Team.
3. Notification by HLSR and NRG Park staff members, identified by NRG Park credential.
4. Commercial exhibitors and their employees are required to follow evacuation and any other instructions issued via the methods listed in items 1 through 3 above, no exceptions. Violators are subject to removal from the current and future Shows and/or arrest by law enforcement.

NRG Stadium

1. NRG Stadium is equipped with a sound system designed to provide complete audio coverage to persons in all areas of the facility.
2. Verbal instructions may be provided by the Emergency Team.
3. Notification by HLSR and NRG Park staff members, identified by NRG Park credential.
4. Commercial exhibitors and their employees are required to follow evacuation and any other instructions issued via the methods listed in items 1 through 3 above, no exceptions. Violators are subject to removal from the current and future Shows and/or arrest by law enforcement.

Advance Planning

To ensure their personal safety as well as the safety of the general public, all commercial exhibitors should take the following precautionary steps upon arrival at NRG Park.

1. Familiarize themselves and all employees with the Emergency Plan.
2. Be prepared to immediately evacuate their exhibit space by identifying how to quickly secure inventory, cash, valuables, etc.

Outdoor exhibitors will be held accountable for securing their areas of responsibility. As part of advance planning, outdoor exhibitors should also:

1. Identify the nearest building for safe shelter in place.
2. Ensure that all tents and other structures and signage are securely set and anchored.
3. Implement a plan to quickly store or secure all other equipment, including, but not limited to, chairs, tables, inventory, cooking equipment, awnings.

Animals

In the event of an emergency, the priority in evacuating facilities is the safety of all people involved.

1. It will be necessary to contain animals in the exhibit space until the emergency can be further evaluated.
2. Once the scope of the emergency has been determined, animal evacuation will be at the direction of the Emergency Team.
3. Additional information regarding sheltering animals during a severe weather event is included in the Severe Weather Plan section, below.

SEVERE WEATHER PLAN

The Severe Weather plan identifies actions to be taken in the different areas of NRG Park when it is evident that a severe weather event may occur during Show hours. Flexibility must be exercised when implementing this plan due to the various circumstances associated with each weather event, and the Emergency Team may exercise discretion where necessary to ensure the safety of people.

General Information

NRG Park staff monitors local weather reporting stations through the two command posts located in NRG Stadium and NRG Center. The Center and Stadium command posts are in operation continuously during the entire Show, and Security and Emergency Personnel are kept up to date on the current weather conditions. In the event of a severe weather event, the command post will determine which, if any, safety measures are needed. These measures may include, but are not limited to, closing any temporary venues, such as tented structures, carnival and/or other outdoor venues or complete grounds evacuation.

After a severe weather event has occurred, HLSR management, staff and contractors will inspect the grounds and facilities for damage. Necessary repairs will be made to any damaged facilities and equipment before the general public will be allowed back into the area and the Show resumes operations. Once it is safe, an announcement will be made giving the all clear for patrons, volunteers, and exhibitors to return to their normal scheduled events.

Notification

In the event of a severe weather emergency, information and instructions will be communicated via the methods described in the Notification Methods section above.

Animals

Upon arrival at NRG Park, all exhibitors with livestock should coordinate with the Chief Mission Officer to identify a severe weather shelter and evacuation plan for their livestock.

Lightning and Thunderstorms

Exhibitors can remain safe during lightning episodes and when thunderstorms are overhead or in the vicinity of NRG Park by staying inside the Park's buildings while the storm is in the area. When an exhibitor becomes aware of lightning or thunderstorms, exhibitors should:

1. Activate their Advance Plan to secure their area and go to safe shelter immediately.
2. Unless otherwise advised by Emergency and Security Personnel,
 - Outdoor exhibitors should seek shelter in either NRG Center or NRG Arena, whichever is most accessible.
 - Indoor exhibitors should remain in the building where their exhibit space is located.

Windstorms

When a windstorm event is indicated, the Emergency Management Contacts will assess the situation and confirm the appropriate course of action. Instructions will be issued to all outdoor commercial exhibitors via the methods detailed in the Notification Methods section above.

If sustained winds reach 25 miles per hour:

1. Commercial exhibitors are responsible for ensuring that all tents, tent sidewalls, facades and other equipment are secured.
2. Scheduled events may be cancelled, and a voluntary evacuation announcement may be issued.

If sustained winds reach 35 miles per hour:

1. All outdoor exhibits may be closed, and outdoor scheduled events may be cancelled as necessary.
2. A mandatory evacuation may be issued for all people within the area, as necessary.
3. Commercial exhibitors should activate their Advance Plan to secure their area and go to safe shelter immediately. Unless otherwise advised by the Emergency Team:
 - Outdoor exhibitors should seek shelter in either NRG Center or NRG Arena, whichever is most accessible.
 - Indoor exhibitors should remain in the building where their exhibit space is located.

Tornadoes

To remain safe during a tornado, exhibitors should put as many walls between themselves and the tornado as possible. This means that interior bathrooms, hallways, and closets on the lowest floor are the best place to be.

When tornadoes threaten, exhibitors should activate their Advance Plan to secure their area and go to safe shelter immediately. Unless otherwise advised by the Emergency Team,

- Outdoor exhibitors should seek shelter in either NRG Center or NRG Arena, whichever is most accessible.
- Indoor exhibitors should remain in the building where their exhibit space is located.

Exhibitors whose safe shelter is **NRG Center** should proceed to:

- bathrooms located on the first floor of the building, in the lobby or exhibit areas;
- office and storage rooms, as directed by emergency personnel;
- a first floor stairwell foyer; or,
- the exhibit hall and stand as near a permanent structural wall as possible.

Exhibitors whose safe shelter is **NRG Arena** should proceed to:

- bathrooms located on the first floor of the building;
- office and storage rooms, as directed by emergency personnel;
- a first floor stairwell foyer; or,
- the arena area and stand as near a permanent structural wall or the arena wall as possible.

After arriving at the safe shelter point, exhibitors should:

1. Use their arms to protect head and neck in a “drop and tuck” position.
2. Stay away from windows.

If caught outside, exhibitors should:

1. Lie flat in a ditch or depression.
2. Use arms to protect head and neck in a “drop and tuck” position. Use jacket, cap, backpack, or any similar items, if available, to protect face and eyes.
3. Avoid sheltering in small buildings, under isolated trees, under tents or near fences or poles.

FIRE SAFETY

General Information

Commercial exhibitors should report a fire emergency to the Show’s Safety Office at 832.667.1300 or 832.667.3636. Be prepared to provide:

- your name and contact number;
 - the fire location;
 - the type and/or cause of the fire, if known; and,
 - whether or not emergency medical help is necessary.
1. All fires, no matter the size, must be reported to the Safety Office.
 2. If the fire is small and contained, a fire extinguisher with the correct extinguishing agent may be used to extinguish the fire.
 - **Do not jeopardize personal safety to do so.**
 - Never allow the fire to come between you and the exit.
 3. If the fire cannot be contained:
 - Evacuate the area and report to your designated Muster Area (see Muster Procedures section below).
 - Close doors and windows, if possible, to confine the fire.

- Avoid breaking windows where the fire is located – oxygen feeds and exacerbates the issue.
- **Do not attempt to save possessions or equipment at the risk of personal injury.**

Evacuation Procedures

In the event that evacuation orders are issued by audio system or by Security and Emergency Personnel, **commercial exhibitors and their employees will immediately follow the evacuation order, no exceptions.** Violators are subject to removal from the current and future Shows and/or arrest by law enforcement.

Evacuation Plan

Upon arrival and setup, please note all emergency exits in your area. If an evacuation order is issued by audio system or by Security and Emergency Personnel, please evacuate immediately to the nearest exit in a calm and orderly fashion. If you need assistance evacuating or know of someone in imminent danger, call HLSR Security at 832-667-3636. Once you have safely exited the building, please gather at one of the designated Muster points (see map on Appendix E).

Once it is safe to reenter the facility, you will be notified by the audio system, Security and Emergency Personnel, or the Commercial Exhibits Messaging application.

Muster Areas

Muster areas are assigned based on the location of the exhibitor's booth; the assignments are detailed below. Exhibitors should report to their primary Muster Area unless the fire emergency has rendered the Muster Area unsafe, in which case the exhibitor should report to any Muster Area that can be reached safely and quickly. See map in Appendix E92.

Exhibit Location	Muster Location Number	Muster Area
NRG Center, Halls A, B, C	1	Commercial Exhibitor Restocking Area at east end of NRG Center (behind Hall A) (see map on Appendix E)
NRG Center, Halls D, E	2	Commercial Exhibitor Restocking Area at west end of NRG Center (behind Hall E) (see map on Appendix E)
NRG Center Lobby, Halls C, D	3	Outside of Rodeo Plaza tent, next to El Patio restaurant (see map on Appendix E)

NRG Center Lobby, Hall E Rodeo Plaza, west tent <i>(closest to the Stadium)</i> Circle Drive	4	NRG Park employee parking lot, west end of building (Red Lot 3 as designated on the light poles) (see map on Appendix E)
NRG Arena	5 or 6	Commercial exhibits Arena Northwest entrance (facing the Blue lot) or Southeast entrance (facing the Maroon lot), whichever is closer (see map on Appendix E)
The Junction	7	Commercial exhibitor parking lot (orange CX), south end near Holly Hall (see map on Appendix E)
Rodeo Plaza, middle and east tents <i>(closest to the Metro Rail station)</i> NRG Center Lobby, Halls A, B	8	Orange lot parking, north end near light rail entrance (see map on Appendix E)

ACTIVE ATTACKER

In the event of an active shooter situation, exhibitors should follow the protocol designed by the Department of Homeland Security to quickly determine the most reasonable way to protect their life.

When possible, evacuate.

1. Have an escape route and plan in mind.
2. Leave belongings behind.
3. Keep your hands visible.

If evacuation is not possible, hide.

1. Hide in an area out of the active shooter's view.
2. Lock the door or block the entrance to the hiding place.
3. Silence cell phones (including vibrate mode) and remain quiet.

Only when absolutely necessary, fight.

1. Take action only as a last resort, when your life is in imminent danger.
2. Attempt to incapacitate the active shooter.
3. Act with physical aggression and commit to your actions; throw things at the active shooter.

When Emergency Personnel arrive on the scene:

1. Remain calm and follow instructions.
2. Immediately raise hands and spread fingers.
3. Keep hands visible at all times.
4. Avoid making quick movements toward officers such as attempting to hold on to them for safety.
5. Avoid pointing, screaming and/or yelling.
6. Do not stop to ask officers for help or direction when evacuating, just proceed in the direction from which officers are entering the premises.

OTHER EMERGENCIES

In the event of any other emergency, such as a bomb threat, explosion or other disaster, instructions will be issued via one of the notification methods described in the Notifications section above.

When instructions are issued by audio system or by Security and Emergency Personnel, **commercial exhibitors and their employees will immediately follow the instructions, no exceptions.** Violators are subject to removal from the current and future Shows and/or arrest by law enforcement.

If exhibitors are ordered to evacuate, they should proceed to the Muster Areas, following the same procedures described above in the Fire Safety section.

Civil Disturbances

If you see protestors or witness a civil disturbance, notify HLSR Security at 832-667-3636 with the location. HLSR Security will notify appropriate security personnel to the location. After Security has been notified, please call the Commercial Exhibits office and advise them of the situation.

MOVE-OUT DATES AND PROCEDURES

Move-out times have been carefully scheduled around other activities at NRG Park to allow commercial exhibitors to begin move-out as early as possible while ensuring the safety of the Show's visitors. No move-out at any times other than those stated in this handbook will be allowed.

- Due to the limited amount of time allowed to the Houston Livestock Show and Rodeo for clean-up of the exhibition facilities, **all exhibits must be completely moved off the premises, including parking lots, by 6 p.m. on Tuesday, March 19, 2024.** Any merchandise or booth materials remaining on property after this time are subject to being removed from the premises by forklift at the exhibitor's risk.
- The Houston Livestock Show and Rodeo is not responsible for loss or damage of property.

MOVE-OUT TIMELINE

Move-out Date	Exhibit Location	TENTATIVE Move-out Times
Sunday, March 17	NRG Arena	Breakdown: after 9 p.m. Vehicle Traffic: after 11 p.m.
	NRG Center	Breakdown: after 9 p.m. Vehicle Traffic: after 2 a.m.
	Outdoor Exhibits	Breakdown: after 9 p.m. Vehicle Traffic: after 2 a.m.
Monday, March 18	All Locations	Breakdown and vehicle traffic: All day until 9 p.m.
Tuesday, March 19	All Locations	Breakdown and vehicle traffic: All day until 6 p.m.

Move-out times are tentative and subject to change. Final times will be provided by 5 p.m. on Friday, March 15, 2024. **The grounds will not be opened to vehicle traffic earlier than the posted time.** The only people authorized to make changes to the published move out schedule are the Chief Mission Officer and the Chief of Operations.

MOVE-OUT LOGISTICS

All exhibits must be completely moved out of the buildings by 6 p.m. Tuesday, March 19, 2024. The following procedures are designed to facilitate a safe, efficient move-out for all exhibitors.

Dash Pass

The Commercial Exhibits Committee will distribute a "dash pass" to each booth by 5 p.m. on Friday, March 15, 2024.

- The pass will correspond to the booth location (i.e., AR, Outdoor Exhibitors).

- You must present this pass on the dash of your vehicle to gain access into the property once vehicle traffic has been cleared.
- If additional passes are needed to facilitate your move-out, you may obtain them from the Commercial Exhibits Office after the first pass has been distributed.
- All exhibitors will provide the on-site contact name and phone number on the front of the dash pass. This side must remain face-up on the dashboard at all times.
- The back side of the dash pass will say "Tow Immediately." If the contact information is not visible, or the information pass is missing, a Commercial Exhibits committee representative may be contacted, and the vehicle immediately towed.

Vehicles

Absolutely no motorized vehicles (golf carts, cars, trucks, forklifts, trailers, etc.) will be allowed inside the fence lines before the designated time (see Move-Out Timeline section in this handbook⁶²). **Vehicles already inside of the fence line may not be moved until the designated time. NO EXCEPTIONS** will be made.

- Please do not, at any time, completely block aisles, roads, or doorways with vehicles, trailers, merchandise, or booth materials.
- **Do not leave trailers unattended in the dock area.** This impedes the move-out process for both commercial and livestock exhibitors, as well as the tear-down efforts of the Show's staff. All unattended vehicles will be towed, and offenders may forfeit future invitations to exhibit in the Houston Livestock Show and Rodeo.
- Parked trailers must be attached to the transport vehicle so that if a move needs to be facilitated, it can be done quickly.

Trash

All trash must be removed from the exhibitor's booth space and placed inside the provided receptacles. Any decorative balloons need to be deflated before leaving. Exhibitors are responsible for leaving their exhibit area as they found it. Any exhibit that has trash remaining after move-out may forfeit future invitations to exhibit at the Houston Livestock Show and Rodeo.

RULES AND REGULATIONS

GENERAL

Advertising and Promotions

Commercial exhibitors may not conduct promotions in radio, television, print or online ads that utilize any official Show logo or trademark, including, but not limited to, "Houston Livestock Show and Rodeo" and "RODEOHOUSTON." Exhibitors who are Official Show Sponsors must obtain written permission from the Senior Manager, Commercial Exhibits and the Sponsorship, Business and Corporate Development Department for any promotion, advertising or display of any official Show logo.

Alcoholic Beverages

The Houston Livestock Show and Rodeo strictly prohibits the consumption or distribution of alcoholic beverages within or from exhibit spaces during operating hours, move-in, or move-out. Notwithstanding other provisions included in this Handbook, violation of this rule could result in immediate termination of the exhibitor's lease agreement, requiring the exhibitor to vacate leased space and forfeit all monies paid to date. An exhibitor whose lease agreement stipulates a percentage-based commission payment will be required to settle based on gross sales to date at that time.

Boiler Requirements

Commercial exhibitors who intend to operate a boiler within their booth space (including, but not limited to, boilers that are part of hat-shaping equipment) are required to:

1. register the boiler with the Texas Department of Licensing and Regulation (TDLR);
2. have a current certificate of operation (inspection certificate); and,
3. notify the Senior Manager of Commercial Exhibits of their intention to house a boiler in their booth.

All exhibitors are subject to the regulations outlined in the Texas Boiler Safety Program to ensure all boilers are properly maintained and operated. More information can be found online or by contacting TDLR directly.

Texas Department of Licensing and Regulation
Boiler Program
P.O. Box 12157
Austin, Texas 78711
(800) 722-7843 (In Texas Only)
(512) 539-5707
boilers@tdlr.texas.gov

Camping

No camping will be permitted anywhere on the NRG Park grounds.

Cash Registers

All food and attraction exhibitors will comply with the cash register rules and regulations in Appendix B of this document.

Celebrity and Mascot Appearances

Mascot appearances and third-party celebrities are promotional activities reserved for Official Show Sponsors. Celebrity appearances within your booth space require written approval from Chief Mission Officer, approval of which may be withheld at the sole discretion of the Show. Celebrity appearances include both celebrities associated with a booth and third-party celebrities (i.e., a sports memorabilia booth bringing in Texans cheerleaders). Requests must be received by January 14, 202. Such appearances must not restrict traffic flow in the aisle; should traffic be impacted, the Fire Marshal and/or representatives of the Show have the right to require the appearance to immediately cease. Celebrities may not roam public areas; all activities are limited to the leased exhibit space.

City of Houston Fire Code

All exhibitors will comply with the City of Houston Fire Code regulations in Appendix A of this document.

Cleanliness

The Show furnishes janitorial service for aisles in buildings and areas used by the public. It is the responsibility of each exhibitor to keep his exhibit space clean and clear of debris. If an area requires the Show's attention, please contact the Commercial Exhibits Office.

Conduct

Show policy promotes equal opportunities and participation for everyone with no distinctions based on race, color, gender, sexual orientation, religion, disability, national origin or other considerations. Notwithstanding other provisions included in this Handbook, violation of this policy could result in immediate termination of the exhibitor's lease agreement, requiring the exhibitor to vacate leased space and forfeit all monies paid to date. An exhibitor whose lease agreement stipulates a percentage-based commission payment will be required to settle based on gross sales to date at that time.

Credit Card Fees and Cash Discounts

Exhibitors may not charge an extra fee for credit card use or offer a "cash discount."

Discounts

Exhibitors are not expected to offer nor are they obligated to extend free or discounted merchandise or food to employees, volunteers, or officers of the Houston Livestock Show and Rodeo. If any Show employee, volunteer, or representative pressures you for free gifts, discounts, or services such as money, food, merchandise, or free rides, immediately report it to the Senior Manager of Commercial Exhibits.

Doors

Exhibitors cannot prop open any doors that are not already designated by HLSR or the Fire Marshal to remain open. Not all building doors are to be used as access points for the public. This rule is in place for the safety of our patrons, commercial exhibitors, and livestock and horse show participants.

Drawings, Raffles, Giveaways

On-site drawings, raffles, and giveaways are not permitted. Exhibitors may not conduct registration, or register-to-win contests, for any on-site, off-site, online, social media or other drawing, raffle, or giveaway. They may not collect information in any other way, such as taking photographs in the booth that force the attendees to go to a web site to print/view. Exhibitors who also are Official Show Sponsors may request written permission for a promotion from the Sponsorship, Business and Corporate Development Department.

Gratuities

Tip jars must be professional and tasteful. Handmade signs, reused product jars and other items of that nature are not permitted.

Hot Works Permit

Every year, the Show pulls a hot works permit. Exhibitors utilizing hot works need to keep a copy of the Show's permit in their booth.

The Coordinator, Exhibits & Events, will send an email in December asking exhibitors utilizing hot works to reply with their booth name and the type of hot works being used in the booth. Exhibitors who confirm usage of the hot works will be given a copy of the Show's hot works permit in their check-in packet, and the permit must be on display in their booth at all times during Show. The permit only states that the booth is allowed to engage in the stated activity. It is up to the exhibitor to have the necessary fire suppressors that correlate with their booth activities.

A list and map of all exhibitors utilizing hot works will be created and will be provided to the Fire Marshal and Fire Inspector. The Fire Marshal and Fire Inspector may do random inspections during Showtime. An exhibitor's hot works activity may still be shut down if they are not adhering to the necessary safety measures (i.e., the wrong type of fire extinguisher for their specific business practice). It is up to the individual exhibitor to ensure overall compliance.

Information Collection

Collection of personal information from Show visitors for purposes of future mailings or solicitations is not permitted. Exhibitors who are also Official Show Sponsors may request written permission to collect information from the Chief Mission Officer; requests must be received by January 15, 2024.

Logos and Marks

Commercial exhibitors may not use any official Show logo in association with their exhibits, at NRG Park or off-site. Exhibitors who are Official Show Sponsors must obtain written permission for any logo use from the Sponsorship, Business and Corporate Development Department.

Media Appearances

If a commercial exhibitor is contacted by the media to be featured in a story or segment, the exhibitor should immediately contact the Senior Manager of Commercial Exhibits and direct the media personnel to the Houston Livestock Show and Rodeo Marketing Division at 832.667.1200. All media activities are subject to the Show's media relations policies and must be coordinated through the Houston Livestock Show and Rodeo Media Center. We will include a form in your check-in packet which gives you the opportunity to tell us your unique story. We will utilize this information for potential story ideas as opportunities become available throughout the Show.

Pets

Pets are not allowed on Show grounds. This rule will be strictly enforced and applies to all exhibitors and their employees as well as Show visitors. Exceptions are granted for service dogs that are individually trained to do work or perform tasks for the benefit of an individual with a disability. Exceptions are also granted for dogs under contract with the Houston Livestock Show and Rodeo for demonstration, competition, and entertainment purposes.

1. The service animal must remain on a leash or otherwise be under the handler's control while on the Show grounds.
2. To protect the health and well-being of all animals on the Show grounds, the exhibitor may be asked to provide current health records, including vaccination records, to the Show's veterinarian.

Printed Materials

Distribution of brochures, pamphlets, leaflets, flyers, newspapers, magazines, coupons, menus, or other literature or promotional materials is not permitted. This includes displays promoting catering services, off-site locations, or other promotional signage. Exhibitors who are also Official Show Sponsors may request written permission from the Senior Manager, Commercial Exhibits and the Sponsorship, Business and Corporate Development Department.

Product Demonstrations

Product demonstrations must be held within booth space and may not restrict traffic flow in the aisle; should traffic be impacted, the Fire Marshal and/or representatives of the Show have the right to require the demonstration to immediately cease.

Smoking

Smoking is prohibited within exhibit spaces. Smoking is prohibited in all areas inside NRG Center, NRG Stadium and NRG Arena, and inside any tent or canopy.

Solicitation

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 is strictly prohibited.

Sound

No sound systems, musical instruments, noise makers, loudspeakers, microphones, or other sound amplification or broadcast devices of any kind may be used without prior written consent of the Senior Manager of Commercial Exhibits, consent of which may be withheld at sole discretion of the Show. Booth sound must be kept at a level that does not interfere with neighboring exhibitors. **This includes the hours outside of the designated posted shopping hours to the public.** Booth sounds must also be appropriate and “family-friendly”. Explicit or lewd language in sound is not tolerated.

Souvenir Cups

Individual souvenir cups with business logos, names and branding are not allowed.

MOTORIZED VEHICLE EXHIBITORS

Battery

The battery that starts the engine must be disconnected.

Exhibit Design and Maintenance

Carpet is required under all motorized vehicle exhibits. Exhibitors are responsible for cleaning vehicles and exhibit space. Exhibits must adhere to the height and signage rules as outlined in this handbook.

Fueling

Each vehicle may have no more than (1/4) tank of fuel, or 5 gallons, whichever is less. Vehicles may not be fueled or defueled inside the building. Vehicles with dual tanks must comply with the (1/4) fuel level requirement in each tank. RVs shall not have LPG cylinders attached and emergency generators shall be empty. An exception is provided for new empty LPG cylinders with approved label affixed.

Gas Caps

Gas caps and/or gas cap lid must be locked; otherwise, the cap must be taped closed.

Keys

Keys to all vehicles must be turned in to the Commercial Exhibits Office (Show Office D20) before the official closing time each day.

Inspection

Prior to entering the building, all vehicles must be checked by a Fire Inspector. Please contact the Senior Manager of Commercial Exhibits to coordinate appointments with the Fire Inspector.

Move-Out

On the final day of Show, vehicles may not be moved from the building until authorized by the Senior Manager of Commercial Exhibits.

Permit

The Houston Livestock Show and Rodeo will obtain a facility permit for the display of motorized vehicles. Vehicle exhibitors are not required to obtain their individual Houston Fire Department Fire Prevention Permit for "Liquid or Gas Fueled Vehicles or Equipment in Assembly Buildings."

FOOD EXHIBITORS

Condiments, Napkins, and Utensils

Food exhibitors are responsible to have condiments, napkins, and utensils (as appropriate to the food they are selling) available for their patrons. Patrons should not have to go to a different food stand to obtain items necessary for the consumption of purchased food.

Damages

Outdoor food exhibitors are responsible for any damage to the surface of the asphalt. To minimize damage, plywood may be placed under cooking equipment, grease barrels, etc. Charges for damages will be billed after the Show. To avoid charges, bring any pre-existing damage to the attention of the Senior Manager of Commercial Exhibits prior to occupying the space.

Foods Prepared for Home Consumption

Commercial exhibitors selling food out of a retail-type booth must package those foods for home consumption. If an exhibitor wishes to provide samples of a food product intended for home consumption, the following criteria must be met:

1. Exhibitor must inform the Senior Manager of Commercial Exhibits of the intention to sample by January 15, 2024.
2. Exhibitor must obtain a health permit.
3. All samples must be less than 2 ounces in size.
4. NRG Stadium policies do not allow visitors to bring outside food into NRG Stadium for RODEOHOUSTON performances.

Grease Disposal

Exhibitors must provide their own container(s) to facilitate disposal of used cooking oil or fats in the designated grease disposal barrels.

1. Exhibitors must ensure that they have disposal containers and procedures adequate to address the quantity of grease generated by the exhibitor's booth operations.
2. Exhibitors are responsible for ensuring that their employees are fully trained on safe handling of grease and disposal.
3. Multiple grease disposal barrels are located in Rodeo Plaza, one is located inside the NRG Center lobby, and one is located in NRG Arena. Information on the exact location of these barrels will be included in your check-in packet.
4. Please do not overfill grease containers. If one is full, proceed to the next barrel to dispose of your grease.
5. If the protective grill on top of the grease barrel is filled with food, please wipe it off before dumping your grease to prevent the oil from splashing outside of the intended fill area. Please filter your own grease before dumping to prevent food buildup on the grill.
6. **DO NOT** dispose of used cooking oil in any manner on the Show grounds except into the appropriate grease barrels. Violation could result in immediate expulsion from the Show, revocation of future invitations to exhibit, and/or written citation(s) issued by the Health Department.

Gray-Water Disposal

There are two methods for graywater disposal; the Show approved gray-water containers and the underground grease trap plumbing system. Graywater must be disposed of using the underground grease trap plumbing system where available. See map below for locations of the underground system. All other food vendor locations will require the Show's approved gray-water container.

1. Proper connections to the gray water containers and plumbing system are the responsibility of the Vendor. Connections should be made to prevent any spillage or discharges onto the Show grounds. The Show's plumbing contractor will perform inspections to confirm that the connections are properly made. Please see Fig. 1 below for examples of proper connections. The Show's plumbing contractor may also be contracted by the Vendor to complete the connection.
2. Please practice water conservation while washing dishes and creating any other form of graywater. Take care not to overfill sinks or run water unnecessarily, as this will help to prevent water overflow between scheduled pumps.
3. The gray-water containers and underground plumbing system are designed for graywater only; **DO NOT** pour used cooking oil into these systems.
4. All exhibitors must ensure that their booth operations do not result in the release of grease into gray water or storm sewers. Violation could result in immediate expulsion from the Show, revocation of future invitations to exhibit, and/or written citation(s) issued by the Health Department.
5. Any fines incurred by HLSR or NRG Park as a result of an exhibitor's improper booth operations will be the financial responsibility of the exhibitor. **NOTE: Failure to comply**

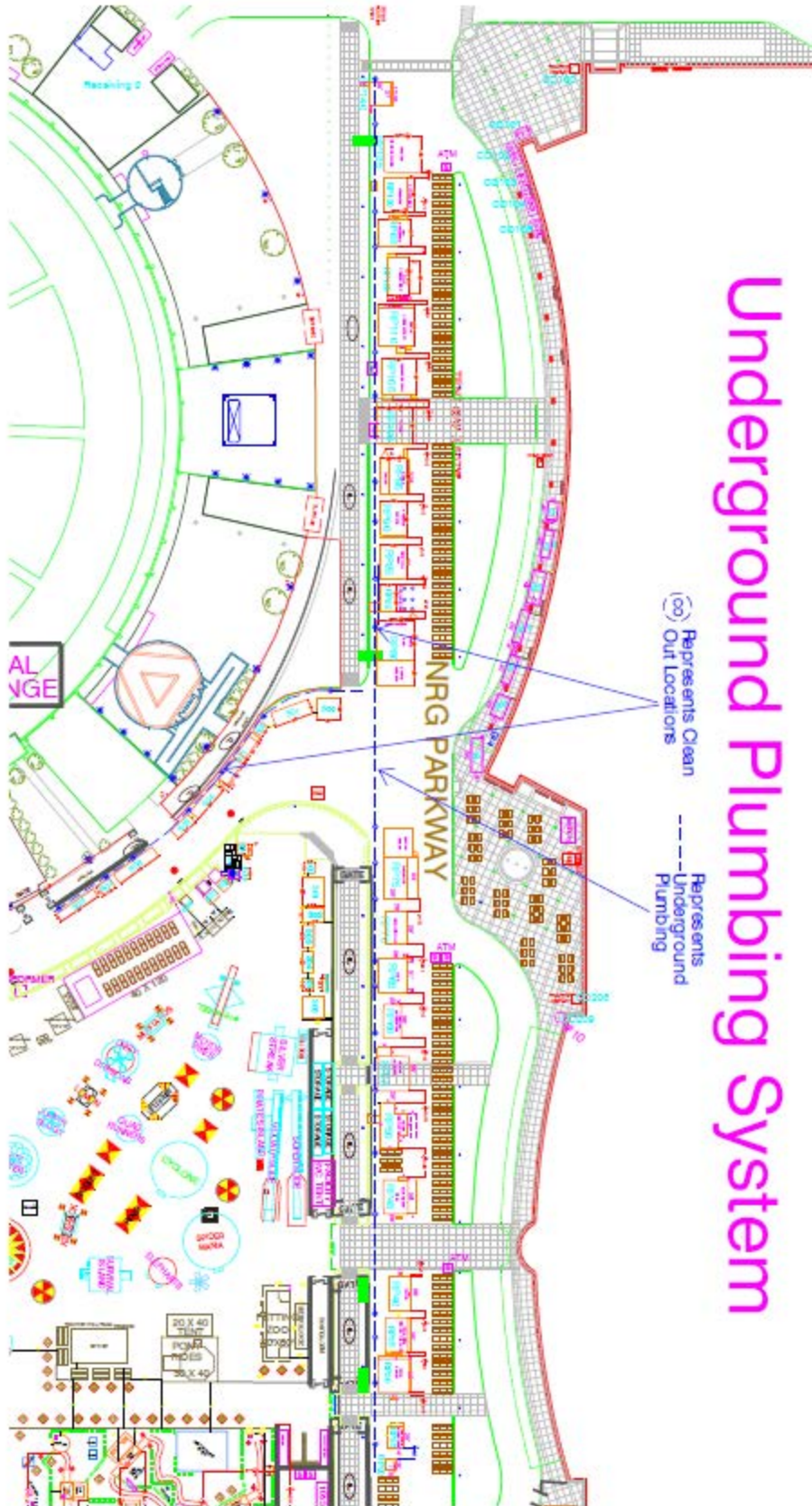
will result in a citation being issued by the Health Department that carries a fine up to \$2,000.00.

6. Additional instructions for grease and graywater disposal will be provided in exhibitor check-in packets.

FIG. 1



Underground Plumbing System



Health Permits

Food exhibitors **must** purchase a health permit from the City of Houston Health Department prior to move-in by contacting the following:

City of Houston Health Department	
Main Line	832.393.5100
Fax Line	832.393.5208
Email:	CHS@houston.tx.gov
Online:	https://www.houstonhealth.org/services/permits/food-permits

Line Management and Stanchions

Food exhibitors are required to manage their lines, by use of stanchions or other line control fixtures, in such a way so that when busy, the lines do not impede traffic flow of the surrounding areas, including neighboring food exhibitor booths. The Commercial Exhibits Committee and HLSR staff cannot provide manpower to help guide patrons through exhibitor lines.

LP Gas Service

Exhibitors requiring LP Gas service must contract with the Show's provider. Contact information will be provided with the Exhibitor Service packets posted online in November. Individual propane tanks are prohibited. All exhibitors requiring LP Gas for their equipment must have the connections made, inspected and tagged by the Show's provider. The propane tanks placed around the grounds are off limits to exhibitors and their employees. Only Love's Plumbing is allowed to turn the propane tanks on and off.

Microwave Ovens

Microwaves must be kept on the back counter and a sign with a minimum of 2-inch lettering stating "MICROWAVE OVEN IN USE" must be placed in plain sight.

EXCLUSIVITY RULES & REGULATIONS

The Houston Livestock Show and Rodeo has entered into agreements with certain sponsors regarding their exclusive rights to sell or promote their products on Show property and/or at any Show-related function. **Commercial exhibitors may not conduct giveaways, contests, or "register to win" promotions except as granted under an official Show sponsor agreement.** These sponsors have exclusivity in all marketing and related activities. Commercial exhibitors may not have competing products, signage, etc., for sale or on display within their booth space. The Show may grant additional exclusivity at any time; the current categories of exclusivity are:

Electricity and Natural Gas

NRG is the official and exclusive **electricity and natural gas** sponsor. Any company that sells electricity or natural gas to consumers is a competitor and may not be a commercial exhibitor.

Products, logos, signage, merchandise or other promotional items of any NRG competitor may not be sold or displayed.

Non-Alcoholic Beverages

Coca-Cola is the official and exclusive **non-alcoholic beverage** sponsor. Coca-Cola has exclusivity in this category, which includes carbonated and noncarbonated soft drinks (including “new age” beverages), flavored and unflavored packaged water, juices and juice drinks, sports/isotonic drinks, frozen beverages, milk and milk-based beverages, and cocktail mixers. Exceptions include pasteurized unflavored and chocolate milk; milk-based products such as ice cream and yogurt (frozen or not); hot coffee freshly brewed on premise; unbranded hot chocolate freshly brewed on premise; hot tea freshly brewed on premises, and Budweiser’s “180” energy drink. All other non-alcoholic beverages served, purchased, or displayed anywhere at NRG Park, must be Coca-Cola products. Unless freshly made, lemonade must be a Minute Maid product made by Coca-Cola. Products, signage, merchandise, logos, or other promotional items of any Coca Cola competitor may not be sold or displayed.

Official Beer and Malt Beverage

Miller Lite is the official and exclusive **beer and malt beverage** sponsor. Miller has sponsorship (but not pourage) exclusivity in this category, including exclusive rights to sell branded merchandise. No other competitor’s branded merchandise items are permitted to be sold or displayed; no signage or other promotional items are permitted in exhibitor booth spaces.

Tractor

Shoppa’s Farm Supply is the official and exclusive **tractor** sponsor. John Deere must manufacture any farm tractor/implement displayed or promoted anywhere on the grounds.

Vehicles

Ford is the official and exclusive **truck/SUV/CUV** sponsor. Ford must manufacture any trucks/SUVs/CUVs displayed or promoted anywhere on the grounds outside NRG Center. Ford competitor exhibits of less than 3,000 square feet inside NRG Center are permitted.

Environmental Services

Waste Management is the official and exclusive **environmental services** provider. Products, logos, signage, merchandise or other promotional items of any Waste Management competitor may not be sold or displayed.

Mattress and Furniture Store

Mattress Firm is the official and exclusive **mattress, hot tub, and furniture store** sponsor. Any company that sells mattresses is a competitor and cannot be a commercial exhibitor. Additionally, there can be no display of mattresses by any exhibitor. Sales of western lifestyle

furniture will be permitted. Products, signage, merchandise, or other promotional items of any Mattress Firm competitor may not be sold or displayed.

AG EXPO, ALL BREEDS EXPO, AND RANCHING & WILDLIFE EXPO

The following information is particular to Ag Expo, All Breeds Expo, and Ranching & Wildlife Expo. Information found in this section supersedes what is found in the main commercial exhibits sections of this handbook. All sections of the commercial exhibits handbook not superseded by the following information are applicable.

MANAGING YOUR LEASE AGREEMENT

Lease Agreement Due Dates

The following items are due in the Houston Livestock Show and Rodeo (the “Show”) offices on or before the specified dates.

Date Due	What is Due
January 6, 2024	• Executed 2024 Lease Agreement (the “Lease”). Lease should be executed in the online portal. Product information must be updated when the lease is executed. • Booth fee, as specified in the Lease • Booth layout • Variance requests • Certificate of insurance coverage
January 15, 2023	• Final changes to product list/menu and booth design
March 1 or 5, 2023	• Complete the Sales Tax Information form (available in your check-in packet or from Commercial Exhibits Office during Show) and submit to the Show offices before leaving property for final time.
Within 30 days of filing tax return	• Provide a copy of the Texas Sales Tax and Use Report to the Show.

PLANNING YOUR EXHIBIT SPACE

Operating Hours

All booths must be open and operating the dates and during the stated hours below. Failure to do so represents a contract violation that could result in immediate remedial action and/or forfeiture of future invitations to exhibit at the Show. Exhibitors may open earlier and close later than the stated hours but must be open and operating during the official operating stated hours below.

Exhibit booths must remain open and fully set up until closing time each day. Closing procedures will begin at closing time, not before. Please help us ensure our exhibit areas are open and inviting to the public during all published exhibit hours.

Ag Expo	Daily (2/27-3/2)	10 a.m. – 5 p.m.
All Breeds Expo	Daily (2/27-2/28)	10 a.m. – 5 p.m.
Ranching & Wildlife Expo	Daily (2/27-3/1) (3/2)	10 a.m. – 7 p.m. 10 a.m. – 5 p.m.

Design Guidelines

Ag Expo and All Breeds Expo are provided with pipe and drape, one table and two chairs per 10x10 space.

Exhibitor Badges (Grounds Passes) & Parking Passes

Each exhibitor is allotted grounds passes based on square footage leased. The grounds passes are included in the exhibitor packet that is picked up at check-in.

- Ag Expo Exhibitors will receive two (2) grounds passes per 100 square feet of exhibit space (up to a maximum of 50 exhibitor badges). Ag Expo exhibitors will receive one daily parking pass for the Orange Lot for each day of the Show.
- All Breeds Exhibitors will receive two (2) grounds passes per 100 square feet of exhibit space (up to a maximum of 50 exhibitor badges). All Breeds Expo exhibitors will receive 1 daily parking pass for the Maroon Lot for each day of the Show.
- Ranching & Wildlife Exhibitors will receive two (2) grounds passes per 100 square feet of exhibit space (up to a maximum of 50 exhibitor badges). Ranching & Wildlife Expo exhibitors will receive 1 daily parking pass for the Purple Lot for each day of the Show.

MOVE-IN DATES AND PROCEDURES

All Ag Expo exhibitors MUST check-in at the Commercial Exhibits office prior to beginning move-in. The Commercial Exhibits Office is located in Room D20 in NRG Center. Check-in must be completed before any vehicles enter the building, before any equipment, materials, or inventory are delivered to the exhibit site, or before unloading of the exhibit begins.

All All Breeds exhibitors MUST check-in at the All Breeds office in NRG Arena prior to beginning move-in. Check-in must be completed before any equipment, materials, or inventory are delivered to the exhibit site, or before unloading of the exhibit begins.

All Ranching & Wildlife exhibitors MUST check-in at the Ranching & Wildlife Registration Desk, located in the NRG Center Lobby Room 206, prior to beginning move-in. Check-in must be completed before any equipment, materials, or inventory are delivered to the exhibit site, or before unloading of the exhibit begins.

Exhibitors that have not submitted all requested forms, insurance, payments, and fees will not be allowed to move-in until all outstanding paperwork is completed.

Move-In Timeline

Move-in Date	Exhibit Locations	Move-in Times
Monday, February 26	NRG Center, <u>Ag Expo</u> NOTES: No vehicles permitted inside NRG Center. Vehicles may not be parked along the north or east sides of NRG Center – <u>no exceptions.</u> Short-term parking will be available on the west side of the building but vehicles may not block the street, building entrances/exits, or any other operational activities. Merchandise, equipment, etc. may be brought in by dolly from the parking lot. Exhibitors may enter using south or west public access doors or the west end roll-up door. <u>Please move your vehicle into a parking lot once unloaded, and before working inside of your booth, to make room for other exhibitors to unload their vehicles.</u> Golf carts may be used to transport items to the south and west exterior doors of NRG Center, as long as the cart does not block an entrance or interfere with operational activities.	8 a.m. – 5 p.m.
	NRG Arena, <u>All Breeds</u> NOTE: No vehicles permitted inside NRG Arena. Please confirm arrival time with show staff at auctions@rodeohouston.com .	8 a.m. – 5 p.m.
	NRG Center Mezzanine, <u>Ranching & Wildlife</u> NOTES: No vehicles permitted inside NRG Center. Vehicles may not be parked along the north or east sides of NRG Center – <u>no exceptions.</u> Short-term parking will be available on the east side of the building but vehicles may not block the street, building entrances/exits, or any other	8 a.m. – 5 p.m.

Move-in Date	Exhibit Locations	Move-in Times
	operational activities. Merchandise, equipment, etc. may be brought in by dolly from the parking lot. Exhibitors may enter using south or east public access doors or the east loading dock and freight elevator. <u>Please move your vehicle into a parking lot once unloaded, and before working inside of your booth, to make room for other exhibitors to unload their vehicles.</u>	

Move-in Logistics

Please plan and execute your move-in in a courteous and safe manner. Please follow these guidelines during move-in:

- **All Breeds Expo Exhibitors**
 - Enter the complex through the Horse Gate (Gate 5), off of the 610 feeder between Fannin and Kirby for unloading purposes only (see map on Appendix C89).
 - Security personnel will be available inside the fence line to help direct exhibitors.
 - Please follow the directions of all HLSR and security personnel.
- **Ranching & Wildlife Expo Exhibitors**
 - Enter the complex through North Stadium Drive (Gate 12) for unloading purposes only (see map on Appendix C89).
 - The first time you enter, you will not have checked-in with the Ranching & Wildlife Registration Desk and may not have your move-in pass.
 - Be patient and follow instructions from the security officer for obtaining your move-in packet from the registration desk.

SHOWTIME SERVICES

All Breeds – Please contact show staff at 832.667.1124 or auctions@rodeohouston.com with any questions or concerns.

Ranching & Wildlife - Office hours are 8 a.m. to 5 p.m. in NRG Center Room 206.

MOVE-OUT DATES & PROCEDURES

Due to the limited amount of time allowed to the Houston Livestock Show and Rodeo for clean-up of the exhibition facilities, **all exhibits must be completely moved out of the buildings by midnight on the last day of Expo.**

Move-out Date	Exhibit Locations	Move-out Time
Wednesday, February 28	NRG Arena, All Breeds NOTE: No vehicles permitted inside NRG Arena. All Breeds Exhibitors will receive a dash pass for loading their vehicle on March 1.	5 p.m. – midnight
Saturday, March	NRG Center, Ag Expo NOTES: No vehicles permitted inside NRG Center. Ag Expo exhibitors will receive a dock pass for the docks behind NRG Center for March 4.	5 p.m. – midnight
	NRG Center Mezzanine, Ranching & Wildlife NOTES: No vehicles permitted inside NRG Center. Ranching & Wildlife Expo exhibitors will receive an east dock or dash pass to pull up to east loading dock for March 6 departure. Vehicles may not be parked along the north or east sides of NRG Center – <u>no exceptions</u>. Short-term parking will be available on the east side of the building but vehicles may not block the street, building entrances/exits, or any other operational activities. Merchandise, equipment, etc. may be brought out by dolly to the parking lot. Exhibitors may exit using east public access doors or the east loading dock and freight elevator.	5 p.m. – 11 p.m.

APPENDIX A:

CITY OF HOUSTON MANDATORY FIRE CODES

Listed below are the fire codes that must be met during the Houston Livestock Show and Rodeo by order of the Fire Marshal. All exhibitors are required to fully comply with any requests or instructions received from the Fire Marshal or Fire Inspector.

All Exhibitors – Booth Materials

1. All booth materials must be flame resistant.
2. Combustible decorative materials used in Group A Occupancy shall be flame resistant. Highly combustible materials such as bales of hay or similar materials are prohibited.
 - a. Textiles and film materials shall be treated and maintained flame resistant in accordance with nationally recognized standards.
 - b. Wood material less than ¼ inch nominal thickness shall be treated with a flame-retardant coating in accordance with nationally recognized standards.
3. Foam plastics and materials containing foam plastics shall be in accordance with the following:
 - a. Exhibit booth construction shall have a minimum heat-release of 100 kilowatts when tested in accordance with nationally recognized standards.
 - b. Decorative Objects (including, but not limited to, mannequins, murals, and signs) shall have a minimum heat-release rate of 150 kilowatts when tested in accordance with nationally recognized standards.
4. Plastics other than foam plastics shall be flame resistant or shall be rendered flame resistant by treating with a flame-retardant coating.
5. Flame certificates for textiles and fabrics must be kept on site and a Flame Field Test may be performed at the Fire Marshal's request.

All Exhibitors – Fire Extinguishers

1. Fire extinguishers are required in all booths.
2. All exhibitors must have at least one (1) working 2-A, 10-B:C portable fire extinguisher with maintenance tag issued by a licensed fire protection company attached in their exhibit at all times.
3. Food booths, where deep fry cooking is performed using vegetable or animal oils or fats, must have at least one (1) type 3-A 40B:C extinguisher, and also a type "K" extinguisher, and both must have a current maintenance tag issued by a licensed fire protection company attached in their exhibit at all times.
4. All cooking booths will require a minimum of one (1) type 3-A 40B:C fire extinguisher with current maintenance tag issued by a licensed fire protection company attached, mounted in a location that is fully visible and readily accessible. (Type "K" fire extinguishers are for use only for cooking grease or oil fires and are not to be used or substituted for the required 3-A 40B:C fire extinguisher.)

5. Cooking equipment with automatic fire extinguishing systems shall have a current inspection, test, and maintenance (ITM) tag issued by a licensed fire protection company. Current ITM tags issued by out-of-state fire protection companies are acceptable.

All Exhibitors – Electrical Equipment

1. Electrical equipment and installations shall comply with the Electrical Code.
2. Extension cords and flexible cords shall not be used as a substitute for permanent wiring.
3. Extension cords shall be plugged directly into an approved receptacle, power tap, or multi-plug adapter and shall, except for approved multi-plug extensions cords, serve only one portable appliance.
4. The amperes of the extension cords shall not be less than the rated capacity of the portable appliance supplied by the cord.
5. The extension cords shall be maintained in good condition without splices, deterioration, or damage.
6. Extension cords shall be grounded when serving grounded portable appliances.
7. Multi-plug adapters, such as multi-plug extension cords, cube adapters, strip plugs, and other devices that do not comply with this code or the Electrical Code shall not be used.
8. All extension cords should be hidden from the general public. This includes both inside and outside the exhibit booth space. If extension cords are needed, they must be secured with gaffers tape

Motor Vehicle Exhibitors

1. Display of liquid and gas-fueled vehicles and equipment inside an assembly occupancy shall be in accordance with regulations. The Houston Livestock Show and Rodeo will obtain the applicable permit for the 2022 Show. Batteries shall be disconnected in an approved manner.
2. Fuel in the tank shall not exceed one quarter (1/4) of the tank capacity or (5) five gallons, whichever is less. Vehicles with dual tanks shall comply with the (1/4) fuel level requirement in each tank.
3. Fuel caps/lids shall be locked and/or sealed (taped) to prevent tampering and the escape of vapors.
4. Vehicles, boats, or other motorized equipment shall not be fueled or defueled within the building.

Exhibitors Using LP Gas

1. Safety devices on LP gas containers, equipment, and systems shall not be tampered with or made ineffective.
2. NO SMOKING signs shall be posted when required by the Fire Marshal. Smoking within 25 feet of a point of transfer, while filling operations are in progress for containers or vehicles, shall be prohibited.
3. Weeds, grass, brush, hay, trash, and other combustible materials shall be kept not less than 10 feet from LP gas tanks or containers.

4. A protective physical barrier such as chain, rope, or similar obstacles must be installed to prevent public access to LP gas containers and cooking areas.
5. All LP gas containers (empty or full) shall be secured in an upright position in such a manner as not to fall over.
6. Commercial exhibitors, such as jewelry repair, who use LP gas to conduct their business, are required to have one (1) 2A, 10-B:C fire extinguisher, a Hot Works Permit received from Commercial Exhibits staff, and must notify the Senior Manager of Commercial Exhibits of their intention to house LP gas in their booth.
7. Portable LP gas containers used inside a building, tent, or canopy, except those tents or canopies used for separate cooking purposes, shall not exceed a water capacity of 12 pounds (5 kg).
8. Containers not connected for use shall be stored outside the building.
9. Propane cylinders shall be new and unused unless prior written approval has been given by the Fire Marshal.
10. When inspected by the Fire Marshal, the exhibitor or his representative will disconnect piping from the cylinder. Valves will be opened to verify the cylinder is void of propane gas. Any tools required shall be provided by the exhibitor.

Food Exhibitors

1. In addition to the one (1) 3-A 40B:C fire extinguisher required for all exhibitors, food exhibitors utilizing deep-fat fryers must also provide a Type “K” fire extinguisher with current maintenance tags.
2. A ventilation hood and duct system shall be provided in accordance with the Mechanical Code for commercial-type food heat-processing equipment that produces grease-laden vapors.
3. **Cooking equipment with automatic fire extinguishing systems shall have a current inspection, test, and maintenance (ITM) tag issued by a licensed fire protection company. Current ITM tags issued by out-of-state fire protection companies are acceptable.**
4. Barbecue pits outside of buildings shall not be located within ten (10) feet of combustible walls or roofs or other combustible material.
5. Portable open-flame devices fueled by flammable or combustible gases or liquids shall be enclosed or installed in such manner as to prevent the flame from contacting any combustible material.
6. All booths using portable cooking equipment shall provide protective barriers to prevent public access or exposure to these areas. A minimum of three (3) feet of clearance distance is required at all times.
7. Commercial food heat-processing appliances shall be installed and maintained in accordance with their listing and the Building, Electrical, and Mechanical Codes. Clearance from combustible material shall be maintained as set forth in the Building and Mechanical Codes and the product listing.

8. Commercial food heat-processing equipment shall be maintained in good condition and repair. All equipment, filters, and exhaust systems shall be kept free of accumulations of grease or other residue.
9. The preparation of flaming foods or beverages shall be in accordance with the following:
 - a. Flammable liquids used in the preparation of flammable foods and beverages shall be dispensed from one of the following:
 - i. A 1-ounce container.
 - ii. A container not to exceed 1 quart with a controlled pouring device that will flow to 1 ounce.
 - b. Flaming foods or beverages shall be prepared only in the immediate vicinity of the table being served. They shall not be transported or carried while burning.
 - c. The person preparing the flaming foods or beverages shall have a wet cloth towel immediately available for use in smothering the flames in the event of an emergency.
 - d. The serving of flaming foods or beverages shall be done in a safe manner and shall not create high flames. The pouring, ladling, or spooning of liquids is restricted to a minimum height of 8 inches above the receiving receptacle.
 - e. Containers shall be secured to prevent spillage when not in use.
10. Concession stands shall be in accordance with regulations.
11. Concession stands utilized for cooking shall have a minimum of ten (10) feet on two (2) sides and shall not be located within ten (10) feet of amusement rides or devices.

APPENDIX B:

CASH REGISTER REPORTING & REGULATIONS

The lease agreement for attraction and food exhibitors at the Houston Livestock Show and Rodeo is based on a minimum lease payment versus a percentage of net sales (gross sales less taxes). Attraction and food exhibitors will be required to submit an electronic “Z” tape reading and an electronic journal of the previous day’s performance to the Commercial Exhibits Office by 10 a.m. each day. At the end of the Show, the difference between your percentage of net sales and the rent already paid will be billed to you, due May 15, 2024. If your contractual percentage of sales does not meet the minimum rental payment, no additional monies will be due. The Houston Livestock Show and Rodeo will not issue a refund to exhibitors whose percentage of sales did not meet the minimum lease payment.

- All registers must be able to provide digital, downloadable sales reports (by transaction and sales summary).
- All registers, including backups, must be tagged. This includes any iPad / tablet backup devices used to process credit card transactions.
- Sales reports are to be by calendar day and should not be closed out early and rolled into the following day’s sales.
- Sales will be submitted by the Vendor Portal daily by 10 a.m. Submissions will include daily sales, tips (if included in your sales reports), overrings / voids, transaction report (PDF, XLS, or CSV) and sales summary report (PDF, XLS, CSV).

Cash Registers

At exhibitor check-in, all attractions and food exhibitors will be required to register all cash registers that will be used during the Show. Exhibitors will be issued an identification sticker that corresponds to the cash register serial number and will affix the sticker to the registers. All cash registers will be inspected by a member of the Commercial Exhibits Committee or Show staff beginning Friday, February 23, 2024, and concluding Saturday, February 24, 2024, at 5 p.m. The committee will begin inspecting registers at 8 a.m. each day. Additional inspections and follow ups will be conducted on Sunday, February 25, 2024, as needed. Please have your register set up and ready for inspection by Friday morning at 8 a.m. to facilitate an efficient inspection process. If your register is not tagged by February 26, 2024, you will not be allowed to open for business. Register inspection will include:

1. confirmation that the registration sticker has been properly affixed and verification of serial number;
2. demonstration that all required cash register functions are operating correctly (see below for detail of these required functions);
3. production of a beginning “Z” tape and an electronic journal;
4. approval of cash register placement; and,
5. example of the daily electronic reporting in PDF, XLS, or CSV format.

Listed below are the minimum standards for cash register operations by food and attraction exhibitors at the Houston Livestock Show and Rodeo. **Failure to adhere to the cash register regulations and reporting requirements, whether willful or accidental, will result in immediate disciplinary action up to and including expulsion from the Show or revocation of future invitations to exhibit.**

1. All cash registers must have a two-way sales display. The cash register must be positioned such that one display is always visible to the customer.
2. All transactions will be rung on the register for the full and correct sale amount at the time of sale. Therefore, the customer receipt and journal tape will reflect the full and correct amount of the total sale, the monies paid by the customer and any change given by the exhibitor.
3. The cash register must have the following functions, and these functions must be fully operational. **A staff member trained to use these functions must be present at all times.**
 - a. a non-resettable Grand Total function;
 - b. a cumulative “Z” counter and an “X” reading that does not alter the “Z” total;
 - c. separate refund/void and error correction keys, both of which are recorded on and printed on the electronic journal;
 - d. consecutive and non-resettable transaction numbers;
 - e. a “no sale” transaction counter clock that prints current date and time on detail receipt;
 - f. key protectors; and,
 - g. readable type (on all printed tapes and displays).
4. All cash registers must have a functioning battery back-up with memory protection.
5. All cash registers must have the ability to run detailed electronic journal tape (including sale, void, refund, and no-sales transaction times and amounts, numbered sequentially).

General Operating Rules

1. “Voids” and “No Sales” are not allowed at anytime; please process transaction as an over-ring and include the transaction on the Show’s over-ring form.
2. No exhibitor shall operate from an open cash drawer or separate cash box at any time.
3. For every sale, follow these procedures:
 - a. Ring sale on register.
 - b. Receive money from customer and place it on register plate.
 - c. Return correct change and receipt to customer.
 - d. Put money in the register.
 - e. Immediately close the drawer.
4. When an over-ring occurs, follow these procedures:
 - a. Highlight the over-ring on the register tape.
 - b. Record on over-ring sheet including the transaction number and time.
 - c. Initial the over-ring sheet.
 - d. Turn over-ring sheet into Commercial Exhibits Office daily.
5. Exhibitors may not charge an extra fee for credit card use.

6. All registers in the booth must be tagged, including any backups.

Bulk Catering Orders

1. If the food for a bulk catering order (i.e. party, large group, any other pre-ordered food, etc.) is prepared on-site, it must be rung in the register and reported on the daily sales.
2. If the bulk catering order is prepared off-site it may not need to be reported in the daily sales. However, the exclusion must be preapproved by the Senior Manager of commercial exhibits.

Sales Receipts

All exhibitors are required to provide customers with a cash register receipt every time a customer makes a purchase from the exhibitor. Please do not ask customers if they would like their receipt, just provide it automatically with their change. The receipt shall include the following information:

1. Exhibitor's company name (must correspond to name on Show lease agreement)
2. Exhibitor's permanent address (as listed on Show lease agreement)
3. Phone number
4. Return and/or refund policy

Refunds

To promote good relations with our visitors and a high level of customer service, the Show does not support or condone a "No-Refund" policy. Exhibitors are encouraged to implement a reasonable return, refund, and exchange policy.

Sales Reports

The Commercial Exhibits Committee and the Show's accounting office utilize the "Z" tape reports, electronic journal, and daily sales reports to prepare daily reports for Show management. All attraction and food exhibitors are required to comply with the following reporting standards:

1. An electronic journal, "Z" tape reports and completed HLSR daily sales report must be submitted to the Commercial Exhibits Committee by 10 a.m. each day. Daily sales forms will be submitted online via a link that will be sent out closer to show. All reports and backup must be digital (PDF, XLS, or CSV). **No paper backup is allowed.**
 - a. A separate report is required for each booth location.
 - b. The electronic journal tape reading will be run after closing each day for each register, whether or not the register was used that day. The electronic journal should be run prior to running the "Z" tape.
 - c. The "Z" tape reading will be run after closing each day for each register, whether or not the register was used that day.

2. Each electronic journal and "Z" tape report must be clearly marked with the register number (i.e. Register 1, Register 2) and identification sticker number. Please take care to check the cash register number on your HLSR issued sticker to avoid confusion.
3. Each over-ring will be recorded on the Show's over-ring form. The over-ring form will be turned in daily with the daily sales report. Over-rings must be highlighted on the register tape and initialed. Over-rings will not be recognized if they are not accompanied by the required paperwork.
4. The final electronic journal, "Z" tape and HLSR daily sales report (for sales occurring on Sunday, March 19, 2024) will be submitted to the Commercial Exhibits Committee between 9 p.m. and midnight on Sunday, March 19, 2024.

Audits

The Houston Livestock Show and Rodeo reserves the right to audit exhibitor transactions for sales made on property during the show. As part of the audit procedures, we may request additional information such as cash drawer reconciliations, inventory records, confirmation figures from suppliers, bank deposit records and interviews with exhibitors.

APPENDIX C: NRG PARK GATE AND PARKING FACILITIES MAP

This map is preliminary and subject to change.





APPENDIX E: MUSTER LOCATIONS MAP



Map

Commercial Exhibitors - Muster



APPENDIX F: STAGING LOCATION MAP



Map

Vendor Check In and Empty Trailer Parking



APPENDIX G: NRG CENTER MOVE-IN MAP

Commercial Exhibits NRG-Center
Move-In Schedule

	Monday	Tuesday	Wednesday	Thursday
8AM			8AM	8AM
2PM	NOON	8AM	2PM	2PM



APPENDIX H:
2024 CALENDAR

APPENDIX I: EVALUATION FORMS

2024 Commercial Exhibitor Evaluation

Exhibitor Name:

Booth Name:

Space Number:

Primary Contact:

Customer Number:

Contract Type:

First Year to Exhibit at Show:

Venue:

Contract Number:

Contract Category:

Please answer all questions and leave detailed comments to help us evaluate our exhibitors. (Evaluators asked to answer yes or no and provide comments, if applicable.)

Booth Design/Appearance

Is a Western theme incorporated in the design or construction of the booth? If no, please explain. * Note: this DOES NOT mean western products available for sale. FOOD EXHIBITORS ONLY: not required to provide a western theme as long as they are decorated with the theme of the food they sell and offer a good presentation.
Is the overall appearance of the booth clean and tidy? If no, please explain.
Does the back wall of the booth meet Show specifications or any variances filed? Please state how high (approximately) the back wall of the booth is. * Note: permitted back wall height is 8-10 feet in the Center and 8' in the Arena. There is no limit in the Lobby or outdoors. Exhibitors are required to furnish a back wall in their booth, unless they do not back up to another exhibitor (island booth).
Are there display items on top of the back or side walls (signage, mannequins, etc.)? Please describe and state approximately how tall the merchandise displays are. These displays are limited to the same back wall height restrictions unless there is a variance in place.
Does the booth conform to the 4' side wall rule (which states that the side walls, including displays and merchandise, may not exceed 4' in height for the first 4' of booth depth)? If no, explain. Additionally, all booths are required to have side walls. * Note: End cap booths are not required to follow the 4' height limit.
Does the exhibitor have access into the utility easement from their booth space? If the booth does not have a utility aisle and is not a pass thru booth, please explain. If you cannot see the utility aisle for this booth, please indicate that as well. * Note: the utility easement is the 18" – 22" of space behind the booth where electrical lines are run.
Are all utility easements clear (for example, not used for storage)? * Note: only exhibits which go through two aisles or that are on the end of an aisle with utility access from the cross aisle, are exempt from maintaining a utility aisle.
Is pipe and drape used in the booth space? If yes, please describe. Is it an attractive printed backdrop or standard tradeshow pipe and drape? * Pipe and drape is defined as a system of upright posts and cross beams supported by base plates from which fabric is hung curtain-style by threading, through a pocket, or tying to the post and beam structure.

Is the Show provided sign displaying the exhibitor's name and space number prominently displayed in the booth? If no, please explain. * Note: If exhibitor no longer has their sign, please let your captain know and order a new one for them.
Does the exhibitor have a return policy posted in a prominent location? * Note: The terms are up to the exhibitor (i.e., the number of days, cash back or exchange only, no returns allowed), but the policy must be posted for customers.
Does the vendor have signs hung from the ceiling or attached to a NRG Park building wall or column? Note, this is not permitted unless booth is obstructed by columns. If yes, please describe. * Note: Signage attached to the exhibitor's own booth structure is permissible.
Are all signs professionally produced (vs. handwritten), attractive and appropriate? If no, please explain. * Note: price tags can be handwritten.
FOOD EXHIBITORS ONLY: Is there a menu board with prices posted in plain sight? If no, please explain.
FOOD EXHIBITORS ONLY: Does the menu state whether tax is included in the price? If no, please explain.
FOOD EXHIBITORS ONLY: Is there a sign, in plain sight, stating that every customer will be provided a receipt? If no, please explain.

Booth Staff

Did the booth seem well-staffed? Please comment.
Are customers greeted and treated courteously in the booth? Please comment.

With regard to the evaluation above, what could the exhibitor do to improve their booth?

Product Review

On the next page is a list of the exhibitor's approved products. Please compare the list to the actual products for sale in the exhibitor's booth and note any discrepancies. **If you find discrepancies, please list the specific items which are being sold but not listed on the approved product list. Once you have completed this survey, please notify your captain and address the product discrepancy as a formal incident report.**

If the exhibitor is a food exhibitor, please compare the prices on the approved product list to the prices on the menu board and note any discrepancies.

Secondly, please evaluate the list of approved merchandise/ menu items in relation to the overall product category. Is there an item available for sale that does not seem to fit in? Is a jewelry vendor selling dog collars? Is a seafood place selling hamburgers? Please circle any approved products which you think we should take a closer look at before approving them for the 2023 Show.

List of products in online account.

APPENDIX J: HOUSTON AREA R.V. PARK AND HOTEL LISTINGS

HOME/APARTMENT RENTAL WEBSITE/APP

<https://www.vrbo.com>
<https://www.airbnb.com>
<https://www.homeaway.com>

HOTEL TRAVEL WEBSITE/APP

<https://www.visithoustontexas.com>
<https://www.tripadvisor.com>
<https://www.expedia.com>
<https://www.hotels.com>
<https://www.booking.com>
<https://www.kayak.com>
<https://www.trivago.com>
<https://www.hotwire.com>
<https://www.travelocity.com>
<https://www.priceline.com>

LOCAL TRANSPORTATION WEBSITE/APP

<https://www.lyft.com>
<https://turo.com>
<https://www.uber.com>

R.V. PARKS

All Star RV Resort

10650 SW Plaza Ct
(713) 981-6814
(800) 385-9074

LakeView RV Resort

11991 S Main St
(713) 723-0973
(800) 385-9122

South Main RV Park

10100 South Main
(713) 667-0120
www.southmainrv.com

Advanced RV Park

2850 S Sam Houston Pkwy E
(888) 515-6950
(713) 433-6950

TX 6 RV PARK

15545 HWY 6
ROSHARON, TX. 77583
(281) 972-9223
[TX6rvpark@facebook.com](https://www.facebook.com/TX6rvpark)

Danny's RV Park & Resort

960 West Mount Houston Rd
Houston, TX 77038
(832)243-1818

USA RV Resorts, North Houston

2150 Millstone Dr.
Houston, TX 77073
(346) 646-7979
www.usarvresorts.com

DIRECT HOTEL INFORMATION IN HOUSTON

GALLERIA

The Post Oaks Hotel At Uptown Houston

1600 W Loop S,
Houston, Tx 77027
844-386-1600
<https://www.thepostoakhotel.com>

Hotel Granduca
1080 Uptown Park Blvd
Houston, Tx 77056
713-418-1000

<http://www.granducahouston.com>

TownPlace Suite By Marriot Houston Galleria Area

5315 S Rice Ave Houston, Tx 78081
713-664-7494
<https://www.marriott.com/hotels/hotel-photos/houll-towneplace-suites-houston-galleria-area/>

The Houstonian Hotel, Club & Spa

111 N. Post Oak Ln.
Houston Tx 77024
713-680-2626
<http://www.houstonian.com/hotel.aspx>

Doubletree Guest Suites Houston by the Galleria

5353 Westheimer
Houston, Tx 77056
713-961-9000
<http://doubletree3.hilton.com/en/hotels/texas/doubletree-suites-by-hilton-hotel-houston-by-the-galleria-HOUSYDT/index.html>

Hilton Houston Post Oak

2001 Post Oak Blvd
Houston, Tx 77056
713-961-9300
<https://www3.hilton.com/en/hotels/texas/hilton-houston-post-oak-by-the-galleria-IAHWSHH>

Embassy Suites Houston – Near the Galleria

2911 Sage Road
Houston Tx. 77056
713-626-5444
<http://embassysuites3.hilton.com/en/hotels/texas/embassy-suites-houston-near-the-galleria-HOUSES/index.html>

Hotel Indigo At The Galleria

5160 Hidalgo St, Houston Tx, 77056
<http://www.ihg.com/hotelindigo/hotels/us/en/houston/houhs/hoteldetail>
713-621-8988

Hyatt Regency Houston/Galleria

2626 Sage Rd.
Houston, Tx 77056
832-803-1234
<https://houstongalleria.regency.hyatt.com/en/hotel/home.html>

Comfort Suites – Near the Galleria

6221 Richmond Ave.
Houston, Tx 77057
713-787-0004
<http://www.comfortsuites.com/hotel-houston-texas-TX671>

Omni Houston Hotel

4 Riverway
Houston Tx 77056
713-871-8181
<https://www.omnihotels.com/hotels/houston>

Royal Sonesta Houston

2222 W. Loop South
Houston Tx 77027
713-627-7600
<http://www.sonesta.com/royalhouston/>

Sheraton Suite Houston, Near Galleria

2400 West Loop South
Houston Tx 77027
713-586-2444
<http://www.sheratonsuiteshouston.com/gallery>

TownPlace Suite By Marriott Houston Galleria Area

5315 S Rice Ave Houston, Tx 77081
713-664-7494
<https://www.marriott.com/hotels/hotel-photos/houll-towneplace-suites-houston-galleria-area/>

Westin Oaks

5011 Westheimer At Post Oak
Houston, Tx 77056
<http://www.westinoakshouston.com/>
713-960-8100

Westin Galleria Houston
5060 West Alabama
Houston Tx 77056
713-960-8100

<http://www.westingalleriahoustonhotel.com/>

La Quinta Inn & Suites – Houston Galleria Area
1625 W. Loop South
Houston, Tx 77027
713-355-3440

<http://laquintahoustongalleriaarea.com/>

Hampton Inn Houston – Near the Galleria
4500 Post Oak Pkwy.
Houston, Tx 77027
713-871-9911

<http://hamptoninn3.hilton.com/en/hotels/texas/hampton-inn-houston-near-the-galleria-HOUPOHX/index.html>

Comfort Suites – Near the Galleria
6221 Richmond Ave.
Houston, Tx 77057
713-787-0004

<http://www.comfortsuites.com/hotel-houston-texas-TX671>

Drury Inn & Suites Near the Galleria
1615 W. Loop South
Houston, Tx 77027
713-963-0700

<https://www.druryhotels.com/locations/houston-tx/drury-inn-and-suites-houston-near-the-galleria>

MEDICAL CENTER

Intercontinental Hotel – Med Center
6750 Main St. Houston Tx 77030
713-422-2779

<https://www.ihg.com/intercontinental/hotels/us/en/houston/houit/hoteldetail>

Staybridge Suites Houston – Medical Center
9000 S Main St Houston Tx 77025
346-319-6461

<https://www.ihg.com/staybridge/hotels/us/en/houston/houst/hoteldetail>

Extended Stay America Houston – Medical Center
– Reliant Park
1301 S. Braeswood Blvd.
Houston, Tx 77030
713-794-0800

<http://www.extendedstayamerica.com/hotels/tx/houston/med-ctr-reliant-pk-braeswood-blvd>

Hilton Houston Plaza/Medical Center
6633 Travis
Houston Tx 77030
713-313-4000

<http://www3.hilton.com/en/hotels/texas/hilton-houston-plaza-medical-center-HOUMCHF/index.html>

Hotel Ylem
8080 Main St.
Houston, Tx 77025
713-665-4439

<https://www.hotelylem.com/>

Holiday Inn Hotel & Suites – Houston Medical Center
6800 S. Main St.
Houston, Tx 77002
713-528-7744

<http://www.ihg.com/holidayinnexpress/hotels/us/en/houston/houls/hoteldetail>

Holiday Inn Express – Houston Medical Center
9300 S. Main St.
Houston, Tx 77025
832-371-9300

<https://www.ihg.com/holidayinnexpress/hotels/us/en/houston/hourw/hoteldetail>

Hotel ZaZa Houston
5701 S. Main St.
Houston, Tx 77005
713-526-1991

<http://www.hotelzaza.com/#houston>

MainStay Suites – Texas Medical Center/Reliant Park
3134 Old Spanish Trail
Houston, Tx 77054
832-201-3131

<http://www.mainstaysuites.com/hotel-houston-texas-TX933>

Houston Marriott at the Medical Center
6580 Fannin
Houston, Tx 77030
713-796-0080

<http://www.marriott.com/hotels/travel/houmc-houston-marriott-medical-center/>

Residence Inn – Houston Medical Center/Reliant
Park
7807 Kirby Dr.
Houston, Tx 77030
713-660-7993

https://www.marriott.com/hotels/travel/hourw-residence-inn-houston-medical-center-nrg-park/?scid=bb1a189a-fec3-4d19-a255-54ba596febe2&y_source=1_MTIwNjEwODEtNzE1

[LWxvY2F0aW9uLmdvb2dsZV93ZWJzaXRlX292ZXJyaWRI](http://www.wyndhamhoustonmedcenter.com)

Wyndham Houston Medical Center
6800 Main St.
Houston, Tx 77030
713-528-7744

<http://www.wyndhamhoustonmedcenter.com>

SOUTHWEST HOUSTON

Hilton Houston Southwest
6780 Southwest Fwy.
Houston, Tx 77074
713-977-7911

<http://www3.hilton.com/en/hotels/texas/hilton-houston-southwest-HOUSWHF/index.html>

La Quinta Inn & Suites by Wyndham – Houston
Southwest
6790 Southwest Fwy.
Houston Tx 77074
713-784-3838

<http://www.laquintahoustonhoustonhouston.com/>

GREENWAY PLAZA

Courtyard Houston – West University
2929 Westpark Dr.
Houston, Tx 77005
713-661-5669

<http://www.marriott.com/hotels/hotel-photos/houbs-courtyard-houston-west-university/>

Double Tree By Hilton Greenway Plaza Hotel
6 Greenway Plaza E.
Houston, Tx 77046
713-629-1200

<http://doubletree3.hilton.com/en/hotels/texas/double-tree-by-hilton-hotel-houston-greenway-plaza-HOUGWDT/index.html>

Four Points By Sheraton Houston Greenway Plaza
2828 Southwest Fwy.
Houston, Tx 77098
713-942-2111

http://www.starwoodhotels.com/fourpoints/property/overview/index.html?propertyID=1481&language=en_US

Residence Inn by Marriott Houston – West
University
2939 Westpark Dr.
Houston Tx 77005
713-661-4660

<http://www.marriott.com/hotels/travel/houbs-courtyard-houston-west-university/>

BELLAIRE

Candlewood Suites – Houston by the Galleria
4900 Loop Central Dr.
Houston, Tx 77081
713-839-9411

<http://www.ihg.com/candlewood/hotels/us/en/houston/houlc/hoteldetail>

DOWNTOWN

The Sam Houston Hotel
1117 Prairie St.
Houston, Tx 77002
832-200-8800

<http://www.thesamhoustonhotel.com>

Hyatt Regency Houston
1200 Louisiana
Houston, Tx 77002
713-654-1234

<http://houstonregency.hyatt.com>

Hotel Icon Houston
220 Main St.
Houston, Tx 77002
281-326-9041

<http://www.hotelicon.com>

NRG

Comfort Suites near Texas Medical Center – NRG
Stadium
1055 McNee
Houston, Tx 77054
713-668-1436
<http://www.comfortsuites.com/hotel-houston-texas-TX546>

Extended Stay Deluxe – Houston Medical Center –
NRG Park- Kirby
1303 La Concha Ln
Houston, TX 77054
713-790-9753
<http://www.extendedstayamerica.com/hotels/tx/houston/med-ctr-reliant-pk-braeswood-blvd>

Hampton Inn & Suites Houston – Medical
Center/NRG Park
1715 Old Spanish Trail
Houston, Tx 77054
713-797-0040
<http://hamptoninn3.hilton.com/en/hotels/texas/hampton-inn-and-suites-houston-medical-ctr-reliant-park-HOUMDHX/index.html>

Holiday Inn Houston by NRG Park
8111 Kirby Dr.
Houston, Tx 77054
713-790-1900
<http://www.ihg.com/holidayinn/hotels/us/en/houston/houad/hoteldetail>

La Quinta Inn Houston Medical/NRG Center
9911 Buffalo Speedway
Houston, Tx 77054
713-668-8082
<http://www.laquintahoustonmedreliantctr.com>

Springhill Suites Houston Medical Center/NRG
Park
1400 Old Spanish Trail
Houston, Tx 77054
713-796-1000
<http://www.marriott.com/hotels/travel/hourp-springhill-suites-houston-medical-center-nrg-park>

Quality Inn & Suites Reliant Park/Medical Center
2364 S. Loop W.
Houston, Tx 77054
832-239-8568
<http://www.qualityinn.com/hotel-houston-texas-TXC23>

Candlewood Suites Houston Medical Center
10025 S. Main St.
Houston, Tx 77025
713-665-3300
<http://www.ihg.com/candlewood/hotels/us/en/houston/houms/hoteldetail/directions>

Sleep Inn & Suites Hotel
1908 Country Place Pkwy.
Pearland Tx 77584
832-230-3000
<http://sleepinnpearlandtx.com>

Springhill Suites Houston Pearland
1820 Country Place Pkwy.
Pearland Texas 77584
713-436-7377
<http://www.marriott.com/hotels/travel/houpl-springhill-suites-houston-pearland>

Holiday Inn Express Hotel & Suites Pearland
1702 N. Main St.
Pearland, TX 77581
281-997-2600
<http://www.ihg.com/holidayinnexpress/hotels/us/en/pearland/houpl/hoteldetail>