



COMMERCIAL *exhibitor* HANDBOOK

HOUSTON LIVESTOCK SHOW AND RODEO™



2027

COMMERCIAL EXHIBITOR

HANDBOOK

HOUSTON LIVESTOCK SHOW AND RODEO™

PO Box 20070

HOUSTON, TEXAS 77225-0070

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REVISED: AUGUST 17, 2026

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

**THIS HANDBOOK IS SUBJECT TO CHANGE. EXHIBITORS WHO ARE
LICENSED FOR 2027 WILL RECEIVE NOTIFICATION OF ANY CHANGES.**

THE FINAL HANDBOOK MUST BE KEPT IN THE BOOTH FOR REFERENCE

2027 COMMERCIAL EXHIBITOR HANDBOOK REVISIONS

Date

Section

Description

QUICK REFERENCES AND REMINDERS

Anything highlighted in **green** throughout the Handbook is a section that is actively being worked on. Watch for updates to these areas in the near future.

Accommodations: See Appendix **K** for list of potential accommodations while staying in the Houston area to exhibit at the Rodeo.

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 season grounds pass for them.

- Food exhibitors are given 4 badges per 100 sq ft of booth space while non-food exhibitors are given 3 badges per 100 sq ft of booth space. E.g., you are a retail exhibitor with a 200 square foot booth, you will receive 6 total badges with your booth space purchase.
- Additional commercial exhibitor badges can be purchased for \$35 each, either by ordering in the online portal up to two weeks before move-in or visiting the Commercial Exhibits Office during and after move-in.
- Tickets or regular season grounds passes may be purchased online at <https://www.rodeohouston.com/tickets/>

Commercial Exhibitor Lounge Location: The lounge is located in Show Office B20, inside the halls at the front of Reliant Center Hall B, next to restrooms and Chick Fil A.

Commercial Exhibitor Portal: Account and license 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 Rodeo year, i.e., the 2027 Rodeo portal will be different from the 2026 Rodeo portal, and so on.

Commercial Exhibits Office: The Commercial Exhibits Office is located in Show Office D20, on the inside of Reliant Center Hall D, right across from the HLSR Merchandise Store, just inside the blue doors.

Exhibitor Feedback Session: The Rodeo will host one exhibitor feedback session, in the afternoon, during the 2027 Rodeo. Exhibitors will have the opportunity 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, and then opening the floor for a Q&A portion of the session.

Important Phone Numbers During Showtime: Please program these numbers into your phone and favorites! A reminder that calling 911 will only delay response as the operators will redirect the call back to the Rodeo Security and Safety offices.

Rodeo Security - 832.667.3636, 832.667.3637

Rodeo Safety/First Aid - 832.667.1300

Insurance: Most commercial exhibitors are required to purchase liability insurance through the Rodeo. Insurance will be added to your account if you are required to purchase it through the Rodeo. **The policy purchased through the Rodeo is for liability purposes, for bodily injury or property damage that you may cause to others. Please consult your insurance provider for additional insurance you may want to carry for your business, for example, business property insurance.** If you think it has been added in error, or you would like to purchase insurance and it has not been added to your account, please reach out to Amanda Cornell at cornell@rodeohouston.com.

Payment Deadlines and Return Fees: Late fees and return fees will be charged for exhibitors who are late meeting payment deadlines and exhibitors whose checks or ACH are returned. Please note that returned checks and ACH payments may result in late payment fees in addition to return payment fees.

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

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

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

Sales Tax Reporting: Sales at the Rodeo must be substantiated by utilization of a Reliant Park location code assigned by the office of the Texas Comptroller of Public Accounts using the address 3 Reliant Park, Houston, Texas 77054.

Social Media Influencers and Photographers for Commercial Exhibitors: Any exhibitor hiring social media influencers and/or photographers are responsible for purchasing tickets and/or providing commercial exhibitor grounds passes for them to gain access to the Rodeo. Commercial exhibit booth owners are responsible for the acts, errors, omissions, representations, appearance, conduct and behavior of their agents, employees, or contractors. Persons working for or in any booth are considered the employees of the exhibitor and shall adhere to the booth staffing requirements found in this Handbook.

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 NO VEHICLES may be parked and NOTHING can be placed on Reliant Park grounds until the exhibitor's move-in date and time unless negotiated with Senior Manager, Exhibits and Events, before showtime.

HIGHLIGHTS OF CHANGES FROM 2026

All changes have been highlighted in yellow throughout the Handbook.

Find place to put some of these in the main part of the Handbook.

NRG Park is now Reliant Park (again)

ADA Compliance

- Compliance with Laws:** Licensee, its agents, employees, invitees, and/or assignees agrees to comply with all laws, regulations, ordinances and rules, including but not limited to, the Americans with Disabilities Act, the Fire Marshal, the Health Department of the City of Houston or any other governmental entity having jurisdiction over the premises. Licensee shall indemnify and hold harmless the HLSR Parties from any liability arising from violations by Licensee of such laws, regulation, ordinances or rules.

Alteration to Property

Commercial exhibitors may not remove, lift, or alter any property fixtures, including manhole covers. No trees may be cut without permission from Reliant Park management.

Exhibitor Welcome Party

We are back to our regularly scheduled Exhibitor Welcome Party this year – Monday night before the Rodeo opens upstairs in Reliant Center.

Fee Schedule

Fee Type	Fee Amount
ACH Return	\$25 each instance
Late License and/or Deposit	\$500
Late Balance Payment	\$500
Late Register Tagging	\$500

Fine Schedule

Fine Type	Fine Amount
Dumping grease improperly (inside and/or outside)	\$1000 per instance
Late Commission Reporting	\$250 each occurrence/instance

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Any fines incurred by HLSR or Reliant Park as a result of an exhibitor's improper booth operations will be the financial responsibility of the exhibitor.

Food Concession Exhibitors

1. Point of sale registers must be tagged by the Z Team by March 1, 2027. You will be assessed at \$500 late fee for any tagging that takes place on or after March 2, 2027. Please have all backup registers tagged so that you are prepared should one of your registers become unusable.
2. A late fee of \$250 per instance will be charged for turning in sales commission reports later than 10 a.m. each day.
3. The final electronic journal, "Z" tape and HLSR daily sales report (for sales occurring on Sunday, March 21, 2027) must be submitted to the Commercial Exhibits Committee by 10 a.m. Monday, March 22, 2027. Same late fee applies for this last day as any other day.

Powered Blowers

Powered blowers, whether gas, battery, or electric, are not permitted for use by Commercial Exhibitors to clean booth spaces.

Price Visibility

All approved products must have a clearly defined price. Verbal pricing or selling products without an obvious price tag is not permitted.

Probation, Caution Notices, and Friendly Reminders

What is probation and what are caution notices and friendly reminders? See the definitions under "Exhibitor Review" in the General section of Rules and Reminders.

Storm Drains

Outdoor commercial exhibitors must keep storm drains free from blockage at all times. Equipment, product storage, and all other materials must remain clear of drains and must not impede water flow to storm drains.

Dumping material of any kind in the Reliant Center Lobby mop basins is strictly prohibited. All gray water must be disposed of using the designated three-compartment sink. Violations will be according to the Fine Schedule noted above.

Video Screens – Exhibitors may have one video screen per 100 sq. ft. of booth space, up to a maximum of three screens. Video, sound, and pictures will be allowed as long as it is relevant to the business of the exhibitor. The sound may not carry to neighboring booths.

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MANAGING YOUR LICENSE AGREEMENT

COMMERCIAL EXHIBITS LICENSE AGREEMENT DUE DATES

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

Date Due	What is Due
October 1, 2026	• Executed 2027 Commercial Exhibits License Agreement (the “License”). License should be executed online. Product and menu information should be updated when the license is executed and must be finalized by January 15, 2027. • Deposit, as specified in the License • Booth layout • Variance requests
October 8, 2026	• Late deadline for executing 2027 License, with deposit, and additional \$500 late fee — no extensions will be granted past this deadline
December 15, 2026	• Payment of Rodeo insurance
January 7, 2027	• Balance Due, as specified in the License
January 15, 2027	• Late deadline for payment of balance for 2027 License, and additional \$500 late fee — no extensions will be granted past this deadline • Final changes to product list/menu and booth design • Early move-in requests due
March 22, 2027	• Complete the Sales Tax Information form (available in your check-in packet or from Commercial Exhibits Office during Rodeo) and either upload to the portal or submit a paper copy to the Rodeo 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 Rodeo.

GENERAL LICENSE 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 Rodeo. Exhibitors who receive an invitation to participate must complete the annual license agreement and return it by the due date. Only complete license agreements will be accepted. The deposit must accompany the license agreement, and the balance must be paid in full by the date specified in the agreement; extensions beyond the one-week extensions noted above will not be granted. Exhibitors are required to:

1. Execute the online license agreement.
2. Complete or update all contact information.
3. Provide accurate and complete product information.
4. Complete the Sales Tax Information form and provide a copy of the Texas Sales Tax and Use Report to the Rodeo

Failure to meet the requirements laid out in the license agreement and this Handbook may result in forfeiture of invitation(s).

Product Lists and Menus

As part of the license agreement 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 Rodeo will issue an Incident Report for the violation. The Rodeo may also require unapproved items to be removed from the exhibit space.

All approved products must have a clearly defined price. Verbal pricing or selling products without an obvious price tag is not permitted.

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 Rodeo's non-political and non-discriminatory practices. Any exhibitors' 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. Merchandise infringing on intellectual property rights is not allowed. It is the exhibitor's responsibility to make sure that their merchandise does not infringe upon the intellectual property rights of others. This includes copyrights, trademarks, and patents. Exhibitors are responsible for obtaining appropriate licensing from the holder of any copyrights, trademarks, or patents for any merchandise that they have in their booths. Exhibitors are expected to provide proof of appropriate licensing upon request.
3. Absolutely NO weapons (including, but not limited to, guns, knives, razors, 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 without proper authorization.
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/firecrackers or poppers (anything that makes loud popping or banging sound);
 - g. political campaign merchandise of any type;
 - h. chewing gum;
 - i. balloons* (* non-helium filled balloons may be used in décor if advance permission is obtained from Senior Manager, Exhibits and Events);
 - j. adhesive stickers (bumper stickers, etc.);
 - k. projectiles, such as bow and arrows, slingshots, or similar devices.
6. No drones permitted are on property.
7. Livestock Show supply exhibitors may only sell products that are approved by the FDA on Rodeo 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. Deadline for changes is January 15 each year.
- 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 Rodeo.
- 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 Rodeo, quality of your booth presentation, adherence to Rodeo policies and proximity to like or similar exhibitors.
- Requests received prior to July 1 will be considered before license agreements are issued for the upcoming Rodeo.
- All requests (including those received subsequent to July 1) will be given full consideration again in early October, after the license agreement 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 Rodeo.

The Rodeo will make every reasonable effort to accommodate your request. The Rodeo 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 strictly prohibited. Booth space is only to be used by the exhibitor and for the products stipulated in the license. Unless written permission is received from the Senior Manager of Commercial Exhibits, signage for any business other than the one stated on the license is not allowed.

Multi-Level Marketing Companies

The Houston Livestock Show and Rodeo does 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.

Become an Official Licensed Vendor of the Houston Livestock Show and Rodeo™

Anyone interested in selling products or merchandise featuring the Rodeo's iconic logos must first become an Official Licensed Vendor.

The Licensed Vendor Program gives approved businesses the right to use Houston Livestock Show and Rodeo™ (HLSR) trademarks on select merchandise. To ensure quality and maintain the family-friendly spirit of the Rodeo, all products must be submitted for approval before they can be made or sold. This includes the product's design, pricing, purpose, and how and where it will be distributed.

There is an annual licensing fee, along with a small percentage of sales paid to HLSR. Please note that not all applicants will be accepted into the program.

If interested, please fill out an application here: <https://m.cmpgn.page/wxsddS>. Applications are accepted May through July.

Social Media Influencers and Photographers for Commercial Exhibitors

Any exhibitor hiring social media influencers and/or photographers are responsible for purchasing admission tickets and/or providing commercial exhibitor grounds passes for them to gain access to the Rodeo. Commercial exhibit booth owners are responsible for the acts, errors, omissions, representations, appearance, conduct and behavior of their agents, employees, or contractors. Persons working for or in any booth are considered the employees of the exhibitor and shall adhere to the booth staffing requirements found in this Handbook.

COMMERCIAL EXHIBITOR SELECTION TIMELINE

March (end of Rodeo) 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 Rodeo 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 Rodeo, 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 Rodeo-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 September – Existing exhibitors (in good standing with the Rodeo) are emailed invitations to return. Probation, Caution Notice, and Friendly Reminder notifications/letters are issued at this time. 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 applications 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 Rodeo, 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 Rodeo?
 - f.) Does the exhibitor's booth presentation meet or exceed our standards?

Early October – Deadline for returning exhibitors to sign license agreements 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 Rodeo, 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 an exhibitor be unable to participate for any reason) that will be best for the upcoming Rodeo.

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 Rodeo belongs to the Rodeo 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 license for a location to sell specific products.
- 3.) In the event an exhibitor chooses not to participate in the future, the exhibitor should notify the Rodeo of their decision. The Rodeo 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 desire to transfer business ownership with name, address and contact numbers of all parties involved by filling out the Change of Business Information form. Please contact the Senior Manager of Commercial Exhibits for this document. The Rodeo may determine that use of the licensed space by the new entity will be permitted for one (1) year with the expectation that product quality and presentation remain at or above the existing standard.
- 5.) Any attempt by an exhibitor to transfer ownership or operational rights, sublease or assign a license agreement to another entity without specific approval from the Rodeo may result in loss of invitation to return or revocation of current license agreement.

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 Rodeo.

Note please that there will be a new portal each year. The portal for 2027 is the current portal and has its own web address. The portal for 2028 will have a different web address, etc.

INSURANCE REQUIREMENTS

Exhibitors are required to purchase insurance through the Rodeo through the online exhibitor portal. Current retail and food exhibitor cost is \$90. **The policy purchased through the Rodeo is for liability purposes, for bodily injury or property damage that you may cause to others. Please consult your insurance provider for additional insurance you may want to carry for your business, for example, business property insurance.**

Exhibitors are required to ensure that all contractors and third parties performing work or providing services in connection with their license agreement carry insurance which meets the terms, requirements, and minimum limits of liability required by the Rodeo. 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 2027 License Agreement and 2027 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 license agreement. By signing or electronically executing the license, the Licensee (exhibitor) agrees to abide by the provisions of this Handbook. It is also agreed and assured that all employees of the licensee 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 Rodeo.** Notwithstanding fines noted elsewhere in this Handbook, violations of the rules and regulations set forth in this Handbook may result in:
 - a. First Violation: verbal and written warning (Incident Report)
 - b. Second Violation: \$100.00 fine, payable prior to opening of exhibit next day, loss of onsite parking privileges during current Rodeo.
 - 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 Rodeo.
 - 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 Rodeo; (2) no invitation for the

following year's Rodeo, (3) and/or expulsion from current year's Rodeo. Additionally, fines commensurate with the violation may be assessed.

- e. Exhibitors with violations are the first exhibitors moved to new booth locations when floor plan changes are required before license agreement invitations are issued.
4. If an exhibitor granted a conditional invitation repeats the same or any other egregious violation during the probationary period, that exhibitor should expect to be immediately removed from the Rodeo, forfeit all monies paid, and to lose invitations to future Rodeos.
 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 any rules it, in its sole discretion, deems 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 expected exhibitor sales volume.
 9. No sales may take place on Reliant Park grounds during the rodeo without a license agreement through the Houston Livestock Show and Rodeo.

ONLINE LICENSE MANAGEMENT

All 2027 license agreements and payments must be processed through the 2027 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 or by reaching out via email.**
 - License Information: Change your Rodeo booth display name, if different from your legal name. This name will be used in all Rodeo print publications, including maps, booth signage, Visitor Guide, and web site and app listings. **It is your responsibility to ensure this is listed correctly.**
 - License 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.
 - Tasks: View the status of submission deadlines (acceptance of license terms, deposit, balance, insurance, early move-in requests, etc.).
 - Space(s), License Terms and Payment: View space assignments and pricing; view and print license terms, make the initial deposit payment.
2. **It is your responsibility to process your payments by the applicable due dates.**

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 license agreement and manage your product list and menu items.

PLANNING YOUR EXHIBIT SPACE

OPERATING HOURS

All commercial exhibit booths must be open and operating Tuesday, March 2 through Sunday, March 21 during the stated hours below. Failure to do so represents a license violation that may result in immediate remedial action and/or forfeiture of future invitations to exhibit at the Rodeo. Exhibitors in areas that allow for such may open earlier and close later than the stated hours.

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.

Show Supply Exhibitors are defined as businesses that sell supplies used in the care and showing of livestock at the Rodeo. For 2027, there are only 3 exhibitors in this category.

Reliant Arena <i>All Exhibitors</i>	Daily, during Horse Show (2/23/27 – 3/21/27)	10 a.m. – 9 p.m.
Reliant Center <i>All Exhibitors</i>	Daily (3/2/27 – 3/21/27)	10 a.m. – 9 p.m.
Reliant Center <i>Show Supply Exhibitors</i>	Daily (3/2/27 – 3/21/27)	10 a.m. – 7 p.m.
Outdoors <i>All Exhibitors</i>	Daily (3/2/27 – 3/21/27)	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 2026 Rodeo do not need to submit a new layout unless:

1. any of the five items listed above have changed for the 2026 Rodeo. Any changes must be submitted no later than **October 1, 2026**; 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 license 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 exhibitor booth design during the 2027 Houston Livestock Show and Rodeo. Acceptance of all layouts is subject to compliance with the 2027 rules.

Please review the Design Guidelines section below prior to submitting the layout to ensure compliance with all rules for the 2027 Houston Livestock Show and Rodeo.

Additional Layout Requirements for Outdoor Exhibitors:

Outdoor exhibitors are required to provide exceptionally detailed booth layouts so that the Rodeo 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 any hitch, ice machines, storage, wash areas, back stock, barbeque pits, trailers, façades, stanchions, etc.
2. Booth set-up must be wholly contained within the licensed space.
3. If any exhibit components (including, but not limited to, porch façade, stanchions, hitch, condiment tables) extends beyond the licensed exhibit space and are not part of an already approved variance, a variance request must be submitted by October 1, 2026.
4. NEW FOR 2027 - Back of House construction will be regulated for safety reasons, NO POP UP TENTS, must be structure tent

Additional Information for Rodeo Plaza Food Exhibitors

1. The standard booth size for Rodeo Plaza is 25' deep by 30' wide. The front of the exhibit space will be marked at approximately 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 into the public walkway.
2. The final placement of the tent posts and stability bars may vary from year to year, and the Rodeo 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.
3. Tent gables will be installed Friday, February 26, 2027. 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 22, 2027.
4. 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.
 - d. NEW FOR 2027 – Back of House construction will be regulated for safety reasons

Variances

Any variance from the design guidelines contained in this Handbook must be requested by the exhibitor in writing, by October 1, 2026.

- Variances will only be considered for booths that capture the western character of the Rodeo 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 2026 Rodeo, your variance will carry forward to the 2027 Rodeo 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 1, 2026. Exhibitors will be notified by December 15, 2026, 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 Rodeo.

New variances are not considered approved until the exhibitor receives the written approval from the Rodeo. **Variance requests received after the due date may 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 Rodeo 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 **Reliant 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 Rodeo's Senior Manager of Commercial Exhibits.
 - b. In **Reliant Arena**, due to a lower ceiling height, booths are limited to 8 feet high, and no request for variance will be approved.
8. **No portion of the merchandise, displays, fixtures, signs, or other property of the exhibitor may extend above 12' high or 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 Reliant 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. **Mannequins, decorations, display pieces, and fixtures must be securely attached to the booth structure or display counters.**
11. String lights (i.e., "Christmas" lights) are prohibited by the Fire Marshal. They may be displayed (unplugged) if being sold.
12. 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, 2027.
13. 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 Rodeo. 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. Please see Appendix J for our policy on volume and explicit music.
14. No large feather flags shall be used to decorate or add company branding to the booth display.
15. If a US flag is present in an exhibit booth, it must be displayed according to the "Flag Code" as outlined by Federal law.
16. 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.

17. Storage containers or backstock of products not being actively merchandised must be hidden from public view.

18. No burning of candles, sage, incense, etc.

Additional Design Guidelines – Reliant Center Exhibit Hall Exhibitors

1. 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.
2. 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).
3. 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.
4. 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.
5. 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. Tented booths are not permitted (except tent structures provided by the Rodeo) unless the exhibitor obtains the express written consent of the Rodeo. Tents provided by exhibitors will be highly scrutinized for structural integrity and aesthetic presentation.
 - a. Only flame-resistant tents are permitted.
 - b. "Pop-up" tents are prohibited.
 - c. 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 Rodeo 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 Rodeo'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 Rodeo'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.

Line Management and Stanchions

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

Evaluations

All exhibitors will be photographed, evaluated, and/or audited at least once during the 2027 Rodeo. The evaluation process is designed to help exhibitors meet and maintain the Rodeo's standards of presentation. The results of the evaluations will be considered when offering invitations to future Rodeos.

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

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.

Employee Certification

Commercial exhibit business owners and their employees and/or agents will have access to and interaction with minors attending the 2027 Rodeo. Commercial exhibit business owners are required to conduct individual background searches for all current and potential employees/agents and refuse to allow any person who is listed on any federal, state or local sex offender register or database to work at the HLSR premises. Further, commercial exhibit business owners and all employees, contractors, agents or affiliates on HLSR grounds must be appropriately qualified, licensed, and/or permitted to perform their portion of the services.

It is the responsibility of the commercial exhibit business 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
- not using alcohol or drugs during the setup, takedown, and operation of the booth. HLSR maintains a zero-tolerance policy which prohibits the exhibitor and all associated personnel from consuming or being under the influence of any alcohol or drug while providing goods or performing services at any HLSR event or function. The exhibitor agrees to abide strictly by this policy, and HLSR shall have the right to immediately terminate the license if the exhibitor is in breach of it; and,
- courteous to all Rodeo visitors, exhibitors, staff and volunteers. Impolite, foul or abusive language or conduct is unacceptable.

Code of Conduct for Commercial Exhibitors

Our Expectations

Be Honest and Professional. Commercial exhibitors are expected to model HLSR's mission and values and follow all applicable rules, procedures, and policies, including the following:

- Do not engage in behavior that materially interferes with HLSR's mission, violates applicable policies, or undermines public confidence in the organization.
- Treat others with respect, courtesy and dignity.
- Communicate respectfully. Do not engage in demeaning, threatening, profane, or inappropriate communication in any form, including in person, by phone, email, text, or social media.
- Act ethically and responsibly.
- Do not reproduce, sell, and/or knowingly purchase fraudulent Show credentials, parking tags, badges or other similar collateral.
- Do not consume alcohol or controlled substances before or during operating hours. If you choose to drink outside of operating hours, please do so responsibly.
- Complete required certifications and training before performing committee duties, including operating forklifts, golf carts, equipment, or machinery.
- Maintain professional dress during operating hours, consistent with HLSR's dress code policy.

Consequences for Not Meeting Code of Conduct Expectations.

Commercial exhibitors who do not meet the expectations described herein may be subject to disciplinary action, up to and including removal as an exhibitor.

Any situation occurring in an exhibitor's booth space or involving the commercial exhibitor that requires the attention of a Rodeo 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 licensed. 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 Rodeo 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 commercial exhibitor grounds passes may be purchased for \$35 each in the Commercial Exhibits Office (Room D20). All additional commercial exhibitor grounds passes must be paid for in the online portal by the close of Rodeo. A committee member will take information from you when you request more grounds passes. A staff member will then input that information into the vendor management system and you will be sent an email telling you that your bill is available for payment in the online portal.
- Commercial exhibitor grounds passes do not include access into Reliant Stadium.
- Commercial exhibitor grounds passes include access to the Rodeo Express Shuttle Bus service from the Rodeo's Reed Road facility at no additional cost. For information on routes and times, visit the Rodeo 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 season grounds pass for them.**
- Duplication, sale, gifting or exchange of commercial exhibitor grounds passes is prohibited.
- The Houston Livestock Show and Rodeo cannot replace lost commercial 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 Rodeo 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 Rodeo's agreement with the Metropolitan Transit of Harris County (METRO), the sales tax collected by the Rodeo'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 Reliant Stadium.

To ensure compliance with these license obligations, the Rodeo requires all commercial exhibitors to:

1. Complete the Sales Tax Information form (available in your check-in packet or on the portal) and submit it to the Rodeo offices or the portal no later than March 22, 2027. EVERYONE must fill out the first form, which is the same form HLSR has given you at the Rodeo for the last 10+ years. If you didn't make any taxable sales, please put \$0 and turn the form in. If you didn't make taxable sales, this will be the ONLY thing you have to turn in to comply with the reporting requirement.
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 Rodeo must be substantiated by utilization of an Reliant Park location code assigned by the office of the Texas Comptroller of Public Accounts using the address **3 Reliant 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 Rodeos.

SERVICE PROVIDERS

The Rodeo will provide further information detailing the services provided by the Rodeo's service providers, including contact information, pricing, product listings, and order forms. This information will be posted on the Commercial Exhibitor page of the Rodeo's website and in the portal in fall 2026. 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 Rodeo 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 Rodeo 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 Rodeo must be Coca-Cola products (please see additional information in Exclusivity section of this Handbook). All Coca-Cola products must be purchased through the Rodeo's Corral Club Committee for the 2027 Rodeo. Pricing and order information will be e-mailed to all food exhibitors in winter 2027. Any exception to this rule must be negotiated with the Senior Manager, Exhibits and Events, in cooperation with the Sponsorship Department, before February 15, 2027.

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 Rodeo's website and in the portal in fall 2026. 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 Reliant Center Lobby outside of Hall A during move-in. The Service Desk number is 832-667-3021.

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 Reliant 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 Reliant Center Halls A – E and the Reliant 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 Rodeo 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 2026. 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 Rodeo will provide a sign displaying the exhibitor booth name, booth number and street name, and the year the exhibitor started exhibiting at the Rodeo. 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 licensed 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 Rodeo.

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 Rodeo other than in your licensed booth space.

Prohibition of Signs with Movement

To ensure a safe, organized, and visually cohesive environment for all exhibitors, attendees, and participants, the following guidelines must be adhered to regarding signage with any type of movement:

1. Prohibition of Moving Signs

- **No Moving Signs Without Approval:** Exhibitors are prohibited from displaying any signs, banners, or advertisements that include any form of movement (e.g., mechanical, animated, electronic, or otherwise) without prior written approval from Rodeo management.
- This includes but is not limited to rotating, oscillating, flashing, scrolling, or otherwise dynamic signs that involve motion.

2. Request for Approval

- **Approval Process:** Exhibitors wishing to use moving signs must submit a request for approval to the Senior Manager, Exhibits and Events, no later than 2 weeks before move in date and time.
- **Documentation Required:** The request should include a detailed description of the sign, including the type of movement, size, materials, intended location, and any electrical or mechanical components.

Video Display Guidelines for Commercial Exhibitors

To maintain a consistent and professional exhibit environment, the following rules apply to all video displays used within booth designs:

1. **Maximum Size:** Video displays must not exceed 50 inches in diagonal measurement.
2. **Maximum Number:** Video displays are allowed at a 1 per 100 square foot ratio with a maximum of 3 screens in the entirety of the exhibit space.
3. **Single Screen Use Only:** Video displays may not be used in conjunction with other screens to create a video wall, array, or multi-screen presentation.
4. **Content:** Content may include photos and video but must be relevant to products within the booth or the exhibitor's business. The display of broadcast or streaming television content is strictly prohibited.
5. **Display Duration:** Content may be changed or rotated; however, each image or screen must remain in place for a minimum of 10 seconds before changing.

These guidelines are intended to minimize distractions, ensure equal visibility for all exhibitors, and preserve the overall aesthetic and flow of the show floor. Non-compliance may result in the removal or disabling of the display during the event.

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 Rodeo will provide these signs during move-in, or you are free to use your own.
3. Food exhibitors located near the carnival may display signage that states that RCS Coupons are not valid at this booth/stand.

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 Reliant 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 Reliant Park property and the Reliant 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. Vehicles cannot be used as a source of power to setup your booth. 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 Rodeo will issue an Incident Report for the scheduling violation.

All exhibit booths must be completely set-up, decorated, stocked, and approved by the Rodeo no later than 5 p.m. Monday, March 1, 2027, unless prior arrangements are made with the Senior Manager of Commercial Exhibits. In the event an exhibit is not completed, the Rodeo is entitled to enter and take possession of the licensed booth space without any obligation to give prior notice of its intent to do so. The Rodeo may then re-let the space on such terms as the Rodeo may deem appropriate.

If you have any issues during move-in, please contact the Commercial Exhibits Committee in the Reliant Center Room D20, 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 15, 2027, on the 2027 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 January 15, 2027. Requests received after January 15, 2027, will not be considered.

STAGING

For exhibitors moving in on Monday, February 22, 2027, through Thursday, February 25, 2027, all move-in staging and check-in will take place offsite in the Airport Road Facility. Please see Appendix F, 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 Reliant Park February 23 through February 26. 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 27 and Monday, March 2 may proceed directly to Reliant Park and the Commercial Exhibits Committee office.

Use the map located in Appendix G, 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 23	8 a.m. – 6 p.m.
Tuesday, February 24	8 a.m. – 6 p.m.
Wednesday, February 25	8 a.m. – 6 p.m.
Thursday, February 26	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 Reliant 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 who 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 Reliant 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.

Reliant Arena (AR)

- **The Horse Show will start on Tuesday, February 23, 2027.**
- Reliant 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 Reliant 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 Reliant Arena (exhibit area around the Arena Proper) after 4 p.m. on Sunday, February 21, 2027.
- After 4 p.m. on Sunday, February 21, 2027, vehicles may ONLY be parked in the stalling area near booths AR800 and AR704. The carpets 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 Sunday, February 21, 2027, vehicles are not permitted in the building. Move in is available to the booth area by hand cart only after this time.
- **After Sunday, February 21, 2027, no trailers are permitted to park in the Maroon Lot. If waiting for restocking space in Blue Lot, please park in Orange Lot until notified that Blue Lot is available.**
- Move-in activity in Reliant Arena will be discontinued during the World's Championship Bar-B-Que Contest. Reliant Arena move in must be completed by 5 p.m. on Thursday, February 25, 2027. Additionally, there will be absolutely no move-in or set-up in Reliant Arena beginning at noon on February 26 and all day on February 27.
- If you plan to open for Horse Show events held prior to the official Rodeo opening, please be sure your booth set-up is complete by noon on Monday, February 22, 2027.

Reliant Arena	
Move-in Date	Move-in Time
Sunday, February 21	8 a.m. – 9 p.m.

	NOTES: All vehicles must be removed from Reliant Arena (AR) concourse area by 4 p.m. so that the Rodeo may lay down the carpet for livestock move-in. After 4 p.m., vehicles in Reliant Arena (AR) may ONLY be parked in the stalling area near booths AR800 and AR704. The carpets 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. All trailers must be removed from Maroon Lot by 11:59 p.m. Sunday night.
Monday, February 22	8 a.m. – 9 p.m.
Stage at Airport Road (before 6 p.m.)	NOTES: Horses begin moving in TODAY No vehicles permitted inside Reliant Arena .
Tuesday, February 23	8 a.m. – 9 p.m.
Stage at Airport Road (before 6 p.m.)	NOTES: HORSE SHOW starts TODAY No vehicles permitted inside Reliant Arena .
Wednesday, February 24	8 a.m. – 9 p.m.
Stage at Airport Road (before 6 p.m.)	NOTE: No vehicles permitted inside Reliant Arena .
Thursday, February 25	8 a.m. – 5 p.m. (WCBBQ opens at 5 p.m.)
Stage at Airport Road (before 6 p.m.)	NOTE: No vehicles permitted inside Reliant Arena .
Friday, February 26	8 a.m. – Noon (WCBBQ opens at 12 p.m.)
	NOTE: No vehicles permitted inside Reliant Arena .
Saturday, February 27	NO MOVE-IN (WCBBQ open all day)
	NOTE: No vehicles permitted inside Reliant Arena .
Sunday, February 28	8 a.m. – 9 p.m.
	NOTE: No vehicles permitted inside Reliant Arena .
Monday, March 2	8 a.m. – 5 p.m. (5 p.m. not a hard stop – that's just when the Exhibitor Welcome Party starts at Reliant Center)
	NOTE: No vehicles permitted inside Reliant Arena .

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

- Please see accompanying map of Reliant Center (Appendix **G**) for clarification.
- Reliant Center and Reliant Center Lobby exhibitors will enter the complex through North Stadium Drive (Gate 12) from February 22 to March 1 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 Reliant Center through the Hall B ramp, Hall D ramp or West Roll Door on Sunday, February 28, 2027. Do not drive along any other pathway through the livestock areas on this date.
- Vehicles are not permitted inside Reliant Center after 1:30 p.m. on Sunday, February 28, 2027.
- Vehicles and trailers are not permitted on the docks behind Reliant Center after 1:30 p.m. on Sunday, February 28, 2027.

Reliant Center Halls B, C, D, or E	
Move-in Date	Move-in Time
Monday, February 22	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 23	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 24	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 25	8 a.m. – 9 p.m. (WCBBQ opens at 5 p.m.) Aisles 1000 – 16000 (see Appendix G for specific booth location times)
Stage at Airport Road (before 6 p.m.)	
Friday, February 26	8 a.m. – 9 p.m. (WCBBQ opens at 12 p.m.) All locations
Saturday, February 27	8 a.m. – 9 p.m. (WCBBQ open all day) All locations NOTE: All Reliant Center exhibitors must move in through the docks on the North side of Reliant Center. No vehicles will be permitted on the front or sides of the building because of WCBBQ.
Sunday, February 28	8 a.m. – 9 p.m.

	All locations NOTES: Vehicles may only enter Reliant 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 Reliant Center by 1:30 p.m. so that the Rodeo may prepare for livestock move-in. All exhibitor trailers and vehicles must be removed from the back dock by 1:30 p.m. so that the Rodeo may place livestock railing. Commercial exhibitor traffic around the perimeter of Reliant Center must yield to people and animals. Short-term parking to unload vehicles will be available on the west and north sides of Reliant 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 Reliant Center, as long as the cart does not block an entrance or interfere with operational activities.
Monday, March 1	8 a.m. – 5 p.m. (5 p.m. not a hard stop – that’s just when the Exhibitor Welcome Party starts) All locations NOTES: No vehicles permitted inside Reliant Center. Commercial exhibitor traffic around the perimeter of Reliant Center must yield to people and animals. Vehicles may not be parked along the north or east sides of Reliant Center – no exceptions. Short-term parking will be

	available on the west side of Reliant 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 south or west facing public access doors or the west end roll-up door. Please move your vehicle into its assigned showtime 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 Reliant Center , as long as the cart does not block an entrance or interfere with operational activities.
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Reliant Center Lobby	
Move-in Date	Move-in Time
Wednesday, February 25	8 a.m. – 9 p.m.
Stage at Airport Road (before 6 p.m.)	
Thursday, February 26	8 a.m. – 9 p.m. (WCBBQ opens at 5 p.m.)
Stage at Airport Road (before 6 p.m.)	
Friday, February 27	8 a.m. – 9 p.m. (WCBBQ opens at 12 p.m.)
Saturday, February 28	8 a.m. – 9 p.m. (WCBBQ open all day)
	NOTE: All Reliant Center exhibitors must move in through the docks on the North side of Reliant Center. No vehicles will be permitted on the front or sides of the building.
Sunday, March 1	8 a.m. – 9 p.m.
Monday, March 2	8 a.m. – 5 p.m. (5 p.m. not a hard stop – that’s just when the Exhibitor Welcome Party starts) All locations NOTES: No vehicles permitted inside Reliant Center. Commercial exhibitor traffic around the perimeter of Reliant Center must yield to people and animals. Vehicles may not be parked along the north or east sides of Reliant 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 its assigned showtime 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 Reliant Center , as long as the cart does not block an entrance or interfere with operational activities.
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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 22 to Monday, March 1 and through Holly Hall (Gate 3) from Wednesday, February 24 to Monday, March 1 **(excluding February 27, because of WCBBQ)** for unloading purposes only.
 - Exhibitors entering North Stadium should drive from Gate 12, around the West side of Reliant 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 21 or Monday, February 22. 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 21	8 a.m. – 3 p.m. Stop and drop only for approved exhibitors
Monday, February 22	8 a.m. – 9 p.m. Build for approved exhibitors, stop and drop for remaining exhibitors
Tuesday, February 23	8 a.m. – 9 p.m. All locations
Wednesday, February 24	8 a.m. – 9 p.m. All locations
Thursday, February 25	8 a.m. – 5 p.m. (WCBBQ opens at 5 p.m.) All locations

Friday, February 26	8 a.m. – 5 p.m. (WCBBQ opens at 12 p.m.) All locations
Saturday, February 27	NO MOVE-IN (WCBBQ open all day)
Sunday, February 28	8 a.m. – 9 p.m. All locations
Monday, March 1	8 a.m. – 5 p.m. (5 p.m. not a hard stop – that’s just when the Exhibitor Welcome Party starts) All locations

Circle Drive	
Move-in Date	Move-in Time
Wednesday, February 24	8 a.m. – 9 p.m.
Stage at Airport Road (before 6 p.m.)	
Thursday, February 25	8 a.m. – 5 p.m. (WCBBQ opens at 5 p.m.)
Stage at Airport Road (before 6 p.m.)	
Friday, February 26	8 a.m. – 5 p.m. (WCBBQ opens at 12 p.m.)
Saturday, February 27	NO MOVE-IN (WCBBQ open all day)
Sunday, February 28	8 a.m. – 9 p.m.
Monday, March 1	8 a.m. – 5 p.m. (5 p.m. not a hard stop – that’s just when the Exhibitor Welcome Party starts)

The Junction	
Move-in Date	Move-in Time
Wednesday, February 24	8 a.m. – 9 p.m.
Stage at Airport Road (before 6 p.m.)	
Thursday, February 25	8 a.m. – 5 p.m. (WCBBQ opens at 5 p.m.)
Stage at Airport Road (before 6 p.m.)	
Friday, February 26	8 a.m. – 5 p.m. (WCBBQ opens at 12 p.m.)
Saturday, February 27	NO MOVE-IN (WCBBQ open all day)
Sunday, February 28	8 a.m. – 9 p.m.
Monday, March 1	8 a.m. – 5 p.m. (5 p.m. not a hard stop – that’s just when the Exhibitor Welcome Party starts)

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, Rodeo 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 Reliant Park property between February 20 and March 1.**
 - 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.
- **All trailers must have (i) the booth name, (ii) contact person for the trailer, and (iii) contact phone number clearly visible on the trailer so that the owner/operator may be reached if necessary. Stickers will be made available to help facilitate this directive.**
- 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 Rodeo'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 Reliant 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 March 2, exhibitors will be required to park in the lot associated with their Rodeo-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 23 through Thursday, February 26 will check-in at the Airport Road Facility during Staging. Exhibitors arriving Friday, February 27 through Monday, March 2 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 22	8 a.m. – 9 p.m.
Tuesday, February 23	8 a.m. – 9 p.m.
Wednesday, February 24	8 a.m. – 9 p.m.
Thursday, February 25	8 a.m. – 9 p.m.
Friday, February 26	8 a.m. – 9 p.m.
Saturday, February 27	8 a.m. – 9 p.m.
Sunday, February 28	8 a.m. – 9 p.m.
Monday, March 1	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 Rodeo 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

- Reliant Arena exhibitors will receive one pass in the Maroon Lot. No additional passes are available for sale.
- Reliant 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 Reliant Center, Lobby, Reliant Stadium, Circle Drive, Rodeo Plaza and The Junction will receive one Orange lot, entrance Gate 3 pass. No additional passes are available for sale. *****NEW FOR 2027*** Orange Lot parking is going digital. More info to come before Rodeo.**
- 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 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.

SHOWTIME 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 19th Annual Houston Livestock Show and Rodeo Gold Buckle Foodie Awards Finals on Thursday, March 4, 2027. Additional information and instructions for registering will be emailed to all food exhibitors before the Rodeo. 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:

Exhibitors 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 Rodeo. 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 Rodeo; 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.

Coming in 2028 – the 20th Anniversary of the Gold Buckle Foodie Awards! Changes are coming, and we will be letting you know about them as soon as we are able.

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 Rodeo. Additional information and instructions for registering will be emailed to all retail exhibitors before the Rodeo.

EXHIBITOR FEEDBACK SESSION

The Rodeo will host one Exhibitor Feedback Session during the 2027 Rodeo. The session is an opportunity for our exhibitors to meet with fellow exhibitors, Commercial Exhibit committee volunteers and Rodeo 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.

SHOWTIME SERVICES

BANKING FACILITIES

The Rodeo provides an on-site banking service for change-making purposes only. These services are available to the Rodeo'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 Reliant 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 Rodeo. All exhibitors are encouraged to bring enough change for the first day to minimize wait time at the window. **Bank hours are: 9-noon, 1-6 p.m. every day.**

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, March 2 – Sunday, March 21	
Sunday – Saturday	9 a.m. – 9:30 p.m.
OFFICE HOURS FOR MOVE-OUT	
Monday, March 22	9 a.m. – noon

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 license)
Booth Number(s)
On-Site Contact Phone Number
C/O Houston Livestock Show and Rodeo
Reliant Center (or Reliant Arena/Rodeo Plaza/The Junction, as appropriate)
Three Reliant 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 March 2 – March 21, 2027, during Rodeo 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. Bring your own reusable water bottle.

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 Reliant 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.

Large item pick up passes are NOT to be used in lieu of a commercial exhibits move out pass on the last night of the Rodeo.

SHOWTIME RULES AND INFORMATION

MOTORIZED VEHICLES

All exhibitors are expected to follow Rodeo 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 Rodeos. 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 Rodeo grounds. Exceptions will be made for ATVs that meet the criteria of a utility cart, such as a mule or John Deere Gator.
3. Reliant 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 Reliant Park.
4. The use of bikes, trikes, skateboards and any other wheeled modes of transportation is prohibited on Rodeo 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, 2027:
 - A passing grade in the Golf Cart & Utility Vehicle Safety Training Course, available online. Please contact Commercial Exhibits staff for the link.
 - A completed 2027 HLSR Small Motor Agreement.
 - The \$50 permit fee.
 - **Appropriate insurance.**
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. Golf carts may not have any decals or accessories that could allow them to be mistaken for a security vehicle.
5. Golf carts must have (i) the booth or company name prominently displayed somewhere on the vehicle, (ii) contact person and phone number clearly visible so that the owner/operator may be reached if necessary. Stickers will be made available to help facilitate this directive.
6. Open alcoholic beverage containers are not allowed on any cart or in any vehicle.
7. Drivers are not to be under the influence of any controlled substance.
8. Smoking is not permitted in a golf cart.
9. Drivers and passengers must remain seated while cart is in motion.
10. No overloading of passengers is permitted.
11. Drivers are not permitted to text or talk on a cell phone while the cart is in motion.
12. Always maintain a safe speed.
13. Pedestrians and livestock ALWAYS have the right-of-way. Drivers are to be courteous and patient with all pedestrians and livestock.
14. Only exhibitors and their employees may ride in an exhibitor's cart. Rides may not be given to the general public.
15. All cart and vehicle users are to abide by all instructions of Rodeo 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 2027 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 Rodeo. **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 Reliant Center and Reliant Arena. The shuttle leaves Reed Road approximately every 25 minutes and the ride is approximately 10 minutes to Reliant 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 Reliant 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 Rodeos. 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 Rodeo.

- 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 Rodeo.
- 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 Rodeo 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 Reliant Arena,
 - Reliant Parkway (the street in front of Reliant Center)
 - Circle Drive (the street around the Reliant 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.

March 1 (Open Cattle – Back Dock, Breeding Sheep – East End)	
March 2 (Open Cattle – Back Dock)	
March 4 (Open Cattle – Back Dock, Gilts – East End)	
March 5 (Open Cattle – Back Dock)	
March 6 (Open Youth Breeding Goats - East End)	
March 8 (Junior Heifer)	March 9 (Lamb & Goat – East End)
March 11 (Junior Heifer)	
March 13 (Market Barrows)	March 14 (Market Steers)
March 16 (Market Barrows)	March 17 (Market Steers)
March 19 (Ag Mechanics – East End, Dairy Cattle – Back Dock)	
March 20 (Open Cattle – Back Dock)	

- 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 Rodeo has a limited amount of space available to exhibitors for storage of restocking trailers on Reliant 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. We reserve some space for sponsor restocking activities and the rest is sold on a first-come, first-served basis. The Rodeo 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.**

All trailers must have (i) the booth name, (ii) contact person for the trailer, and (iii) contact phone number clearly visible on the trailer so that the owner/operator may be reached if necessary. Stickers will be made available to help facilitate this directive.

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

Restocking Check-in Hours	
Monday, February 22	12 noon to 9 p.m.
Tuesday, February 23	8 a.m. – 9 p.m.
Wednesday, February 24	8 a.m. – 9 p.m.
Thursday, Thursday 25	8 a.m. – 9 p.m.
Friday, February 26	8 a.m. – 9 p.m.
Saturday, February 27	8 a.m. – 4 p.m.
Sunday, February 28	Not open
Monday, March 1	8 a.m. – 9 p.m.

Empty trailers may not be stored on Reliant Park grounds or in 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 full-size 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 Reliant Park grounds outside of the restocking area will have the trailers towed at their expense and may forfeit future invitations to exhibit in the Rodeo.

Purchasing Restocking Space

To purchase Restocking Space, please report to the Restocking Team behind Reliant 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, 2027. 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 22, rather than Monday or Tuesday, March 23 - 24, please coordinate carefully with the restocking representative when parking your trailer. There are a very limited number of spaces behind Reliant 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 in the online portal by the close of Rodeo. A restocking representative will take information from you when you park your trailer. A staff member will then input that information into the vendor management system and you will be sent an email telling you that your bill is available for payment in the online portal.
- Trailers that are “for sale” will not be allowed in the restocking area.
- 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.

SECURITY

The Rodeo will provide 24-hour limited security beginning at noon on Monday, February 22, 2027, continuing throughout the Rodeo, and ending Tuesday, March 23, 2027, 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 Reliant 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 Rodeo by **February 1, 2027**, 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, showtime, and move-out.
2. All requests are subject to the approval of the Rodeo'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 Rodeo's Security Office.
4. Any unapproved "security personnel" will be required to vacate the premises when the Rodeo 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 Rodeo's transportation service routes for 2027 will be very similar to the routes offered in years past. Transportation will run between the east side of the Reliant Center and the Reliant Arena, and between the Holiday Inn gate and the west side of the Reliant Center. Transportation will also be in service between the Blue Lot, Reliant Stadium and Reliant Arena. The fourth main tram line runs between the Main Street Yellow Lot and the North Side of the Reliant Stadium at the McNee entrance. Please note that the routes are subject to change prior to the Rodeo.

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 website.

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 Reliant Center Hall A and E loading docks, Reliant 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

Reliant Center Customer Service - 832.667.1718

Showtime Numbers

Rodeo Security - 832.667.3636, 832.667.3637

Horse Gate - 832.667.3635

Legends Global Security (Reliant Park management) - 832.667.1460

Rodeo 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 Rodeo 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 Rodeo's Security Office at **832-667-3636** (for Security related issues)
- the Rodeo'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 Rodeo's Security and Safety Offices are responsible for notifying the HLSR Emergency Team.

After an emergency situation is reported, the Rodeo'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 Rodeo's Safety Committee provides first aid services at multiple locations on the Reliant Park grounds.

Reliant 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.

Reliant 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 Reliant 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 Reliant Stadium, across from the Amegy Bank gate. The second carnival location is located south of Reliant Astrodome, between the Sling Shot and Reliant Arena. Telephone number: 832.667.1300.

Reliant 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 Rodeo 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 Rodeo'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 Rodeo'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 Rodeo year and the individual's name, title, and photo.

Chairman of the Board:	Wesley Sinor
President/Chief Executive Officer:	Chris Boleman
Chief Operating Officer/General Manager:	Amber Burda
Chief Financial Officer:	Katie Grahmann
Chief Marketing Officer	TBD
Chief Mission Officer:	Julie Bass
Chief Show Operations Officer:	Kyle Olsen
Chief Strategic Planning Officer:	Peter McStravick
Chief Technology Officer:	Steve Gumerman
Chief Volunteer and HR Officer:	Melinda Underhill
Director of Security and Safety:	Pete Ortiz
Show General Counsel:	Chris Atmar

Notification Methods

In the event of a disaster or similar emergency at the Rodeo, 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.

Reliant Arena

1. Reliant 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 Reliant Park staff members, identified by Reliant 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 Rodeos and/or arrest by law enforcement.

Reliant Center

1. Reliant 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 Reliant Park staff members, identified by Reliant 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 Rodeos and/or arrest by law enforcement.

Reliant Park Outdoor Locations

1. An outdoor warning system may be used to warn visitors in areas south of Reliant 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 Reliant Park staff members, identified by Reliant 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 Rodeos and/or arrest by law enforcement.

Reliant Stadium

1. Reliant 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 Reliant Park staff members, identified by Reliant 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 Rodeos 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 Reliant 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 Reliant Park when it is evident that a severe weather event may occur during Rodeo 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

Reliant Park staff monitors local weather reporting stations through the two command posts located in Reliant Stadium and Reliant Center. The Center and Stadium command posts are in operation continuously during the entire Rodeo, 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 Rodeo 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 Reliant 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 Reliant 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 Reliant Center or Reliant 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 Reliant Center or Reliant 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 Reliant Center or Reliant Arena, whichever is most accessible.
- Indoor exhibitors should remain in the building where their exhibit space is located.

Exhibitors whose safe shelter is **Reliant 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 **Reliant 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 Rodeo’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 Rodeos 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 E.

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

Reliant Center Lobby, Hall E Rodeo Plaza, west tent <i>(closest to the Stadium)</i> Circle Drive	4	Reliant Park employee parking lot, west end of building (Red Lot 3 as designated on the light poles) (see map on Appendix E)
Reliant 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> Reliant 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 Rodeos 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 Reliant Park to allow commercial exhibitors to begin move-out as early as possible while ensuring the safety of the Rodeo'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 23, 2027.** 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 22	Reliant Arena	Breakdown: after 9 p.m. Vehicle Traffic: after 11 p.m.
	Reliant 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 23	All Locations	Breakdown and vehicle traffic: All day until 9 p.m.
Tuesday, March 24	All Locations	Breakdown and vehicle traffic: All day until 6 p.m.

Move-out times are tentative and subject to change. **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 Show Operations Officer. Any change to this published schedule will be communicated via text message from 73013 the final night of Rodeo.

MOVE-OUT LOGISTICS

All exhibits must be completely moved out of the buildings by 6 p.m. Tuesday, March 23, 2027. 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 19, 2027.

- 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 Handbook). **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 Rodeo'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.

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 Rodeo 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 Rodeo logo.

Alcoholic Beverages/Drug Consumption

The Houston Livestock Show and Rodeo strictly prohibits the consumption, being under the influence of, or distribution of alcoholic beverages and drugs 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 license agreement, requiring the exhibitor to vacate licensed space and forfeit all monies paid to date. An exhibitor whose license 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 Reliant 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, Mascot, and Entertainment Appearances

Mascot appearances, third-party celebrities, and exhibit entertainment 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 Rodeo. Celebrity appearances include both celebrities associated with a booth and third-party celebrities (i.e., a sports memorabilia booth bringing in Texans cheerleaders). Entertainment such as bands and DJs also require approval. Requests must be received by January 15, 2027. Such appearances must not restrict traffic flow in the aisle; should traffic be impacted, the Fire Marshal and/or representatives of the Rodeo have the right to require the appearance to immediately cease. Celebrities may not roam public areas; all activities are limited to the licensed 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 Rodeo 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 Rodeo's attention, please contact the Commercial Exhibits Office.

Conduct

Rodeo 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 license agreement, requiring the exhibitor to vacate licensed space and forfeit all monies paid to date. An exhibitor whose license 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

Retail (non percentage/commission) exhibitors may charge a credit card fee provided that the fee is disclosed (a) prominently on signage adjacent to the check-out register, and (b) on a receipt provided to the customer. Percentage/commission exhibitor 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 Rodeo 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 or the Chairman of the Commercial Exhibits Committee.

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.

Exhibitor Review (Probation, Caution Notices, and Friendly Reminders)

Exhibitors are evaluated every year for compliance with license agreements and the rules and regulations found in this Handbook. Annual review consists of booth evaluations, Incident Reports, photos of booths, Commercial Exhibits Committee captain's log (log of anything that happened during the Rodeo), and a review of paperwork and payment deadlines, including but not limited to sales tax reporting and license agreements.

Probation is a conditional invitation. If an exhibitor given a conditional invitation repeats the same or any other egregious violation during the probationary period, the exhibitor should expect to be immediately removed from the Rodeo, forfeit all monies paid, and to lose invitations to future Rodeos.

Caution Notices are notice from the Rodeo that behavior or presentation changes are required during the following year's Rodeo. Caution Notices can lead to probation in subsequent years if the behavior or presentation changes are not made.

Friendly reminders are just that – reminders that aren't necessarily a violation of the Handbook, but something that we don't want continuing, or something that we would like you to consider changing.

Fine Schedule

Insert finalized fines here.

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 Rodeo pulls a hot works permit. Exhibitors utilizing hot works need to keep a copy of the Rodeo's permit in their booth.

The Coordinator, Exhibits & Events, will send an email 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 Rodeo's hot works permit in their check-in packet, and the permit must be on display in their booth at all times during Rodeo. 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.

Incident Report

What is an incident report.

Information Collection

Collection of personal information from Rodeo 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, 2027.

Late Fees

Exhibitors who miss deadlines and are still eligible for invitation will be required to pay late fees.

Licensed Vendor

Licensed vendors can sell product using our logos and marks. If interested in this program, contact Shelby Pipken at pipken@rodeohouston.com. See also more information on page 12.

Logos and Marks

Commercial exhibitors may not use any official Rodeo logo in association with their exhibits, at Reliant 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 Rodeo'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 Rodeo.

Pets

Pets are not allowed on Rodeo grounds. This rule will be strictly enforced and applies to all exhibitors and their employees as well as Rodeo 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 Rodeo grounds.
2. To protect the health and well-being of all animals on the Rodeo grounds, the exhibitor may be asked to provide current health records, including vaccination records, to the Rodeo'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 Rodeo have the right to require the demonstration to immediately cease.

Smoking

Smoking is prohibited within exhibit spaces. Smoking is prohibited in all areas inside Reliant Center, Reliant Stadium and Reliant 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 Rodeo. 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. See also Appendix I.

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 Rodeo, 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 for having condiments, garnishes, complements or sides (salad bar), 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. These items may be available by request only, if the exhibitor needs to control distribution.

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 Rodeo. 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, 2027.
2. Exhibitor must obtain a health permit.
3. All samples must be less than 2 ounces in size.
4. Exhibitors should have trash cans within their exhibit space for guests to throw away sample cups, napkins, toothpicks, and other utensils. Trash cans must be clearly marked and in an unobstructed location.
5. Reliant Stadium policies do not allow visitors to bring outside food into Reliant 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 Reliant Center lobby, and one is located in Reliant 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 Rodeo grounds except into the appropriate grease barrels. Violation could result in immediate expulsion from the Rodeo, 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 Rodeo 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 exhibitor locations will require the Rodeo's approved gray-water container.

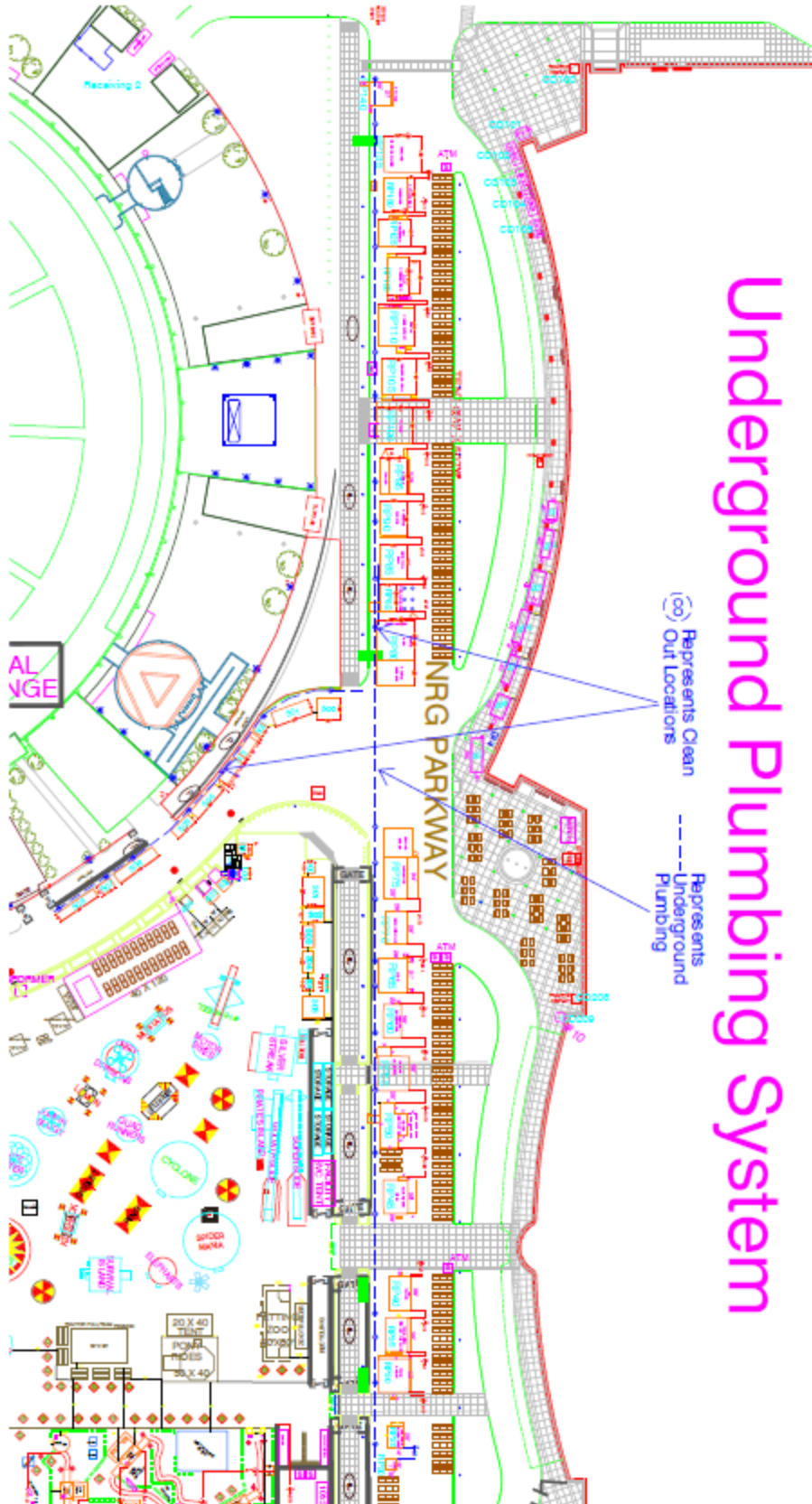
1. Proper connections to the gray water containers and plumbing system are the responsibility of the exhibitor. Connections should be made to prevent any spillage or discharges onto the Rodeo grounds. The Rodeo's plumbing contractor will perform inspections to confirm that the connections are properly made. Please see Fig. 1 below for examples of proper connections. The Rodeo's plumbing contractor may also be contracted by the exhibitor 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 Rodeo, revocation of future invitations to exhibit, and/or written citation(s) issued by the Health Department.

5. Any fines incurred by HLSR or Reliant 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@houstontx.gov
Online:	https://www.houstonhealth.org/services/permits/food-permits

Line Management and Stanchions

Exhibitors are required to manage their lines, by using 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 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 Rodeo'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 Rodeo'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 Rodeo property and/or at any Rodeo-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 Rodeo may grant additional exclusivity at any time; the current categories of exclusivity are:

Electricity

Reliant is the official and exclusive **electricity** sponsor. Any company that sells electricity to consumers is a competitor and may not be a commercial exhibitor. Products, logos, signage,

merchandise or other promotional items of any Reliant 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; and hot tea freshly brewed on premises. All other non-alcoholic beverages served, purchased, or displayed anywhere at Reliant 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 Reliant Center. Ford competitor exhibits of less than 3,000 square feet inside Reliant 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 Massage Chair

Mattress Firm is the official and exclusive **mattress and massage chair** 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. 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 LICENSE AGREEMENT

License Agreement Due Dates

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

Date Due	What is Due
January 10, 2027	• Executed 2027 License Agreement (the “License”). License should be executed in the online portal. Product information must be updated when the license is executed. • Booth fee, as specified in the License • Booth layout • Variance requests • Certificate of insurance coverage
January 15, 2027	• Final changes to product list/menu and booth design
March 1 or 5, 2025	• Complete the Sales Tax Information form (available in your check-in packet or from Commercial Exhibits Office during Rodeo) and submit to the Rodeo 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 Rodeo.

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 license violation that could result in immediate remedial action and/or forfeiture of future invitations to exhibit at the Rodeo. 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 (3/2-3/6)	10 a.m. – 5 p.m.
All Breeds Expo	Daily (3/2-3/3)	10 a.m. – 5 p.m.
Ranching & Wildlife Expo	Daily (3/2-3/5) (3/6)	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 licensed. 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 Ag Expo.
- 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 All Breeds Expo.
- 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 Ranching & Wildlife Expo.

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 Reliant 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 Reliant 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 Reliant 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, March 1	Reliant Center, <u>Ag Expo</u> NOTES: No vehicles permitted inside Reliant Center. Vehicles may not be parked along the north or east sides of Reliant 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 vehicles into assigned parking lot for opening day 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 Reliant Center, as long as the cart does not block an entrance or interfere with operational activities.	8 a.m. – 5 p.m.
	Reliant Arena, <u>All Breeds</u> NOTE: No vehicles permitted inside Reliant Arena. Please confirm arrival time with Rodeo staff at auctions@rodeohouston.com .	8 a.m. – 5 p.m.
	Reliant Center Mezzanine, <u>Ranching & Wildlife</u> NOTES: No vehicles permitted inside Reliant Center.	8 a.m. – 5 p.m.

Move-in Date	Exhibit Locations	Move-in Times
	Vehicles may not be parked along the north or east sides of Reliant 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 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 vehicles into assigned parking lot for opening day 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 C).
 - 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 C).
 - 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 Rodeo 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 Reliant 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, March 3	Reliant Arena, All Breeds NOTE: No vehicles permitted inside Reliant Arena. All Breeds Exhibitors will receive a dash pass for loading their vehicle for March 3.	5 p.m. – midnight
Saturday, March 7	Reliant Center, Ag Expo NOTES: No vehicles permitted inside Reliant Center. Ag Expo exhibitors will receive a dock pass for the docks behind Reliant Center for March 7.	5 p.m. – midnight
	Reliant Center Mezzanine, Ranching & Wildlife NOTES: No vehicles permitted inside Reliant Center. Ranching & Wildlife Expo exhibitors will receive an east dock or dash pass to pull up to east loading dock for March 7 departure. Vehicles may not be parked along the north or east sides of Reliant 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 2027 Rodeo. 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 license agreement for attraction and food exhibitors at the Houston Livestock Show and Rodeo is based on a minimum license 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 Rodeo, the difference between your percentage of net sales and the minimum license payment already paid will be billed to you, due April 15, 2027. If your license 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 license 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 Exhibitor Portal daily by 10 a.m. Submissions will include daily sales, tips (if included in your sales reports), overrings/voids, transaction report (PDF directly downloaded from POS, must include exhibitor name, booth location and date sales made) and sales summary report (PDF directly downloaded from POS must include exhibitor name, booth location and date sales made). A late fee of \$250 per daily report will be charged for turning in later than 10 a.m.

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 Rodeo. Exhibitors will be issued an identification sticker that corresponds to the cash register serial number and will affix the sticker to the registers. Please have your register set up and ready for inspection by Friday, February 26, 2027, at 8 a.m. to facilitate an efficient inspection process. If your register is not tagged by March 1, 2027, you will be assessed a \$500 late fee. Exhibitors may not open nor make any sales until all cash registers in a booth have been tagged.

Cash Register Inspection Dates	Times
Before Friday, February 26, 2027	Case by case basis, request Rodeo approval
Friday, February 26, 2027	8 a.m. – 5 p.m.
Saturday, February 27, 2027	8 a.m. – 5 p.m.
Sunday, February 28, 2027	8 a.m. – 5 p.m.

Cash Register Inspection Dates	Times
Monday, March 1, 2027	8 a.m. – 5 p.m.

The Rodeo will request you sign up for cash register inspection in early February. The deadline to sign up for inspection is February 19, 2027, to allow the inspection schedule to be set for all exhibitors. Exhibitors will not be allowed to check in and set up booth space unless they have signed up for cash register inspection.

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. daily electronic reporting in form of a PDF directly downloaded from POS, and must include the exhibitor name, booth location and date sales made.

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 Rodeo 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 other than testing for system functionality or inspection. Please process transaction as an over-ring and document the transaction accordingly.
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. Exhibitors may not charge an extra fee for credit card use.
5. 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 food 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 Rodeo license agreement)
2. Exhibitor's booth number
3. Phone number, email address, or both
4. Return and/or refund policy

Refunds

To promote good relations with our visitors and a high level of customer service, the Rodeo 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 Rodeo's accounting office utilize the "Z" tape reports, electronic journal, and daily sales reports to prepare daily reports for Rodeo 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. A late fee of \$250 per instance will be charged for turning in later than 10 a.m. Daily sales forms will be submitted online via a link that will be sent out closer to Rodeo. All reports and backup must be digital (PDF directly downloaded from POS). **No other digital formats or paper backup will be 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. The final electronic journal, "Z" tape and HLSR daily sales report (for sales occurring on Sunday, March 21, 2027) may be submitted to the Commercial Exhibits Committee any time after close but must be submitted by 10 a.m. Monday, March 22, 2027.

Audits

The Houston Livestock Show and Rodeo reserves the right to audit exhibitor transactions for sales made on property during the Rodeo. 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: RELIANT PARK GATE AND PARKING FACILITIES MAP

This map is preliminary and subject to change.

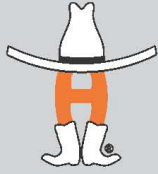


APPENDIX D: AIRPORT ROAD MAPS



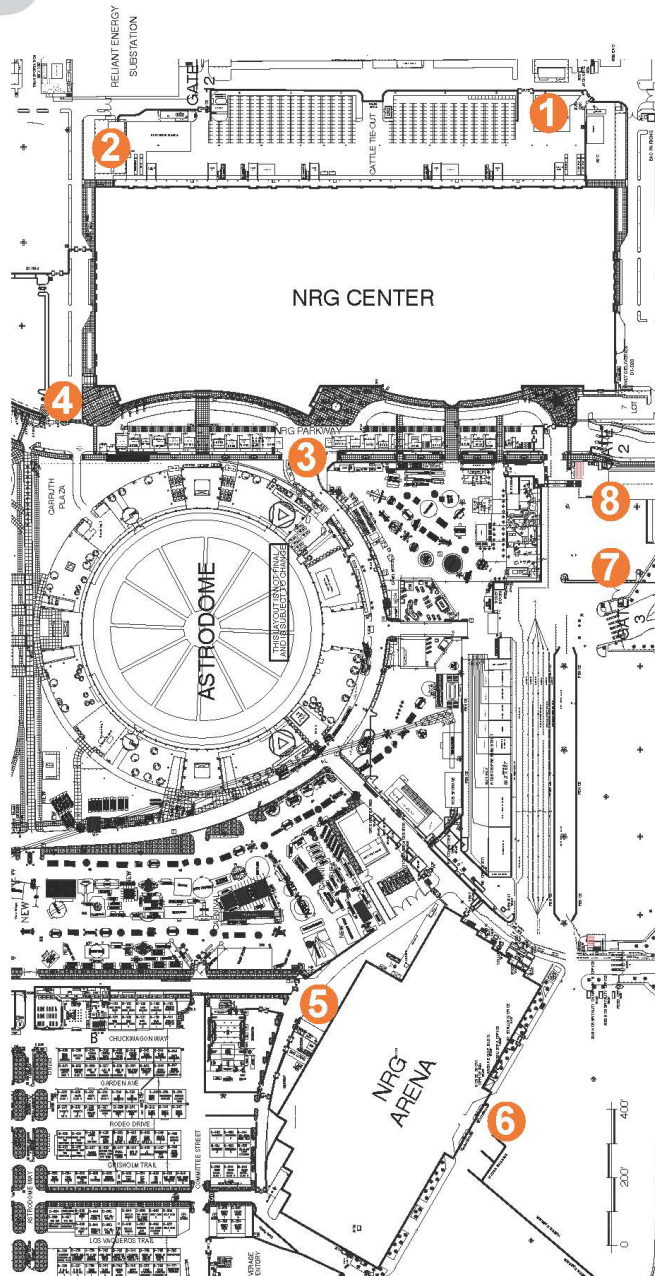


APPENDIX E: MUSTER LOCATIONS MAP



Map

Commercial Exhibitors - Muster

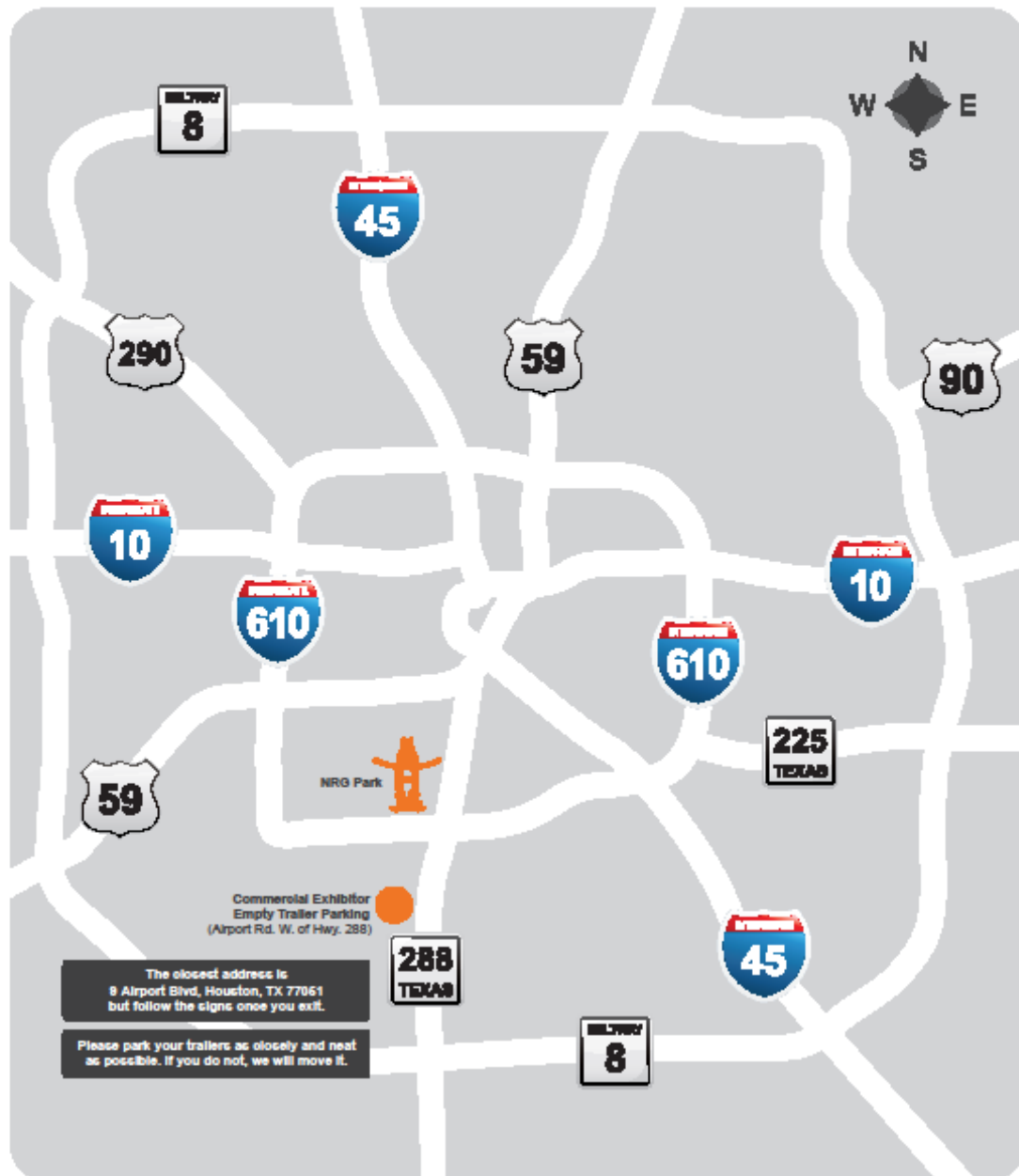


APPENDIX F: STAGING LOCATION MAP



Map

Vendor Check In and Empty Trailer Parking



APPENDIX G: RELIANT CENTER MOVE-IN MAP

Commercial Exhibits NRG Center
Move-In Schedule

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



APPENDIX H: EVALUATION FORMS

2027 Commercial Exhibitor Evaluation

Exhibitor Name:

Booth Name:

Space Number:

Primary Contact:

Customer Number:

License Type:

First Year to Exhibit at Rodeo:

Venue:

License Number:

License 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 Rodeo 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 **Rodeo 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 exhibitor have signs hung from the ceiling or attached to a Reliant 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 exhibitor 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 2027 Rodeo.

List of products in online account.

APPENDIX J: VOLUME & EXPLICIT MUSIC POLICY

Welcome to the Houston Livestock Show and Rodeo™ and thank you for supporting our mission and four pillars of agriculture, education, entertainment and western heritage. While we aim to provide both a lively and inclusive family-friendly environment throughout Reliant Park, there are a few things to keep in mind when it comes to music throughout the property and within our activation spaces.

Music Volume: Music volume must be kept at a tolerable level that is conducive for an enjoyable guest experience and will not interfere with gate keeping operations, other sponsors/commercial exhibit spaces or be harmful to the livestock and equine athletes in close proximity.

Explicit Lyrics: We encourage a diverse music selection across all genres however lyrics that contain explicit language, including profanity, obscenity, or sexually explicit content are prohibited anywhere on the grounds.

The purpose of this policy is to maintain a respectful, safe, and welcoming environment for all individuals who visit the Houston Livestock Show and Rodeo. To promote inclusivity and respect for all visitors, it is essential to ensure that music played throughout the grounds and within your activation space aligns with Rodeo standards and does not contain explicit content that could cause discomfort or offense to others. This policy applies to all individuals, employees, contractors, and exhibitors who play or provide music in public areas including, but not limited to, public spaces, lobbies, activation spaces, retail spaces, and outdoor areas.

Definition of Explicit Content

For the purposes of this policy, “explicit content” refers to music that contains inappropriate language or themes, including but not limited to:

- Profanity, offensive or derogatory language, or vulgar expressions
- Graphic depictions of violence, illegal activities or substance abuse
- Explicit sexual content including graphic or suggestive lyrics
- Hate speech or discriminatory content such as racial or gender stereotypes

Prohibited Music

Music that contains any form of explicit content, as defined above, is prohibited from being played in any public space at the Houston Livestock Show and Rodeo. This includes music from any genre or medium, including digital playlists, CDs, radio, live performances, and streaming services.

Music Selection & Monitoring

- Individuals playing music or working in any booth are considered employees of the sponsor/exhibitor and are the responsibility of the booth owner/activator, which must ensure that any track selected for public play is deemed appropriate.
- Houston Livestock Show and Rodeo reserves the right to regularly monitor music played in public spaces to ensure compliance with this policy.

Enforcement

- Individuals who violate this policy may be asked to immediately turn off or change the music.
- Persistent violations may result in disciplinary actions, including suspension of music privileges or other appropriate measures such as fines.

Complaint and Reporting Process

If any visitor feels that explicit music is being played, they should report the issue to the Commercial Exhibit Office inside Reliant Center Hall D, Room D20. All complaints will be taken seriously and investigated promptly

APPENDIX K:

FOOD EXHIBITOR HOWDY BUCKS PROGRAM

Howdy Bucks are a coupon redeemed by Rodeo employees and guests of Rodeo sponsors. Coupons are embossed for authenticity and are annually updated in design.

PROCEDURES

1. Ring the sale in the cash register and treat the coupon as a cash payment.
2. If the total of the sale is less than the amount of the coupon, issue the correct change to the customer as though they made a cash payment (exhibitors are being reimbursed for the full amount of the coupon).
3. Turn in all coupons to the Commercial Exhibits Z-Team office daily.
4. The Rodeo will cut a reimbursement check for the total amount of coupons redeemed at the conclusion of the Rodeo. Reimbursement checks are usually sent during the first week of April.

RULES AND REGULATIONS

1. Howdy Bucks may not be copied or counterfeited.
2. Exhibitors must accept cash to be eligible for participation.
3. Howdy Bucks must be accepted starting at 10 am on the first day of Rodeo, through 9 pm on the last night.
 - a. If an exhibitor plans to open early for Pre-Rodeo sales, they are welcome to start accepting Howdy Bucks then.
 - i. If an exhibitor plans to open early, they cannot turn in Howdy Bucks coupons until Day 1 of Rodeo.

APPENDIX L: 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-nrg-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.laquintahoustonsouthwest.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>

Reliant

Comfort Suites near Texas Medical Center –
Reliant Stadium
1055 McNee
Houston, Tx 77054
713-668-1436

<http://www.comfortsuites.com/hotel-houston-texas-TX546>

Extended Stay Deluxe – Houston Medical Center –
Reliant Park- Kirby
1303 La Concha Ln
Houston, TX 77054
713-790-9753

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

Hampton Inn & Suites Houston – Medical
Center/Reliant 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-nrg-park-HOUMDHX/index.html>

Holiday Inn Houston by Reliant 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/Reliant Center
9911 Buffalo Speedway
Houston, Tx 77054
713-668-8082

<http://www.laquintahoustonmedreliantctr.com>

Springhill Suites Houston Medical Center/Reliant
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>