



# **HORSE WORLD EXPO**

## **EXHIBITOR INFORMATION PACKAGE**

**Farm Show Complex  
Harrisburg PA**

**FEB. 27 – MARCH 1, 2020**

**IMPORTANT! - Please read this Exhibitor Information  
Package thoroughly. It includes important information  
essential to a smoothly run and successful show.**

**Thank you.**

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**EXHIBITOR INFORMATION****SHOW MANAGEMENT:**

Equestrian Promotions, Inc.  
P.O. Box 924  
Bel Air, MD 21014

Telephone: 301-916-0852  
Fax: 301-916-0853

**SALES, ATTRACTIONS & SEMINARS:**

Denise Parsons  
P.O. Box 924  
Bel Air, MD 21014  
301-916-0852

**OPERATIONS, BILLING & FINANCE:**

Bob Dobart  
P.O. Box 924  
Bel Air, MD 21014  
410-929-9386

**SHOW LOCATION:**

Pennsylvania Farm Show Complex  
2300 North Cameron Street  
Harrisburg, PA 17110-9408  
717-787-5373

**EXHIBITOR'S MOVE IN SCHEDULE:**

Tuesday, February 25	Decorator set up and trailer move-in, times will be assigned
Wednesday, February 26	8:00 am - 8:00 pm
Thursday, February 27	8:00 am - Noon

Trailer and large equipment dealers will be notified if early move-in is necessary. **Exhibitors may not arrive for setup prior to 8:00 am on Wednesday.**

**SHOW DAYS AND HOURS:**

Thursday, February 27	Noon - 8:00 pm
Friday, February 28	10:00 am - 8:00 pm
Saturday, February 29	9:00 am - 8:00 pm
Sunday, March 1	9:00 am - 5:00 pm

Exhibitors may enter the show at 8am on Thursday, 9am on Friday and 8am on Saturday & Sunday

**All exhibitors are required to remain set up until the show closes**

**EXHIBITOR'S MOVE OUT SCHEDULE:**

Sunday, March 1	5:00 pm - 10:00 pm
Monday, March 2	8:00 am - 11:00 am

**Exhibitors must be moved out completely by 11:00 am on Monday.**

**TOPICS** (Listed alphabetically)

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**ADVERTISING:**

Beginning as soon as possible, please make plans to include **Horse World Expo** in your website, social media, television, radio, newspaper, newsletter and magazine advertising. Cooperative advertising is extremely beneficial and helps everyone.

**BOOTH COURTESY:**

Included in this Exhibitor Information Package is a page titled "Be A Good Neighbor". Please read this page thoroughly as it contains important guidelines for the set-up and operation of all booths. While show management does not inspect each booth for infractions, this policy will be enforced when neighboring booth(s) make a complaint or the infraction is deemed to be blatant in nature. All exhibitor activities, including signage and products, must be confined to the exhibitor's assigned space(s). Signs may not protrude into aisles or be substantially above the 8' height of your booth. If two sided, the back side of signs cannot be viewable from adjacent aisles. We would also like to remind exhibitors that your Contract is for a specific booth size. When setting up your booth, please make sure it is no larger than what is specified in your Contract. The local Fire Department requires that we maintain 10' aisles for patron and exhibitor safety. If your booth extends beyond

its specified boundaries into an aisle, the Fire Department has the authority to close the show until the violation is corrected.

**BOOTH EQUIPMENT:**

Display booths (except those on Stallion Avenue, Breed Row and bulk space) are 10 ft x 10 ft and consist of an 8 ft high back drape, 3 ft high side wall drapes and a 7" x 44" sign with the Exhibitor's company name. Stallion Avenue and Breed Row booths consist of a 10 ft x 10 ft display booth, a 7" x 44" sign and a stall. The display booth for Stallion Avenue and Breed Row has an 8 ft drape at the rear, but does not include side dividers. Also, no draping is provided for the stall. **Tables, chairs, and carpet are NOT included with any booth**, but may be supplied by the exhibitor or ordered from the decorating company; an order form is included in this packet. **Exhibitors are responsible for ordering and paying for electric in their booth(s). Please see "Electric" below. Electric is NOT included with any booth.**

**BULK EXHIBIT SPACE SPECIFICATIONS:**

Bulk exhibit space includes floor space only. No space dividers or backdrop drapes are provided. Bulk space does include a 7" x 44" sign with the exhibitor's company name. **Exhibitors are responsible for ordering and paying for electric in their booth(s).** See "Electric" information below.

**COGGINS' CERTIFICATES / HEALTH CERTIFICATES:**

All exhibitors, breed demonstrators and others who bring a horse onto the Farm Show Complex property are required to provide Equestrian Promotions, Inc. with a copy of a negative Coggins current within one (1) year of March 2, 2020. In addition, all horses stabled outside Pennsylvania require a Health Certificate current within thirty (30) days of March 2, 2020. All copies of Coggins and Health Certificates become the property of Equestrian Promotions, Inc. and will not be returned; please do not send originals.

**DECORATING – FORMS FOR ADDITIONAL DECORATING, LABOR AND DRAYAGE (OPTIONAL):**

If you require services beyond that included with your booth (i.e., tables, chairs, carpet, labor, drayage, etc.), forms for ordering these items from our decorating company are enclosed. If you are interested in these items, please complete the appropriate forms and send them directly to Penn State Expo Services, Inc., 2750 Paxton St, Unit 3, Harrisburg, PA 17104. If you need additional information, please contact the decorating company at 717-564-2658 or fax 717-564-2980 or email [pennstateexpo@verizon.net](mailto:pennstateexpo@verizon.net).

**ELECTRIC:**

**Exhibitors are responsible for ordering and paying for electric in their booth(s).** Payment is made directly to Equestrian Promotions. The advance charge, using the enclosed Electrical Service Order Form is \$135.00 for 500 watts. In order to receive this rate, all orders must be received by February 1, and the order must be accompanied by payment in full. **Please note that all orders received after this date will be filled subject to the capability of the PA Farm Show Complex and at a higher rate. Electrical service cannot be guaranteed if the order form is received after February 1.** All electrical equipment provided by the exhibitor must be UL (Underwriters Laboratory) approved. **SHOW MANAGEMENT DOES NOT FURNISH EXTENSION CORDS.**

**EQUINE BARN:**

No members of the public or any unauthorized individuals will be permitted into the barn. For the safety of the public and horses, only those directly associated with a horse housed in the barn will be permitted access. A barn badge will be issued to those needing access to horses and who have signed a liability release. Only those displaying the barn badge will be permitted in the barn. At no time should doors other than those manned by Horse World Expo personnel be opened, including the large roll-up doors. Expo staff will be on-site in the barn during setup and show hours to issue badges.

**EXHIBITOR PASSES:**

All Exhibitors must have and wear an Exhibitor name badge to enter the Expo, including move in and move out. Exhibitor badges will not be mailed. You must pick up your badges at the Exhibitor Registration Desk when you set up your exhibit. Badges are **NOT** transferable and are valid only for the person in whose name it is issued. Show management will issue up to three (3) Exhibitor name badges per 10' x 10' booth, Stallion Avenue or Breed Row stall or each 500 square feet of bulk space. Additional badges are available (for booth employees only) at a cost of \$5.00 each. Additional badges are limited to a maximum of three (3) per 10' X 10' booth.

If your organization needs to admit more booth workers than allowed, you may purchase day passes for \$5.00 per person, per day for a **MAXIMUM** of five (5) additional day passes. Badges will not be issued for day passes; workers will receive a hand stamp for one day only. On your Exhibitor Sign and Badge form you must list the names of the booth workers needing these passes as well as the day they are working – the pass is good for the day listed only. Day pass workers must check in at the Exhibitor Registration Desk in the rear of

the New Expo Hall. If your group requires passes above those allowed, please contact our office to pre-purchase admission tickets.

In order for us to have your exhibitor name badges and show sign prepared prior to your arrival, **please return your exhibitor sign and badge form to our office no later than February 1.** It is recommended that you arrive early and pick up your badges in order to avoid lines immediately prior to the show opening. Also, please remember that Exhibitor Name Badges are for the use of persons working the booth and are not to be used by customers, friends and relatives for gaining admission to the show. Any booth worker not listed on the Exhibitor Sign and Badge Form will be required to purchase a full price admission ticket.

#### **FIRE MARSHALL REGULATIONS, GAS TANKS AND BATTERIES:**

Vendors displaying vehicles that use gasoline and/or batteries are required to empty all gas tanks, tape close all gas fill caps and disconnect all batteries. Vehicles will be inspected prior to the opening of the show for compliance. All curtains, draperies, streamers, surface coverings, etc. used as booth decoration **MUST BE FLAME PROOF. NO HELIUM BALLOONS, LIT CANDLES OR OPEN FLAMES OF ANY KIND ARE PERMITTED.**

#### **FOOD SERVICE VENDORS PLEASE READ:**

The Farm Show Complex contracts for all food services. However, Equestrian Promotions, Inc. is permitted to sell booth space to a few specialty food vendors, providing that all food items sold are packaged for consumption off-site in family package quantities. All food booths sold under this "consumption off-site" criteria are subject to advanced written approval by the Farm Show Complex.

#### **INTERNET SERVICE**

The Farm Show Complex offers free wireless internet service throughout the facility. As with any WiFi service, the connectivity level will vary throughout the Complex due to your location and other variables. While the service offered is free, there is no guarantee that it will always be available. If you require the internet or a phone line to conduct business, we strongly recommend that you contact a service provider to install a wired connection. Comcast: 603-665-3286 and ask for Paul Manley, Business Sales Rep. or you can email him at [Paul\\_Manley@comcast.com](mailto:Paul_Manley@comcast.com). Be sure to specify that you are looking for "temporary service" and be aware that you must call after the event to cancel your service. If you order connections through Comcast, please keep in mind that they are a private contractor and neither Equestrian Promotions, Inc. or the Farm Show Complex will be responsible for the timely connection of your telephone or internet lines. We HIGHLY recommend that you request a connection date of **Tuesday, February 25 and supply your booth number** in order to avoid potential conflicts and delays associated with vendor move-in. Orders must be received at least 5 business days prior to the event for timely connection.

When connecting to the Farm Show wireless system, the official network name is "FreeFarmshowWIFI". The free internet service offered is not secure. You should take precautions to ensure your computers are protected.

#### **LIABILITY:**

The Exhibitor is responsible for the booth area assigned and agrees to pay for any damage caused to the floor, walls, doors, other vendors' property etc. during the time he has contracted for the space (move in and move out included). Exhibitors should determine that their regular company insurance includes an extension of coverage for off premises and that they have their own theft, public liability and property damage insurance. **Equestrian Promotions, Inc. insurance policy does not provide this coverage for exhibitors.**

ALL Horse World Expo exhibitors, regardless of status (non-profit, for-profit, selling product, or just an informational booth), **MUST have liability insurance** and must have their insurance company send a **Certificate of Insurance naming Equestrian Promotions, Inc. as an additional insured.** For additional information on the Certificate of Insurance, please refer to the letter included in the Forms Section of this Exhibitor Information Package. When requesting the certificate from your insurance company, please verify that your policy expiration date is AFTER the final day of the show(s) you are attending. This certificate **MUST** be issued on an annual basis as the policy expiration date is listed on the certificate. **Exhibitors that do not have a valid certificate on file with Equestrian Promotions, Inc. prior to the start of the show may NOT set up their exhibit and risk losing their booth(s) with no refunds.** NO EXCEPTIONS will be made to this policy and no refunds will be issued.

#### **LOADING/UNLOADING:**

Exhibitors may load and unload their own vehicles. Equestrian Promotions, Inc. does not provide labor, handcarts or other equipment for exhibitor's use in loading and unloading. **No** vehicles may be driven into the Farm Show Complex buildings for unloading, so please plan accordingly.



**LODGING:**

Official housing for Horse World Expo is the Sheraton Harrisburg-Hershey (pet friendly, 10% meal coupon included) at \$102/nt, book by phone at 800-325-3535; Quality Inn Riverfront at \$95/nt, book by phone at 717-233-1611; and the Holiday Inn Harrisburg East at \$99/nt, book the Holiday Inn by calling 717-939-1600. The host hotels are full service hotels with a lounge and restaurant on-site or nearby. They may also have other amenities, please visit the hotel's websites to check for additional features. You may also search from 100s of area hotels at <http://travelserverevents.azurewebsites.net/2020HorseWorldExpo> We have arranged these special rates and the virtual travel agency for the convenience of our customers. Please see the Hotel Information Form included in this Exhibitor Information Package for more information.

**PARKING BY EXHIBITORS:**

**The Farm Show Complex charges a parking fee of \$10.00 per day, per vehicle for parking on Farm Show Complex lots.** This parking fee is required on show days only (Thursday-Sunday). There is no charge for parking during show set-up and tear down days (Wednesday and Monday). For your convenience, during set-up on Wednesday or Thursday you may purchase 1 or 4 day parking passes at the Exhibitor's Registration Desk at a reduced cost of \$5 per day or you may pre-order them for pick up when you arrive via the form in this packet. Vehicles with trailers attached are considered as one vehicle. Please refer to the enclosed Exhibitor Parking Diagram for additional details.

**RECREATIONAL VEHICLE HOOK-UPS AT THE FARM SHOW COMPLEX:**

A limited number of spaces are available for overnight RV use. RV facilities are available for the nights of February 26 - March 2, 2020 only (Wednesday - Sunday nights). Reservations are not required, but are first come, first served, rates are \$55 for the first day and \$10 for each additional day. This fee includes electric only, no water or dumping facilities are available, however there are showers on site. If camper requires more than two parking spaces, additional parking spaces can be purchased for \$10 per space per day. When you arrive, park near any light pole available, make note of the number on the pole and proceed to the Lobby to speak with Farm Show Complex security to arrange for electric.

**RETAIL SALES TAX LICENSES:**

All exhibitors making taxable sales must be registered with the State of Pennsylvania. Pennsylvania residents making taxable sales must have a Pennsylvania Sales Tax License, which they should already possess. Out-of-state exhibitors making taxable sales must obtain a Transient Vendor Certificate. There is no charge for this certificate and the required forms may be completed online: <https://www.pa100.state.pa.us/> There are two ways to register your business online. You may complete an online interview or you may complete the PA100 Enterprise Registration Form. Information is provided online relative to which method may be best suited for your business. If you do not have internet access you may call 717-787-1064 and have the forms faxed to you. Or, you may call 717-787-1064 and leave a message; the forms you request will be mailed to you. You may also write to PA Department of Revenue, Tax Forms Service Unit, 711 Gibson Blvd, Harrisburg, PA 17104-3200 and have the forms mailed to you. **When completing the forms, you will need to know that the Farm Show Complex is in Dauphin County, you may leave the "promoter number" field blank.**

Included with this Package is a form called the PA Retail Sales Tax Information Form. Pennsylvania law requires that Equestrian Promotions obtain this information for all exhibitors and forward the information to the PA Department of Revenue no later than 30 days from the opening of the show. Accordingly, please obtain the proper license, complete the Retail Sales Tax Information Form and return it to us ASAP, but no later than January 30. The PA Department of Revenue has informed us that exhibitors who are required to have a permit, and who set up their exhibit without the permit, may be subject to a fine of up to \$1500.00.

**SECURITY:**

In addition to perimeter security provided by the Farm Show Complex, Equestrian Promotions, Inc. will provide continuous security from 8 am Wednesday, February 26, until 11 am on Monday, March 2. Show management reserves the right to examine any and all packages brought onto show premises. In an attempt to combat shoplifting, it is recommended that exhibitors provide receipts for sales of merchandise. Additionally, show management suggests strongly that exhibitors exercise due diligence in protecting their merchandise against theft. As required by your show Contract, exhibitors should make sure that their business insurance policy includes protection from theft, as show management's insurance policy does not extend this coverage to exhibitors.

**SHIPPING INFORMATION:**

Items should be shipped to the Pennsylvania Farm Show Complex only as a last resort. If items are shipped to the facility, they will not be accepted prior to Wednesday February 26, 2020. Any items unclaimed after Tuesday, March 3, 11:00 am will be disposed of by the facility management. If you decide to ship items to the facility, they should be marked clearly **FOR HORSE WORLD EXPO** and **include your booth number and company name on the address label.**

The shipping address for the Pennsylvania Farm Show Complex is 2300 North Cameron Street, Harrisburg, Pennsylvania, 17110. The telephone number for the administrative office at the facility is 717-787-5373. Neither Equestrian Promotions, Inc. nor the Pennsylvania Farm Show Complex is responsible for the security, safekeeping, handling, unloading or loading of any items shipped to the facility. It is suggested strongly that all such shipments be insured for the full replacement value. **Neither Equestrian Promotions, Inc. nor the Pennsylvania Farm Show Complex assumes responsibility for item(s) delivered to the facility prior to, during or after the event. Do not ship anything to Equestrian Promotions, Inc. without prior written authorization.** Please refer to the Penn State Expo Services (PSES) decorating company portion of this package for more information on shipping.

**SHOW OFFICE:**

Show staff will be available to answer your questions during setup and show hours. Please visit the Exhibitor Registration Desk at the exhibitor entrance located adjacent to the loading dock at the rear of New Exhibition Hall. Those arriving with horses should check in directly at the Equine Barn during the hours shown on page 2 of this Exhibitor Package. Please instruct all employees to enter through the Exhibitor Entrance located next to the loading dock at the back of the Expo Hall, those entering through the lobby may have difficulty obtaining their credentials.

**TELEPHONES/DATA LINES:**

If you need a temporary telephone line installed in your booth or a hard-wired internet line, you may contact Comcast: 603-665-3286 and ask for Paul Manley, Business Sales Rep. or you can email him at [Paul\\_Manley@comcast.com](mailto:Paul_Manley@comcast.com). Be sure to specify that you are looking for "temporary service" and be aware that you must call after the event to cancel your service. If you order connections through Comcast, please keep in mind that they are a private contractor and neither Equestrian Promotions, Inc. or the Farm Show Complex will be responsible for the timely connection of your telephone or internet lines. We HIGHLY recommend that you request a connection date of **Tuesday, February 25 and supply your booth number** in order to avoid potential conflicts and delays associated with vendor move-in. Orders must be received at least 5 business days prior to the event for timely connection.

# BE A GOOD NEIGHBOR

## IMPORTANT SHOW GUIDELINES

### **SOLICITATION/SALES LITERATURE – NO SALES SOLICITATION OR DISTRIBUTION OF LITERATURE OUTSIDE OF YOUR BOOTH SPACE.**

**DISPLAYS** — Displays placed along the side drapes that are over 4' high should not extend into the booth more than 5' from the back. This will insure not obstructing the view of neighboring booths. Anyone whose booth will vary from this policy may be asked to rearrange their booth to adhere to this policy

**DEMONSTRATIONS** — When sampling, demonstrating and/or entertaining the attendees, booths must be arranged so that attendees coming into your exhibit do not block aisles or overlap into neighboring exhibits.

If you expect many attendees to congregate in one area at one time, you must leave space within your own exhibit area to absorb the majority of the crowd.

The aisles are the property of all exhibitors; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire exposition. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, this is an infringement on the other exhibitor's rights. Aisles must not be obstructed at any time.

**SOUND** — Police your own booth so the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with other exhibits and must be discontinued.

**GADGETS AND GIMMICKS** - The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise-making devices are restricted to within the booth. Balloons, horns, odors and congestion are subject to the individual exposition's rules. Show Management reserves the right to determine when such items become objectionable.

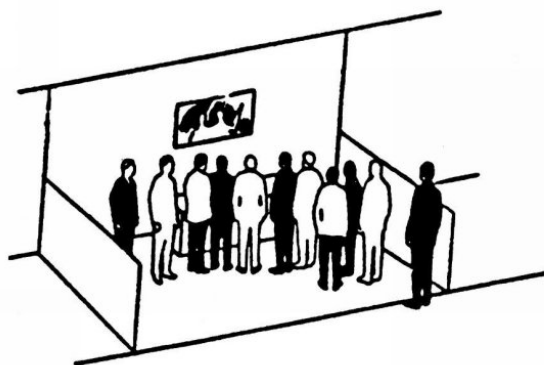
The exposition is an amalgamation of many diverse selling and promotional activities. To be fair to all exhibitors, the use of sound, gadgets and gimmicks where permitted by exposition rules must not interfere with other exhibitors.

### **NO HELIUM BALLOONS, LIT CANDLES OR OPEN FLAMES OF ANY KIND ARE PERMITTED BY ORDER OF THE FIRE MARSHALL.**

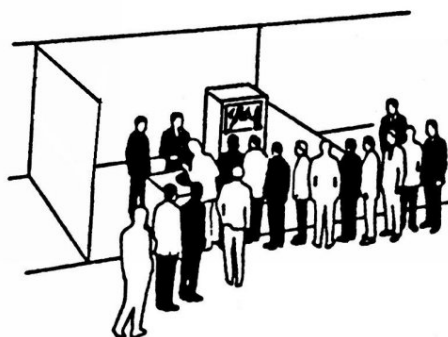
Air filled balloons are allowed.

At no time will any vendor place any product or display in any travel aisle.

Double sided signs must not be viewable from adjacent aisles.



Right



Wrong

While at Horse World Expo, plan to stay at one of the area's host hotels or use our virtual travel agency to search for additional hotels. Our host hotels are located just minutes from the Farm Show Complex. Contact your favorite hotel directly and tell them you are booking for Horse World Expo or use our virtual travel agency to search additional hotels and make reservations on-line. Be sure to mention Horse World Expo when calling the host hotels to get these special show rates. (The show rate is plus tax, single, double occupancy.) The host hotel rates are scheduled to end **February 13!** Be sure to **BOOK NOW** or our virtual travel agency, which is available 24 hours a day.

*The following host hotels are pleased to offer all participants of Horse World Expo a preferred rate.*

### **Quality Inn**

#### **Riverfront**

525 Front Street  
Harrisburg, PA 17104

**\$95\* plus tax, Includes hot breakfast**

Pets Allowed

*To Book by Phone: 717-233-1611*

### **Staybridge Suites**

#### **Harrisburg Hersey**

920 Wildwood Park Drive, Harrisburg  
(next to the Farm Show Complex)

**10% off regular room rates**

**Ask for Farm Show Corporate Rate**

**or use code IPFMS**

Pets Allowed

*To Book by Phone: 877-238-8889*

### **Sheraton**

#### **Harrisburg-Hershey**

4650 Lindle Road  
Harrisburg, PA 17111

**\$99\* plus tax, 10% meal discount included**

Pets Allowed, No additional charge

*To Book by phone: 800-325-3535*

### **Holiday Inn**

#### **Harrisburg East**

815 S. Eisenhower Blvd  
Middletown, PA 17057

**\$99\* plus tax**

No Pets Allowed

*To Book by Phone: 717-939-1600*

**\*These Rates Expire Feb 13<sup>th</sup>, BOOK NOW**

A limited number of rooms are available at these rates.

Reservations must be cancelled 72 hours prior to arrival.

Room type is a request only.

Additional hotels are available on our website

OR search the lowest rates at over 100 area hotels  
and book line using our **[VIRTUAL TRAVEL AGENCY](#)**.

Please visit our website for additions to our host hotels and book online!

**[www.horseworldexpo.com](http://www.horseworldexpo.com)**

*We have learned that some vendors have been contacted by several companies concerning hotel reservations for Horse World Expo. Please be aware that the ONLY host hotels and approved representatives for Horse World Expo are listed here. We have not authorized any company to contact our vendors, they do not represent Equestrian Promotions, Inc. or Horse World Expo and we recommend you proceed with extreme caution if you choose to do business with any booking company or booking agent not listed here. The ONLY hotels that have contracts with us are listed here.*

**PENN STATE EXPO SERVICES****2750 PAXTON ST. UNIT 3 HARRISBURG, PA 17111****PHONE: 717-564-2658 FAX: 717-564-2980****E-MAIL: pennstateexpo@verizon.net****FURNITURE, ACCESSORIES & FLOOR COVERING**Name of Exposition: ☐ Horse World Expo ☐

Event Colors: Horse World Expo - Green &amp; White

Booth # \_\_\_\_\_ Date: \_\_\_\_\_

All charges for services must be paid in advance or on site by either cash, check or for your convenience Master Card, Visa, Discover or American Express.

**Discount prices only apply to orders with payment received in full at the above address prior to one week before first setup date.****EXECUTIVE FURNISHINGS**

ITEM NO.	QTY		DISCOUNT PRICE	STANDARD PRICE
110	_____	Chair-Padded Side	\$30.00	\$39.00
120	_____	Chair-Padded Arm	\$35.00	\$41.00
130	_____	Chair-Contour Side	\$25.00	\$28.00
140	_____	Stool-Padded High	\$35.00	\$45.00
210	_____	Easel	\$25.00	\$30.00
220	_____	Wastebasket	\$10.00	\$12.00
230	_____	Coat Tree	\$25.00	\$30.00

Other special items available upon request.  
(Sofa's, coffee tables, lamps, etc.)**CARPETING**

ITEM NO.	COLOR CODE	QTY	SIZE	DISCOUNT PRICE	STANDARD PRICE
300	_____	_____	9' X 10'	\$90.00	\$110.00
400	_____	_____	9' X 20'	\$175.00	\$225.00
500	_____	_____	9' X 30'	\$250.00	\$310.00
600	_____	_____	9' X 40'	\$325.00	\$405.00
700	_____	_____	9' X 50'	\$400.00	\$500.00
800	_____	_____	9' X 60'	\$505.00	\$605.00

Special cut carpet available at \$1.75 per square foot (includes taping and installation) please include information on size and instructions. When ordering, please include color you prefer by clearly printing numeric/alpha code in column marked color. Available colors listed below:

**RED(10) BLUE(20) GRAY(40) BLACK(90) BURGUNDY(70)**

Note: Colors and sizes guaranteed only if ordered two weeks in advance of the event. Other colors available upon request.

**DRAPERY** Linear Foot

ITEM	COLOR CODE	QTY		DISCOUNT PRICE	STANDARD PRICE
1800	_____	_____	8' High Drapery	\$4.50	\$6.50
400	_____	_____	3' High Drapery	\$4.00	\$6.00

When ordering drapery, colors can be made in one or two color combinations. Drapery to be ordered according to linear feet required. Color codes listed below:

**RED (01) BLUE (02) GOLD (03) LT. GRAY (04) WHITE (06)  
BURG (07) GREEN (08) BLACK (09) BEIGE (11) DK. GRAY (12)****WOOD DISPLAY TABLES - TOPPED & UNSKIRTED**

ITEM NO.	QTY	DESCRIPTIVE SIZE	DISCOUNT PRICE	STANDARD PRICE
1042	_____	2' X 4' Wood 30" High	\$30.00	\$44.00
1062	_____	2' X 6' Wood 30" High	\$35.00	\$49.00
1082	_____	2' X 8' Wood 30" High	\$40.00	\$54.00
1142	_____	2' X 4' Wood 42" High	\$42.00	\$57.00
1162	_____	2' X 6' Wood 42" High	\$47.00	\$62.00
1182	_____	2' X 8' Wood 42" High	\$52.00	\$67.00
160	_____	30" Pedestal 30" High	\$50.00	\$59.00
9511	_____	40" Pedestal 40" High	\$68.00	\$75.00

**WOOD DISPLAY TABLES - TOPPED & SKIRTED**

ITEM NO.	COLOR CODE	QTY	DESCRIPTIVE SIZE	DISCOUNT PRICE	STANDARD PRICE
1041	_____	_____	2' X 4' Wood 30" High	\$47.00	\$62.00
1061	_____	_____	2' X 6' Wood 30" High	\$57.00	\$72.00
1081	_____	_____	2' X 8' Wood 30" High	\$65.00	\$82.00
1141	_____	_____	2' X 4' Wood 42" High	\$67.00	\$87.00
1161	_____	_____	2' X 6' Wood 42" High	\$77.00	\$97.00
1181	_____	_____	2' X 8' Wood 42" High	\$87.00	\$107.00
150	_____	_____	30" Pedestal 30" High	\$67.00	\$77.00
9129	_____	_____	40" Pedestal 40" High	\$85.00	\$95.00

Available colors are as follows:

**RED (1RD) BLUE (2BL) GOLD (3GD) LT. GRAY (4GY)  
WHITE (6WH) BURG (7BU) GREEN (8GR) BLACK (9BK)****TABLE TOP RISERS - AVAILABLE UPON REQUEST**

Exhibitor's Special Request:

**M/C****VISA****AMERICAN EXPRESS****DISCOVER**

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Account Number

SUB TOTAL \_\_\_\_\_

6% SALES TAX APPLIES \_\_\_\_\_

TOTAL DUE WITH ORDER \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

All materials remain the property of the contractor. Prices cover rental only.

1 1/2% per month on unpaid balance starting from the date of invoice.

COMPANY \_\_\_\_\_

PURCHASE ORDER # \_\_\_\_\_ BOOTH # \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP \_\_\_\_\_ PHONE \_\_\_\_\_

**Materials returned after being delivered to exhibitor's location will be surcharged at 1/2 regular price.**

**PENN STATE EXPO SERVICES****2750 PAXTON ST. UNIT 3 HARRISBURG, PA 17111****PHONE: 717-564-2658 FAX: 717-564-2980 E-MAIL: pennstateexpo@verizon.net****DRAYAGE AND MATERIAL HANDLING INFORMATION****THIS SERVICE:**

Penn State Expo Services, Inc. is responsible for maintaining in and out traffic schedules. To assure orderly and expeditious handling of exhibit material in and out of the Show, it is suggested that exhibitors clear all movements of exhibit material through the Official Drayage Contractor.

Outbound shipping instructions should be given to the Official Drayage Contractor at the earliest possible time. All bill of lading and shipping instructions covering outbound shipments will be checked at the time of loading and corrections made where necessary. Freight remaining on the exhibit floor without proper instructions for deposition will be removed and shipped using available information.

**LIMITATION OF PSES'S LIABILITY & RESPONSIBILITY**

PSES shall not be responsible for damage to uncrated materials, materials improperly packed or concealed damage.

PSES shall not be responsible for loss, theft, or disappearance of exhibitor's materials after same have been delivered to exhibitor's booth.

PSES shall not be responsible for loss, theft, or disappearance of materials before they are picked up from exhibitor's booth for re-loading after the Show. Bills-of-lading covering outgoing shipments which are furnished to PSES by exhibitors will be checked at time of actual pickup from booth and corrections made where discrepancies occur.

PSES shall not be responsible for any loss, damage, or delay due to fire, Acts of God, Strikes, lockouts or work stoppages of any kind, or to any causes beyond its control.

PSES's liability shall be limited to the physical loss or damage to the specific article which is lost or damaged, and in any event PSES's maximum liability shall be limited to \$1.00 per pound per article, with a maximum liability of \$500.00 per item and \$10,000.00 per shipment.

PSES shall not be liable to any extent whatsoever for any actual, potential, or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibitor's materials which may make it impossible or impractical to exhibit same.

The consignment or delivery of a shipment of PSES by an exhibitor, or by any shipper on behalf of any exhibitor, shall be constructed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set fourth in this Bulletin. All handling charges are the responsibility of the exhibitor.

Exhibitors are urged to carry all risk floater insurance covering materials against damage, loss, and all other hazards from the time shipment is made prior to the show until shipments are received back after the show. This can be done by adding "riders" to existing policies, often at no additional cost.

In order to expedite removal of material, we shall have the authority, without further clearance with exhibitors, to change designated carriers, if designated carriers do not pick up on time.

Oversized, loose and uncrated shipments and late deliveries requiring Special Handling will be surcharged an additional 35%. Surcharge will be added to the listed rates.

**RATE SCHEDULES**

1.	Shipments received at advance warehouse, unloaded, stored for 30 days, delivered to the unloading area of the exhibit facility, taken to the exhibitor's booth, empty packing cases removed to storage and returned to booth, shipments picked up at exhibitor's booth at the close of the convention, moved to the loading areas, reloaded on trucks, for pick up by common carrier.	IN AND OUT PER CWT	*Inbound and/or Outbound Minimum
		\$40.00	\$60.00
2.	Shipments received at the exhibit facility, unloaded from exhibitor or common carrier vehicles, delivered to the exhibitor's booth, empty packing cases removed to storage and returned to booth, shipments picked up at exhibitor's booth at the close of the Show, moved to the loading area, reloaded on trucks, for pick up by common carrier.	S.T./Per CWT	O.T./Per CWT
		8:00 a.m. to 4:00 p.m.	After 4:00 p.m. Sat., Sun., & Holidays
		\$40.00	\$60.00

UPS Shipments: Drayage charges are based on the day shipments arrive at destination and not by how they are shipped by the manufacturer from point of origin.

**6%PA SALES TAX**

**PENN STATE EXPO SERVICES****2750 PAXTON ST. UNIT 3 HARRISBURG, PA 17111****PHONE: 717-564-2658 FAX: 717-564-2980****E-MAIL: pennstateexpo@verizon.net****DRAYAGE AND MATERIAL HANDLING INFORMATION (Con't)**

PENN STATE EXPOSITION SERVICES, INC. utilizes a trucking company of our choice after the show. If you would like us to handle your outbound freight with a trucking company of our choice, we will use our account number and then bill you directly for those charges. If you have an account with another trucking company or air freight company, feel free to make arrangements with them. PSES is not responsible for rate differences. If using your account number, **YOU** must call and make arrangements with your company to pick up the freight at a particular time and date after the show. We can provide you with the proper address of the facility where it needs to be picked up, or our PSES warehouse address for pick up there.

We have Freight bill of lading on hand and can help you fill them out. Remember, inbound shipments before the show must be prepaid and outbound shipments after the show must be collect. (See page 1 of the drayage forms.) or you may utilize your own account number.

You are free to ship via anyone you care to, inbound to PSES before the show.



**PENN STATE EXPO SERVICES****2750 PAXTON ST. UNIT 3 HARRISBURG, PA 17111****PHONE: 717-564-2658 FAX: 717-564-2980 EMAIL: pennstateexpo@verizon.net****DRAYAGE AND MATERIAL HANDLING/  
RATE SCHEDULE AND ORDER FORM**

Company \_\_\_\_\_

Event: Horse World Expo

Address \_\_\_\_\_

Date \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Booth Number \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

Signature \_\_\_\_\_

**\*\*\*\*\*DEADLINE TO RECEIVE FREIGHT WILL BE ONE WEEK PRIOR TO SHOW START\*\*\*\*\*****Shipping Address  
and Consign:****PENN STATE EXPOSITION SERVICES, INC.  
2750 PAXTON STREET UNIT 3  
HARRISBURG, PA 17104**

Drayage and Material Handling Service provides to Exhibitors a facility to receive their freight and at the end of the show place the shipment in the hands of a common carrier.

**The Exposition Site has no facilities for receiving exhibit material prior to a specified move-in date.**

NOTE: Shipping of any material to this address or the show site institutes an order and you will be charged at prevailing rates. PA SALES TAX APPLIES TO THIS SERVICE.

The charges for our services do not include the billing payable to your shipper whether it be a common carrier or other form of transportation. Your company is responsible for making inbound shipments prepaid and outbound shipments are to be collect.

**THIS IS NOT A BILL OF LADING. A BILL OF LADING MUST BE FILLED OUT AND RETURNED TO DECORATOR BEFORE REPRESENTATIVE LEAVES SHOW SITE AT END OF SHOW.**

INBOUND SHIPMENTS TO THE EXPOSITION	
PLEASE COMPLETE IF INFORMATION IS AVAILABLE AT TIME OF SHIPMENT.	
SHIPPER (NAME)	SHIPPED FROM (CITY)
SHIPPED VIA (TRUCK LINE)	PRO. NO.
SHIPPED ON (DATE)	ESTIMATED ARRIVAL
TOTAL NO. SHIPMENTS	TOTAL NO. PIECES / WT.

OUTBOUND SHIPMENTS AFTER THE EXPOSITION
SHIP TO (CONSIGNEE NAME)
STREET ADDRESS
CITY STATE
TOTAL NO. OF PIECES / TOTAL WT. OF SHIPMENT

Description of Material to be shipped: \_\_\_\_\_

Send Outbound Freight Charges to:

NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

ATTENTION: \_\_\_\_\_

**PENN STATE EXPO SERVICES****2750 PAXTON ST. UNIT 3 HARRISBURG, PA 17111****PHONE: 717-564-2658 FAX: 717-564-2980****EMAIL: pennstateexpo@verizon.net****LABOR ORDER FORM**

Company \_\_\_\_\_

Event: Horse World Expo

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

On Site Representative \_\_\_\_\_

Date \_\_\_\_\_

Booth Number \_\_\_\_\_

Signature \_\_\_\_\_

Arrival Time \_\_\_\_\_ Date \_\_\_\_\_

In the interest of prompt and efficient processing of exhibitor's labor requirements for set up and dismantling of exhibits, it is urged that advance notice be provided on this form. Orders received at the show will be processed after advance orders in all cases.

We will require labor to this schedule:

	Number of Men	Date	Time	Approx. Hours
Labor to Set Up Display				
Carpenter to Set Up Display				
Labor to Dismantle Display				
Carpenter to Dismantle Display				

**Please Indicate Service Desired:**

(If procedure is not indicated, no advance order will be assigned until exhibitor reports to service desk.)

Forklift &amp; driver charge is \$125.00 per hr. and \$170.00 Overtime

Date \_\_\_\_\_ Time \_\_\_\_\_

A minimum charge of 1 hour for all services. (Crew - Driver &amp; Laborer)

Please read carefully the following procedures when ordering skilled labor for the installation and dismantling of your exhibit.

\* A four (4) hour minimum per man will be charged if exhibitor does not pick up pre-ordered labor on the day requested.

\* NOTE: All labor prices quoted are prevailing rates at time of printing, subject to change without notice.

\* A 15% service charge will apply if labor is ordered at Service Desk before or after event.

\* Penn State Exposition Services will not assume responsibility for damages to exhibitors equipment by temporary or fulltime employees when ordered without Penn State Exposition Services Supervision.

**SUPERVISION**

Proceed with installation at the earliest possible time.

Exhibit will be installed on straight time whenever possible.

☐ Setup drawing/photos enclosed.☐ Setup drawing/photos with exhibit.

Instructions should be provided. Penn State Exposition Service personnel will supervise, but blueprints, etc., will facilitate an economical, correct installation

A supervision charge of 30% will be added.

**LABOR REQUEST**

Do Not Proceed. Exhibitor's representative will call at the service desk for labor at \_\_\_\_\_\* AM/PM

No men will be dispatched direct to the booth.

Exhibitors must come to the service desk to sign in for men required.

Exhibitor agrees to return to labor desk to check in labor at completion of work each day.

\*Note that starting times other than 8 AM cannot be guaranteed.

**LABOR RATES**

Straight Time.....\$55.00

Overtime.....\$85.00

Carpenter.....\$75.00

Carpenter.....\$105.00

Minimum: One Hour per man

Straight time: 8:00 AM to 4:30 PM Monday through Friday except holidays. All other hours are overtime. All labor rates subject to union contract increases.

**NOTE: IF EXHIBITOR FAILS TO PICK UP MEN AT TIME ORDERED, A ONE HOUR PER MAN NO-SHOW CHARGE WILL BE APPLIED.**

Labor and services ordered on behalf of the exhibitor by display houses or other third parties must be so authorized in a letter form from the exhibitor. Payment for all services is the responsibility of the exhibitor.

**PENN STATE EXPO SERVICES**  
**2750 PAXTON ST. UNIT 3 HARRISBURG, PA 17111**  
**PHONE: 717-564-2658 FAX: 717-564-2980**  
**E-MAIL: pennstateexpo@verizon.net**

## Credit Card Authorization

TO EXHIBITORS: **HORSE WORLD EXPO**

Full Payment, including applicable sales/use taxes, must be included with your order(s).

**PSES offers you the option to charge the amount of your advance order(s) to your credit card account.**

If you wish to use this method of payment, please complete the information requested below and return the completed form with your order(s).

Charge (Check one):

☐

Mastercard

☐

American Express

Expiration date: \_\_\_\_\_

☐

Visa (Bank Americard)

☐

Discover

Security Code: \_\_\_\_\_

Account Number

Signature: \_\_\_\_\_

PLEASE PRINT CLEARLY THE FOLLOWING INFORMATION

Cardholder's Name: \_\_\_\_\_

Booth Number: \_\_\_\_\_

Cardholder's Billing Address: \_\_\_\_\_

For your Convenience, we also process your card for payment of any additional charges incurred at show site for services provided by PSES. We will provide this service automatically, unless you indicate below you do not want us to proceed in this manner.

☐

DO NOT use the card for additional services

**All charges for services and/or equipment must be paid in advance or on site by either cash, check or for your convenience credit card.**

Company _____	Date _____
Address _____	
STREET	CITY
STATE	ZIP
Auth. Signature _____	Phone _____

Revised 4/01

**This form is for ordering booth accessories, Drayage or Labor from Penn State Expo Services Only**

## Check List - Horse World Expo

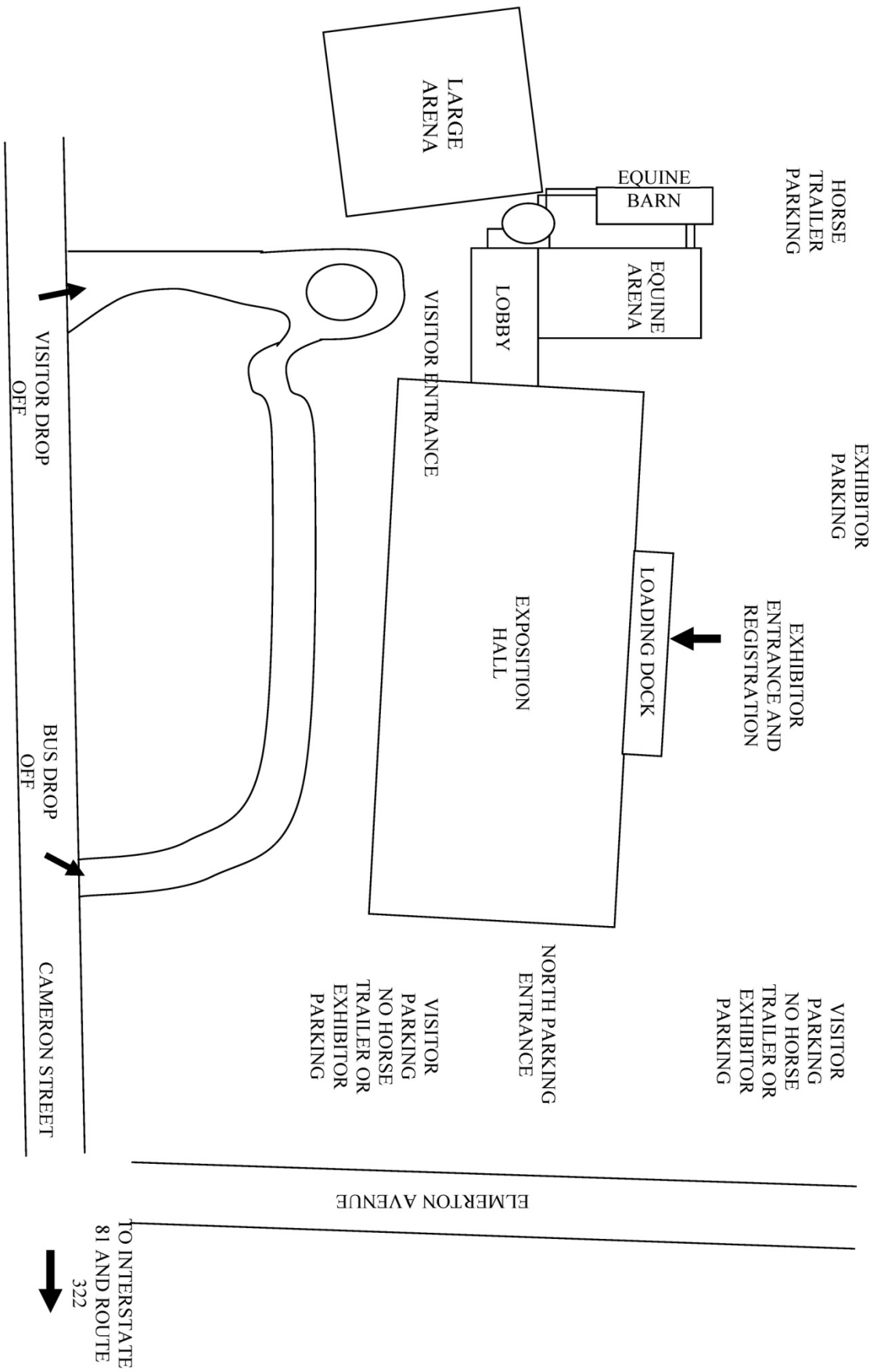
Please use this checklist to help with deadlines and as a reminder for other items concerning your participation in Horse World Expo. Information on each item can be found in the Exhibitor Information Package. Most, if not all, of your questions will be answered in the Package. Please plan ahead to avoid unnecessary costs and delays.

- \_\_\_\_\_ 11/15 - Minimum of 60% of booth rent due in the office of Equestrian Promotions, Inc.
- \_\_\_\_\_ 1/15 or 10 days after receipt, signed rental contract due in the office of Equestrian Promotions, Inc.
- \_\_\_\_\_ **Web Page Advertising Form** to be sent to Equestrian Promotions, Inc. See page 5.
- \_\_\_\_\_ 12/30 - Balance of booth rent due in the office of Equestrian Promotions, Inc.
- \_\_\_\_\_ 01/25 - Program ad deadline due, contact The East Coast Equestrian for these ads. Phone: 717-509-9800.
- \_\_\_\_\_ 02/01 - **Electrical Service Order Form** due. Orders placed after this date cannot be guaranteed. See page 6.  
Please note that the Farm Show Complex adds a \$50 late fee to all orders placed after the 02/01 deadline
- \_\_\_\_\_ Order telephone lines or internet service if required - contact Comcast 603-665-3286 and ask for Paul Manley and explain that you need "temporary service", request install date of Tuesday February 25.
- \_\_\_\_\_ 01/30 - **Pennsylvania Retail Sales Tax Info. Form** due in the office of Equestrian Promotions. See page 7.
- \_\_\_\_\_ 01/30 - **Sign and Badge Form** due in the office of Equestrian Promotions. See page 8.
- \_\_\_\_\_ 02/10 - Orders due to decorating company, Penn State Expo Svcs. Discount pricing requires full payment.

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

This form is for your use; please keep for your records.

**PLEASE NOTE:** Tables, chairs, carpeting, etc. are **NOT** provided with your booth. These items may be ordered through the decorating company. Order forms for these items are included in the Exhibitor Information Package. **Your booth does NOT include electrical.** If you have electrical needs please refer to the Electrical Order Form in your Exhibitor Information Package. The advance rate pricing deadline for additional electric is February 1.





## EQUESTRIAN PROMOTIONS, INC.

P O Box 924, Bel Air, MD 21014 • 301-916-0852 • FAX 301-916-0853  
www.horseworldexpo.com • info@horseworldexpo.com

Dear Horse World Expo Exhibitor:

If you were an exhibitor at Horse World Expo last year, you may recall that our insurance company requires all exhibitors to name Equestrian Promotions, Inc, as an additional insured on their liability insurance policy and have a Certificate of Insurance forwarded to Equestrian Promotions, Inc. at least 30 days prior to the event. This requirement is also outlined on your Application for Booth Space.

ALL Horse World Expo exhibitors, regardless of status (non-profit, for-profit, selling product, or just an informational booth), **MUST** have liability insurance and must have their insurance company send a **Certificate of Insurance naming Equestrian Promotions, Inc. as an additional insured**. When contacting your insurance company, please verify that your policy expiration date is **AFTER** the final day of the show(s) you are attending. This certificate **MUST** be issued on an annual basis, as the policy expiration date is listed on the certificate. All certificates must list the company name shown on your Application for Booth Space as the insured. If you are doing multiple shows with us, you may list all Horse World Expo shows on one certificate. ***Vendors that do not have a valid certificate on file with Equestrian Promotions, Inc. prior to the start of each show may NOT set up their exhibit and risk losing their booth(s) with no refunds.*** NO EXCEPTIONS will be made to this policy. If you do not currently have your own liability insurance policy, we would like to recommend you contact DHC Insurance LLC. They provide affordable single event coverage. You may reach them by phone at 888-288-1829 or on the web, [www.DHCINS.com](http://www.DHCINS.com) and select Horse World Expo from the drop-down menu.

Certificates may be mailed to Equestrian Promotions, Inc, P.O. Box 924, Bel Air, MD 21014, emailed to [info@horseworldexpo.com](mailto:info@horseworldexpo.com) or faxed to 301-916-0853. If you have questions concerning this matter, please do not hesitate to contact our office.

Sincerely,

Denise Parsons  
President



## Horse World Expo Sponsorship Information

Horse World Expo is pleased to announce our sponsorship program for 2020. Sponsorship offers you a way to become a bigger part of Horse World Expo and receive more benefits which extend throughout the year. This is your opportunity to be recognized as being a part of one of the largest horse expos in the country. Our programs are designed to offer many levels of sponsorship that will fit your advertising budget. Get the most from your Expo experience by becoming a named sponsor of Horse World Expo. Some of the sponsorship packages available for the 2020 Horse World Expos include:

### Horse World Expo Supporting Sponsor - \$250

Supporting Sponsors receive priority booth selection, daily public announcements during the event, mention as a sponsor and a BannerAd (\$150 value) on the Horse World Expo website, a highlighted vendor listing on the website and two VIP tickets for the Friday performance of Theatre Equus.

### Horse World Expo Contributing Sponsor - \$500

In addition to receiving all the benefits listed above for a Supporting Sponsor, Contributing Sponsors also receive mention in all printed advertising including magazine advertisements, direct mail advertisements, the Official Show Program and one 4-day parking pass.

### Horse World Expo Show Sponsor - \$1500

In addition to the Contributing Sponsor benefits described above, Show Sponsors will receive PRIME mention in all printed advertising, show flyers, direct mail advertisements, the Official Show Program, one 10 x 10 booth or \$675 credit towards a larger booth, five banner placements in conspicuous locations at the Expo, two additional VIP tickets for the Friday performance of Theatre Equus, one complimentary electric outlet and three additional 4-Day parking passes.

### Show Site Advertising Sponsor - \$500

This sponsorship is available to companies that have a vendor booth at the sponsored event. This sponsorship includes all of the Supporting Sponsor benefits listed above and provides additional show site exposure through advertising items made available to show patrons. Specific examples include shopping bags placed at the show entrances, disposable trash receptacles placed around the show site, and other items that would provide a useful service to show attendees. Promotions of this type are an excellent method of making your company name and logo visible to tens of thousands of show attendees. The promotional items, which could include the sponsor's name, logo, contact info, web address, etc, are provided by the sponsoring company and would be given away at no charge to show attendees. We are interested in helping exhibitors promote their business and we will be pleased to discuss any ideas you have.

### Equipment Sponsorships

There are several sponsorships available for equipment used during the show. Please contact our office for details and availability. Benefits to Equipment Sponsors vary depending on the value of equipment donated for use by the Expo.

### Custom Sponsorship Packages

Horse World Expo wants you to get the most for your advertising dollar and your Expo experience. Let us know what sponsorship benefits are important to you and let us custom design a sponsorship package that will work within your budget. Contact our office for more information. Our sponsors are noticed all year, leading into and following Horse World Expo. Let us help you be more visible at Horse World Expo!

***Act now to get maximum exposure for your company at Horse World Expo***

Contact our office to get more information on our sponsorships:

Equestrian Promotions, Inc.  
Denise Parsons  
P.O. Box 924  
Bel Air, MD 21014  
301-916-0852; 301-916-0853 (fax)  
info@horseworldexpo.com



## **Web Page Advertising Form**

Equestrian Promotions, Inc., is pleased to offer advertising space on our web page. Please view our website: [www.horseworldexpo.com](http://www.horseworldexpo.com). Our website is viewed by tens of thousands of horse enthusiasts yearly. By advertising, your ad will be seen by these potential customers. Ads will be displayed until the end of December 2020.

To place an ad, please complete this form, send required information and full payment. Your ad will appear within 10 working days of receipt of your payment.

\_\_\_\_\_ **MailLink** – This service provides a clickable link to your company's email address by clicking on your company's name on our list of vendors. The annual fee for this service is \$15.

\_\_\_\_\_ **WebLink** – This service provides an instant link to your web page by clicking on your company's name in our list of vendors and on our interactive floor plan. The annual fee for this service is \$35

\_\_\_\_\_ **BannerAd** – This service provides a clickable link to your web page accessible from our home page and vendor list page. This service requires that you provide the graphic file to be included on the web page. This service also includes WebLink and MailLink. The annual fee for this service is \$150. Banner Ad specs are as follows: Size: 250w X 120h max, jpeg. Please email the banner graphic file to [info@horseworldexpo.com](mailto:info@horseworldexpo.com). If you do not have someone that can prepare this banner graphic, please contact us and we can create a basic ad for \$25.

Please complete the following to take advantage of these services:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Web Address: \_\_\_\_\_

Service Requested: \_\_\_\_\_

### **Please mail this form and full payment to:**

Equestrian Promotions, Inc.  
P.O. Box 924  
Bel Air, MD 21014

You may also email to [info@horseworldexpo.com](mailto:info@horseworldexpo.com) or fax to 301-916-0853 with credit card information for payment

# ELECTRICAL SERVICE AND PARKING PASS ORDER FORM

ADVANCE PRICING DEADLINE: February 1

SUBMIT THIS ORDER FORM AND PAYMENT TO:

Equestrian Promotions  
P O Box 924, Bel Air, MD 21014

## HORSE WORLD EXPO - 2020

The rates listed below are for one 120 volt 20 amp outlet - each outlet has 2 receptacles. The charge for electric service includes electricity, installation of outlet in the most convenient location and removal of the outlet upon completion of the show. **FOR ORDERS PLACED AT THE SHOW SITE, WE CANNOT GUARANTEE ELECTRICAL CONNECTION FOR THE FIRST DAY OF THE SHOW. ALSO, PLEASE NOTE THAT THE FARM SHOW COMPLEX CHARGES A SURCHARGE OF \$50.00 FOR ALL ELECTRICAL ORDERS RECEIVED AFTER February 1.**

**The Farm Show Complex charges a parking fee of \$10.00 per day, per vehicle for parking on Farm Show Complex lots.** This parking fee is required on show days only (Thursday-Sunday). There is no charge for parking during show set-up and tear down days (Wednesday and Monday). For your convenience, you may purchase 1 or 4 day parking passes at a reduced cost of \$5 per day. Vehicles with trailers attached are considered as one vehicle. Pre-purchased parking passes will be available for pick up at vendor registration when you arrive at the event, **they will not be mailed to you**, so please plan accordingly.

NO CREDITS will be issued for electrical service or parking passes ordered but not used. We are unable to replace lost parking passes, so be sure to treat them as you would cash.

<u>Amperage</u>	<u>Number of Connections</u>	<u>Advanced Order Price</u>	<u>AFTER FEB. 1</u>	<u>Extended Total</u>
20 Amps (includes one 120 volt outlet with 2 receptacles)		\$ 135.00	\$185.00	
4-Day Parking Pass \$20	Qty: _____			
1-Day Parking Pass \$ 5	Qty: _____			
(Parking passes will be available for pick up at Exhibitor Registration when you arrive, they will not be mailed)				

Please submit this form and payment directly to Equestrian Promotions, Inc.

### ORDER SUMMARY

TOTAL: \$ \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth: \_\_\_\_\_

### CREDIT CARD INFORMATION AND AUTHORIZATION

Visa, MasterCard, Discover or American Express

Card Holder Name (Please Print): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Zip Code for this card: \_\_\_\_\_ Security Code: \_\_\_\_\_ (located on rear of card)

**You may fax credit card orders to 301-916-0853 or  
mail check to Equestrian Promotions, Inc. P.O. Box 924, Bel Air, MD 21014**

## **Pennsylvania Retail Sales Tax Information Form**

All exhibitors making taxable sales must be registered with the State of Pennsylvania. Pennsylvania residents making taxable sales must have a Pennsylvania Sales Tax License, which they should already possess. Out-of-state exhibitors making taxable sales must obtain a Transient Vendor Certificate. There is no charge for this certificate and the required forms may be completed online: <https://www.pa100.state.pa.us/>. There are two ways to register your business online. You may complete an online interview or you may complete the PA100 Enterprise Registration Form. Information is provided online relative to which method may be best suited for your business. If you do not have internet access you may call 717-787-1064 and have the forms faxed to you. Or, you may call 717-787-1064 and leave a message; the forms you request will be mailed to you. You may also write to PA Department of Revenue, Tax Forms Service Unit, 711 Gibson Blvd, Harrisburg, PA 17104-3200 and have the forms mailed to you. **When completing the forms, you will need to know that the Farm Show Complex is in Dauphin County, you may leave the "promoter number" field blank.**

Pennsylvania law requires that Equestrian Promotions obtain the information on the below form for all exhibitors and forward the information to the PA Department of Revenue no later than 30 days from the opening of the show. Accordingly, please obtain the proper license, complete the below form and return it to us ASAP, but no later than February 1, 2020.

The PA Department of Revenue has informed us that exhibitors who are required to have a permit, and who set up their exhibit without the permit, may be subject to a fine of up to \$1500.00. If you will not be selling any products, please return this form to us stating such.

**Please complete the below form and return by January 30 to:**

**Equestrian Promotions, Inc.  
P O Box 924  
Bel Air, MD 21014  
or fax to 301-916-0853**

### **TRADE SHOW LIST**

BUSINESS NAME:		OWNER'S NAME:		
ADDRESS:			STATE	ZIP CODE
FEDERAL EIN:		* PENNSYLVANIA SALES TAX ID:		
SHOW NAME: HORSE WORLD EXPO		SHOW DATE: 2/27 - 3/1/2020		
SHOW ADDRESS: STATE FARM SHOW COMPLEX, 2300 N. CAMERON ST, HARRISBURG, PA 17110				
CHECK APPROPRIATE BOX: <input type="checkbox"/> SOLE PROPRIETORSHIP <input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> CORPORATION				

\* PA Sales Tax ID is required information on this form if you are selling taxable items.  
Please do not return forms missing your Tax ID

## **Exhibitor Sign & Badge Form**

1. **This form must be returned no later than January 30.** Please fill out this form and return to:

Equestrian Promotions, Inc.

P.O. Box 924

Bel Air, Maryland 21014

FAX: 301-916-0853

2. Exhibitor or firm name **as you want it to appear on your sign and badges** (please type or print clearly).

NAME: \_\_\_\_\_

☐ **Please check here if you DO NOT NEED A SIGN.**

### ***PLEASE READ THOROUGHLY***

3. Please list the names of individuals manning your exhibit at the show.

Badges must be visible in order to be admitted to the show during move in, show hours and move out. Badges are valid only for the person in whose name it is issued.

Badges will be issued up to three (3) per 10' x 10' booth or Stallion Avenue / Breed Row stall. Trailer dealers and other bulk space exhibitors are issued three (3) badges per 500 square ft of exhibit space. Additional badges are available (for booth employees only) at a cost of \$5.00 each, up to a maximum of three (3) per 10' x 10' booth. If admission is needed for booth workers over the maximum allowable badges, a day pass may be purchased for \$5.00 per person, per day for a **MAXIMUM** of five (5) additional per 10' x 10' booth (you must list which day the pass will be needed on this form). Badges will not be issued for those getting a day pass; these individuals will receive a hand stamp for one day only. Day pass workers must check in at the Exhibitor Registration Desk in the building where your booth is located. Should you need additional passes for booth workers beyond what is permitted above, please contact our office for additional information on pre-purchasing admission tickets. Please make payment for extra badges and day passes when you return this form. **Extra badges will not be made if payment does not accompany this form.**

**BADGES** may be picked up at the Exhibitor Registration Desk during move in. Badges not picked up during move in will be available daily at the show entrance. Please arrive early and pick up your badges to avoid long lines that form immediately prior to the show opening. **NO BADGES WILL BE MAILED.**

**PLEASE RETURN AS SOON AS POSSIBLE. PLEASE TYPE OR PRINT CLEARLY.  
USE REVERSE SIDE OF THIS PAGE IF MORE BADGES ARE NEEDED**

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

Exhibitor Badges are **NOT** transferable and are for use **ONLY** by the person named on the badge. Equestrian Promotions, Inc. reserves the right to request ID from any badge holder. Use of an Exhibitor Badge by unauthorized persons will result in confiscation of the badge and a fine of \$25 levied against the Exhibitor Firm named on the badge.

I have read the badge procedures outlined on this form and have informed all parties needing to know within our company/group of these procedures and agree to abide by these procedures

Printed \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Equestrian Promotions, Inc. P.O. Box 924, Bel Air, MD 21014 301-916-0852 - Fax 301-916-0853

**18th Annual Horse World Expo • February 27-March 1, 2020 • Harrisburg, PA**



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	<u>Horizontal</u>	<u>Vertical</u>	<u>B/W</u>	<u>Spot color</u>	<u>4-color</u>
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1/12 page	n/a	4" w x 3-1/4" h	\$164	\$194	\$224
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1/6 page	6" w x 4 1/3" h	4" w x 6-1/2" h	\$259	\$344	\$384
1/4 page	8" w x 5" h	6" w x 6 3/4" h	\$363	\$448	\$538
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**DEADLINE FOR SPACE RESERVATIONS IS JANUARY 24, 2020**

**DEADLINE FOR AD MATERIAL IS JANUARY 30, 2020**

For more information, contact Debbie Reid or Phyllis Hurdleston at  
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