



January 11-26, 2025

TRADE SHOW EXHIBITOR

RULES & REGULATIONS MANUAL

Changes/Additions for 2025 as of 5/1/2024

Page 7: Price increases for 2025 are \$1 per square foot for all exhibit spaces and the facilities fee is \$175.

Page 9: Expo Hall 3 (third floor) move-in hours have been extended one day

Wednesday	January 8, 2025	*12:00pm - 4:00pm
Thursday	January 9, 2025	8:00am - 8:00pm
Friday	January 10, 2025	8:00am - 8:00pm

Page 10: Each exhibitor will receive **2 badges and 1 parking pass** per booth free of charge. We do not sell parking passes.

Page 28: WIFI/High Speed Internet fees are per building. If you have multiple booths in different buildings, you must purchase WIFI/High Speed Internet for **each** building.

Page 37: Helpful links added.

Please note that this manual is subject to change at any time for any reason. Please check www.nationalwestern.com/tradeshow for the most current manual/changes.

IMPORTANT DEADLINE DATES

April 15	Online invitation requesting your exhibit space due
August 1	Signed contract and 25% of total sales order due Product Line Listing Form due (pg. 32)
October 1	Final payment of all exhibit fees
October 8	Space will be cancelled if all exhibit fees are not paid in full
November 1	Show service orders due and paid in full <ul style="list-style-type: none">• Electrical services order form (pg. 27)• Proof of Insurance Certificate or NWSS insurance coverage ordered/paid (pgs.20-22,33)• Additional exhibitor badges order form (pg. 29)• Prize drawing request form (pg. 30)• Insurance Request Form (pg. 33)• Early move-in request form (pg. 34)
December 2	Colorado State tax identification number due to NWSS

Questions? Contact

Bridget Oakes

Trade Show Director

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INTRODUCTION

Vision

Guided by its western heritage, Western Stock Show Association engages, informs and leads the world in finding 21st century agricultural solutions to global challenges.

Mission

Investing in future generations, guided by its western heritage, the Western Stock Show Association serves the world, promoting youth, adult and community development through livestock and equestrian education, innovation, entertainment and competition.

Values

Integrity – Diversity – Partnership – Community – Quality – Stewardship

The National Western Stock Show has established a tradition of providing a stock show that is enjoyable, clean and wholesome with a commitment to total guest satisfaction. As a participant of the NWSS team, you have been licensed to help maintain these high standards.

The National Western Stock Show Trade Show Rules and Regulations Manual is an attachment to the Trade Show Contract. This manual is designed to familiarize you with the NWSS rules and regulations. It is each licensee's responsibility to review the information prior to signing the Contract.

The National Western Stock Show management reserves the final and absolute right to interpret the rules and regulations and to settle and determine all matters, questions or differences in regard thereto or otherwise arising out of, connected with, or incidental to the National Western Stock 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 in its judgment may determine necessary.

The National Western Stock Show Contract, hereinafter designated as "WSSA and/or NWSS", any portion(s) thereof, as well as privileges, duties, responsibilities, obligations, and interests granted therein, may not be assigned, sold, transferred, devised by will, hypothecated or otherwise disposed of, without the written consent of the NWSS; nor may licensees subcontract or sublet space or license privileges to any other person or firm. Obligations provided for in said Agreement, including, but not limited to, payments for booth space, insurance, utilities and/or special services, shall remain the obligation of the initial licensee regardless of approved assignment.

These guidelines are a binding part of your space Contract with The Western Stock Show Association.

ABBREVIATIONS AND DEFINITIONS

WSSA	The Western Stock Show Association its directors, officers, and employees.
NWSS	National Western Stock Show
Contract	A valid Contract between NWSS and an exhibitor
Grounds	All land and buildings located at the National Western Complex, or controlled by NWSS during January
Exhibitor	The person or company that holds a valid and signed trade show Contract. Not to be confused with a Livestock exhibitor.
Booth/Space	The area leased by the exhibitor on the grounds and described in the Contract
Term Show	The dates the trade show Contract is valid, as stated in the Contract National Western Stock Show, Rodeo and Horse Show to be held January 11 – 26, 2025

INVITATION/APPLICATION

Invitations to participate as a trade show exhibitor at the National Western Stock Show are issued on an annual basis and notifications are sent via the email address that we have on file in March 2024. Current exhibitors in good standing will be sent an invitation to return for the following show. Exhibitors who receive the invitation are required to complete and return the online form prior to **April 15, 2024**. The online form can be used to request changes to your exhibit location and additional square footage requirements.

SPACE ASSIGNMENT

Exhibitor space assignments are completed in **May/June**. During this process, all exhibitor space requests will be considered. Generally, exhibitors are assigned the same space as the previous show, but if this is not the case, you will be notified by the trade show director. When new spaces become available, the following factors are considered when allocating the available space:

1. What is in the best interest of the show and attendees. This may include designated space for new exhibitors or product lines, guest food services and/or attractions and floor plan adjustments to accommodate traffic flow or maximize exhibit space.
2. Partner/sponsorship need for space.
3. Product category and proximity of like product.
4. Exhibitor longevity, adherence to show rules and regulations, and appearance of booth display.

An email notification with instructions to complete the Contract and pay exhibitor fees is sent once space assignment is complete. The due date to complete your Contract and pay **25%** of your total sales order is **August 1, 2024**. The **25%** deposit is **non-refundable at any time for any reason**. The final payment of all exhibit fees is **October 1, 2024**. If you have not paid your balance by **October 8, 2024**, your exhibit space will be cancelled without notification and all money that has been paid will be retained by WSSA. Shortly after **October 8, 2024**, space requests will be considered once again, based on those spaces that become available due to non-payment.

CONTRACT, PAYMENT, CANCELLATION POLICY

All signed Contracts and 25% of your total sales order are due no later than August 1, 2024. Any remaining exhibit fees are due no later than **October 1, 2024**. You may choose to make installment payments as long as we have 25% of the total sales order by **August 1** and the remaining balance paid by **October 1**. If all remaining fees have not been paid by **October 8, 2024**, your space will be cancelled without further notice and all money paid will be retained by WSSA. Any space sold after **October 1, 2024** is due and payable immediately.

1. Each exhibitor is required to pay a **\$175** facility fee each show.
2. Each exhibitor is required to pay for basic electricity (starting at \$115) for each exhibit space location. The basic electrical fee will be charged to all exhibitors on your initial sales order.
3. Contracts will be cancelled if 25% of your total sales order does not accompany your signed Contract by **August 1, 2024**.
4. The 25% deposit is **non-refundable at any time and for any reason after August 1, 2024.**
5. Any space sold after **October 1, 2024**, signed Contract and all money is due immediately.
6. If a check is returned due to NSF, the exhibitor must provide a certified check, money order, cashier's check or cash, in the amount of the payment, plus a \$40 returned check fee within one week of notification.
7. Checks will not be accepted starting **30 days** before the show is scheduled to start.
8. Agreements between trade show exhibitors and the WSSA are only valid for the period on the Contracts and do not carry over from the previous year.
9. WSSA reserves the right to refuse to renew any Contract for any reason. In rare cases, it may be that you do not receive a Contract even after you have been invited to return due to issues/problems that arise between the deadline of the invitation and the completion of the Contract.
10. WSSA reserves the right to cancel a Contract upon notice from any member of the International Association of Fairs and Expositions that the exhibitor has been suspended or expelled from a member's grounds or, for a violation of a Contract.
11. By signing the Contract, you agree to abide by the Rules and Regulations set forth in this manual.

SPACE FEES

The 2025 space fees for each exhibit area/building are listed below.

Coliseum \$17sf	Hall of Education \$17sf	Outside Hill (N or S) \$15sf
Event Center \$16sf	Stadium Hall \$13-\$15sf	SYEC Flat rate \$650 per space
Expo Hall \$19sf	Stadium Hall Conn. Link \$16sf	Outside SYEC Yards \$14sf
Expo 3 (third floor) \$15sf	Stadium Arena \$11-\$15sf	

In addition to the square footage price above, all exhibitors will pay a per show/exhibitor facilities fee of \$175 and a basic electrical fee of at \$115 (see electrical order form for additional options). This does not apply to SYEC trade show exhibitors. We do not charge corner fees for any exhibit area/building. Each exhibitor will receive two badges and 1 parking pass per booth free of charge and may purchase additional badges for \$25 per badge (see badge order form). We do not sell parking passes.

CONDUCT

All exhibitors and employees are expected to be familiar with this manual regarding the rules and regulations of the National Western Stock Show. Discourtesy of National Western staff, volunteers or, the general public will not be tolerated and could result in dismissal from the show. Any situation that requires the attention of show representatives places the exhibitor(s) at risk of dismissal from the show and/or not receiving an invitation to return.

1. Consumption or possession of alcoholic beverages by an exhibitor is prohibited within their exhibit space during operating hours, move-in or move-out. Violation of this rule could result in immediate termination of the Contract, requiring the exhibitor to vacate the leased space and forfeit all monies paid to date.
2. Smoking is prohibited in accordance with state and local laws. Colorado Clean Indoor Air Act C.R.S. 25-14 includes E-Cigarettes and Marijuana. The sale or display of any tobacco products, or, products promoting tobacco is prohibited.
3. Demonstrations must be held within booth space and must not restrict traffic flow in the aisles. Should any demonstration restrict the flow of traffic, the fire marshal and/or representatives of the show have the right to require the demonstration to cease. Product or service "pitch" demonstrations must be approved by the trade show director.
4. Utility easements behind the booths must be kept clear. Merchandise may not be stored in this area.
5. Exhibitors must surrender their space in the same condition as received.
6. Exhibitors are required to keep their booth and adjoining area clean and free of garbage.
7. All bagged trash must be placed in the aisle at the close of each evening.
8. You are responsible for cleaning the interior of your exhibit space. Show staff will sweep/clean the aisles, starting 18" from the perimeter of your exhibit space.
9. If using water for display, provisions must be made to prevent water run-off.
10. No roving exhibitor or solicitor, acting for either a profit or non-profit organization or,

- on their own behalf, shall be permitted on the grounds.
11. Solicitation of funds for any political, educational or charitable corporation or association of any other corporation, association, group, individual or cause of any kind or character is strictly prohibited. In rare cases, this may be approved by show management.
 12. Drones are not permitted on the property unless operated by NWSS staff or volunteers.
 13. No animals, other than those being exhibited, are allowed on National Western Stock Show grounds with the exception of “Service Animals as defined by the Americans with Disabilities Act”. Service Animals must be harnessed, leashed or tethered to the handler at all times, unless being attached interferes with tasks. If not attached, animal must remain close to handler and be under verbal or signal control. Any Service Animal who displays unruly or aggressive behavior towards other guests, employees or animals may be denied entry or asked to leave the facility. For the safety and well-being of all involved, all other animals are prohibited. Further, it is recommended that owners/handlers confirm that Service Animals are up to date on all vaccines.
 14. WSSA reserves the right to prohibit any exhibit which, in NWSS’s reasonable judgment, may detract from the general character of the NWSS event; whose business, exhibit or behavior/conduct by the exhibitor is not represented at the time of making the Contract or is not in keeping with the traditions or character of the NWSS event; if the exhibit was entered under false pretenses; or if the exhibit is in violation of any of these rules governing exhibitors which include the rules and policies stated in the Rules and Regulations Manual. NWSS reserves the right to prohibit any exhibitor from exhibiting for any reason, at any time.

MOVE-IN DATES AND PROCEDURES

Early Move-in

Early move-in will be granted on a limited basis for exhibitors that have extensive set-up requirements. An Early Move-in Request form (found on page 34) must be completed and returned to the trade show department by **November 1, 2024**. You will be notified of approval/denial via email by December 1, 2024. Please return the form to boakes@nationalwestern.com. Please keep in mind that there is no security during early move-in and your display and product is left at the facility at your own risk.

- | | |
|------------------|---|
| January 6 | Move-in begins in the Expo Hall, Hall of Education, Stadium Hall, Stadium Arena, SYEC |
| January 8 | Move-in begins in the Coliseum and Expo 3 (Third Floor) |
| January 9 | Move-in begins in the Events Center |

MOVE-IN HOURS BY LOCATION

Expo Hall, Hall of Education, Stadium Hall, SHCL, Stadium Arena

Monday	January 6, 2025	8:00am - 4:00pm
Tuesday	January 7, 2025	8:00am - 4:00pm
Wednesday	January 8, 2025	8:00am - 4:00pm
Thursday	January 9, 2025	8:00am - 8:00pm
Friday	January 10, 2025	8:00am - 8:00pm

Expo Hall 3 (third floor)

*** Notice starting time***

Wednesday	January 8, 2025	*12:00pm - 4:00pm
Thursday	January 9, 2025	8:00am - 8:00pm
Friday	January 10, 2025	8:00am - 8:00pm

Events Center **See important note below******

Thursday	January 9, 2025	8:00am - 8:00pm
Friday	January 10, 2025	8:00am - 8:00pm

****Important Events Center Notice****

Friday January 10th, we will host a scholarship fundraising luncheon that utilizes the Event Center during exhibitor set-up times. **From 11am – 1pm** there will be no entry/exit through the roll door or the lobby and it is imperative that your set-up is done quietly without distracting the participants and horses in the arena. Power tools and loud noises are strictly prohibited. Please plan your move-in/set-up schedule accordingly.

Coliseum

Wednesday	January 8, 2025	8:00am - 4:00pm
Thursday	January 9, 2025	8:00am - 4:00pm
Friday	January 10, 2025	8:00am - 7:00pm

SYEC

Monday	January 6, 2025	8:00am - 4:00pm
Tuesday	January 7, 2025	8:00am - 4:00pm
Wednesday	January 8, 2025	8:00am - 4:00pm

EXHIBITOR CHECK-IN AND TRADE SHOW OFFICE

The trade show office is located in the NE corner of the Expo Hall, east of the North ticket lobby, by roll door #1. Hours of operation are 8:00am – 4:00/8:00pm during move-in and 7:00am – 3:00pm during the show. When you arrive for move-in, please make your way to the trade show office to retrieve your exhibitor packet and badges. You will need your badge to enter any of the buildings. Additional badges will be available for \$25 each. The trade show office can be reached during the above times at (303) 299-5517.

The main entrance used for grounds admission during move-in, move-out as well as morning restocking is Gate 7 which is located on Brighton Blvd. Please follow instructions from the Gate 7 attendant and keep any temporary ground permits visible on the dashboard of your vehicle while on grounds. Temporary passes are only valid for the time and date issued. Once on grounds, please go directly to the trade show office to retrieve your badges and additional show information. **Please do not block aisles, roads, entrances or doorways with your vehicle/trailers or merchandise/booth materials. This causes major congestion in the facilities. Do not park your vehicle in any area that is not designated exhibitor parking. NWSS reserves the right to tow your vehicle that is illegally parked.** All exhibits must be in place and ready for the show to open by 8:00pm, Friday, January 10, 2025. Contracts will be terminated in the event that exhibitor fails to comply and all payments shall be retained by WSSA.

BADGES

Each exhibitor will receive two badges and 1 parking pass per booth free of charge. You will receive your complimentary badges when you move-in. Additional trade show exhibitor badges may be purchased at the trade show office for \$25 each. Trade show exhibitor badges do not include admission to any paid ticketed event. Badges will not be replaced if lost or stolen and refunds will not be issued after the start of the show.

1. Resale or transfer of exhibitor badges is strictly prohibited. Any exhibitor found selling badges will be asked to leave and will not exhibit at future shows.
2. Exhibitors may not use the will-call window, NWSS volunteers or NWSS staff to transfer exhibitor badges, parking passes or other items.
3. All booth personnel are asked to wear the official exhibitor badge as provided by the National Western Stock Show. Badges must be displayed for admittance into any of the exhibit areas during restocking and/or regular business hours. There will be no admittance through the administrative office access doors.

PARKING

Please note that parking for exhibitors is subject to change due to the construction that is taking place at our facility. If there are changes to the information below, you will be notified via email. You will receive your complimentary parking passes for each lot listed below when you move-in. We do not sell additional parking passes.

1. Parking for all trade show exhibitors is in Lot I. Trailer parking at Dick's Sporting Goods Lot is \$50 for 16 days and \$20 for a one-time use.
2. With the proper parking pass, all trade show exhibitors will have access to park in Lot I located at the corner of E. 48th and Baldwin Court and Lot I is open from 7:00am-10:00pm daily. Trailers will not be permitted in this lot.
3. With the proper parking pass, Events Center exhibitors will be permitted to park in Lot H on the north side of the Events Center which is open from 7:00am-10:00pm daily if spaces are available. Trailers will not be permitted to park in this lot.
4. Please note that Lot H will *not* be available on **Monday, January 13 as the Event Center is closed for a private event**. You will be redirected to the closest available parking lot.
5. With the proper parking pass, Coliseum trade show exhibitors will be permitted to park within a designated area in the Coliseum parking lot which is open from 8:00am-10:00pm daily.
6. SYEC trade show exhibitors will be given a parking pass to lots C or D (to be determined closer to the show.)

VEHICLES DRIVING IN FACILITY

Exhibitors driving vehicles in the buildings must follow the direction of the National Western personnel and volunteers. Do not block main aisles or fire lanes. Anyone operating a vehicle inside the building must follow the indoor speed limit and not exceed 5 MPH. Exhibitors driving in the building must have auto liability insurance. For any damage done inside the buildings, on grounds or in parking lots, all repairs will be at the exhibitor's expense. **Vehicles are not permitted in the Coliseum, Events Center, SYEC or Stadium Arena.** Please do not park your vehicle in the building for long

periods of time. Once in the building, promptly unload your vehicle and move it to your designated exhibitor parking lot.

SHOW HOURS OF OPERATION

All trade show exhibits must operate during business hours. Failure to do so represents a contract violation that could result in immediate remedial action and/or forfeiture of future invitations to exhibit at the National Western Stock Show. All buildings will be open to the public at 9:00am daily. **Exhibits must be open and staffed by 9:00am each day.**

Events Center exhibitors please note that the Events Center will be closed for a private event on Monday, January 13, 2025. All Events Center exhibitors will be credited for one day of exhibit fees on their sales order.

Sunday - Thursday	9:00am – 8:00pm
Friday - Saturday	9:00am – 9:00pm
Closing Day	9:00am – 6:00pm

The Coliseum, Events Center and Stadium Arena will stay open until the conclusion of ticketed events. Exhibitors may close at 8:00pm/9:00pm however; you assume the risk of loss since the public will have access to the area until the event has concluded.

BOOTH RESTOCKING

Expo Hall, Expo 3 (third floor), Hall of Education, Stadium Hall, Stadium Arena and Events Center may restock their booth from **7:00am – 9:00am** daily. The **Coliseum** may restock from **8:00am – 9:00am** daily. The main entrance used for restocking is Gate 7 which is located on Brighton Blvd. Please follow instructions from the Gate 7 attendant and keep any temporary ground permits visible on your vehicle dashboard while on grounds. Temporary passes are only valid for the time and date issued.

MOVE-OUT

January 26	Exhibitors may begin dismantling their exhibits after 6:00pm and when the building is clear of patrons. Move-out hours: 6pm – 11pm.
January 27	Move-out hours: 8am – 4pm
January 28	Move-out hours: 8am – noon

1. Booths may not be dismantled or merchandise removed prior to 6pm on closing day.
2. Exhibitors failing to comply will jeopardize their future participation at the NWSS.
3. All exhibit buildings will be closed to the public at 6pm on closing day or as soon as the event in said building concludes.
4. Vehicles will not be allowed to enter the buildings for move-out until the public has left the building.
5. All exhibits and personal property must be removed from the grounds by noon, January 28.

BOOTH SPECIFICATIONS

Prohibited Display Materials

Exhibitors MAY NOT USE nails, staples, hooks, tacks, screws, paint, tape, adhesives or any item that may deface any wall, floor, ceiling, facility or equipment within the National Western premises. Exhibitors violating this policy must pay all fees associated with any repair, painting or maintenance and are subject to dismissal from the show. Tape approved for floor use will be available for purchase at the Freeman show office in the back of the Stadium Hall.

Exhibit Floor Plan / Layout

Boundaries for indoor exhibits are established with floor markings and every effort is made to ensure the accuracy of all information contained on the floor plans. No warranties, expressed or implied, are made with respect to the floor plan. If the location of building columns, utilities, ceiling height or other architectural components of the facility is a consideration in the construction or usage of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.

Permanent Fixtures

Permanent utility fixtures in the building, such as heaters, sprinkler heads, stand pipes, fire extinguishers and fire pull boxes must never be blocked. **All fire equipment MUST ALWAYS be visible and accessible. Please do not attach wires, zip ties or the like to any permanent utility fixture.**

BOOTH SET-UP

1. Exhibit displays cannot be set up until a signed Contract, payment in full and proof of insurance certificate has been received.
2. Exhibits shall be arranged so that they do not cause interference with the rights of other exhibitors.
3. Exhibits must remain within the established floor markings as contracted.
4. If a concern arises upon move-in, it is the exhibitor's responsibility to bring it to the attention of the trade show department before any set up begins.
5. If a concern arises with a neighboring exhibitor it must be brought to the trade show department immediately.

Drape

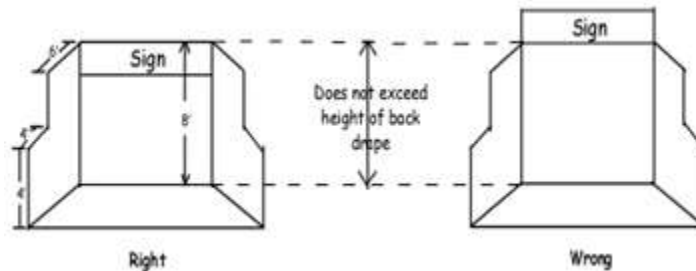
Each booth comes with an 8' curtain back drape and 3' side drape(s). The drape is blue. If you do not require these pieces due to your set up, please notify the trade show department prior to move-in.

Height Restrictions

Exhibitors may not exceed the 10-foot height limit on the back or side walls. The side walls can be up to 10 feet tall provided the set up does not encroach on your neighbor's space. Product cannot be placed on top of the back or side walls unless this has been pre-approved by the trade show department. Merchandise displays are subject to the same height restrictions as side and back walls. It is suggested and encouraged to incorporate a Western theme in your booth design and decoration if possible.

Signage

1. One 11x17 white sign with black lettering and your company name (what appears on your contract) and space number will be provided to each exhibitor. The sign must be visible within your booth at all times. If you have multiple spaces in different locations/buildings, a sign will be provided for each location/building. The sign is cardboard.
2. Your own signs may be hung from the back wall/pipe of the booth as long as the method used does not damage booth-draping material.
3. All signs must be professionally made and fit within booth dimensions without blocking the view of any other exhibitor. **Handwritten signs are not acceptable.**
4. Signs must be placed within the exhibitor's leased space and may not block the view of neighboring exhibits.
5. Signs may not be hung from the ceiling or pipes.
6. Exhibitors may not use nails, staples, hooks, tacks, screws or such in NWSS's structure or erect any decorations with adhesives, including tape that will deface the walls, ceilings, floors, facilities and equipment contained within the Complex.
7. Freeman maintains a supply of approved tape which is available for purchase at the service desk located in the back of the Stadium Hall.
8. Exhibitors will be charged for any damages to the NWSS facility.



EXHIBITING RULES

1. All exhibitors must confine their activities to their assigned area.
2. Each Contract is issued to sell specific goods, products and/or services.
3. All items available for sale or distribution in your booth must be on your approved product listing. If an unapproved item is found in your exhibit space, the NWSS will issue an Incident Report for the violation. The NWSS may also require unapproved items to be removed from the exhibit space immediately.
4. Subleasing of booth space by an exhibitor is not allowed. Booth space is **ONLY** to be used by the entity and for the products stipulated on the Contract.
5. Signage, brochures or product for any other entity than the one stated on the Contract is not allowed.
6. Exhibitors may not advertise or distribute information on behalf of a third party.
7. No person shall be permitted to make solicitation of any nature on the grounds.
8. No animals, other than those being exhibited, are allowed on National Western Stock Show grounds with the exception of "Service Animals as defined by the Americans Disabilities Act".

MERCHANDISE

1. The sale or exhibit of unapproved products or services can result in the cancellation of the Contract without refund.
2. Selling or dispensing of merchandise with vulgar or offensive language that promotes excessive alcohol use, drug use, violence or, that is sexually explicit in nature is prohibited.
3. The National Western Stock Show reserves the right to prohibit any merchandise that, in WSSA's sole judgment, is highly controversial or that may detract from the general character of the show. WSSA reserves the right to remove any of such exhibits.
4. No chewing gum, balloons filled with air / helium, or adhesive stickers (bumper stickers, etc.) may be sold or distributed.
5. National Western Stock Show and Rodeo is a registered trademark. Use of the official logo on any item sold, given away, on display or on advertising is prohibited without the express written permission from the National Western Stock Show.
6. The use of any of the following on any product is prohibited without prior consent: National Western, Denver Stock Show, Stock Show Denver, Denver Rodeo, Colorado Rodeo, Colorado Stock Show, Denver Horse Show, or any combination of the above. Merchandise found in violation will be removed immediately.
7. All merchandise must be displayed and stored within the marked boundaries of the assigned exhibit space. Exhibitor's personal items and storage containers must be out of public view.

BOOTHS

1. Storage of any kind is not allowed behind the back drapes, display walls, or inside the display area unless the exhibit has a specific provision for lockable storage.
2. Operational and advertising materials equivalent to a one-day supply may be placed in the exhibit's lockable storage or may be stored inside your booth, out of view from the public eye.
3. Your entire display must remain in the confines of your booth dimensions.
4. Barns, sheds and similar structures with over 100 square feet of roofed area shall provide smoke detectors acceptable to the Fire Department.
5. Single level booths with over 100 square feet of roofed area shall provide smoke detectors acceptable to the Denver Fire Department.
6. Single level booths with over 300 square feet of roofed area shall be protected by automatic sprinklers.
7. Canopies and other similar lightweight structures with over 300 square feet of covered/roofed area shall apply, through NWSS, to the Denver Fire Prevention Bureau for "permission to exhibit". Upon receipt of all pertinent information, the Fire Prevention Bureau will stipulate those fire safety requirements needed to grant the "permission to exhibit" which shall be specific to that exhibit only.
8. Exhibitors are required to advise NWSS on any displays requiring smoke detectors well in advance of the show and in time to accommodate Fire Prevention Bureau approval of the booth set up and fire protection.

MISREPRESENTATION

Misrepresentation of any type, including, but not limited to, exhibit or concession ownership, products and/or services offered, operation or appearance in the registration

process, or photographs provided therewith, shall be grounds for Contract cancellation, forfeiture of any money paid and immediate removal from the stock show grounds, in which case the affected exhibitor shall waive all claims for damages against the stock show, its officers, agents and employees.

SOUND SYSTEMS/MUSIC

Sound systems (loudspeakers, amplifiers, radios, broadcasting devices, music systems or instruments) may not be used or operated without prior approval from the trade show department. If approved, volume levels, operation hours, location and manner of operation will be controlled by the NWSS. Approved sound systems must be kept at volume levels that do not disturb normal business in adjoining areas. Management's discretion will be final in all such circumstances and they reserve the right to revoke permission to use such equipment.

DONATIONS & CONTRIBUTIONS

Donations or contributions may not be requested, solicited or accepted at the National Western Stock Show unless approved by show management.

LOTTERIES & RAFFLES

Lotteries and raffles of any kind are not allowed on the NWSS Grounds. Excluding State or Government operated lotteries approved by the WSSA.

SAMPLES & COUPONS

Sampling and/or coupons are only allowed at exhibits that offer the sampled or couponed item for sale at their respective booth. Sampling or couponing **ONLY** booths must be pre-approved by the trade show and sponsorship departments.

PRIZE DRAWING RULES

The trade show department must approve all drawings. Exhibitors who intend to offer prizes during the show must comply with the following requirements

1. Disclose the market value of the prize
2. Disclose any conditions that must be met to be awarded the prize
3. There must be no incidental charges to receive a prize
4. Drawings must be pre-scheduled to occur during NWSS dates
5. Exhibitor must provide NWSS with a list of winners and prizes
6. Exhibitor must show proof and accountability of drawing, upon request of NWSS
7. Names, addresses and phone numbers generated from said drawing shall not be sold, given or transferred to any other company or individual for any purpose.

Exhibitors must fill out and submit the prize drawing request form to the trade show department by **November 1**. All drawings must be approved by the trade show department. Please refer to the prize drawing request form on page 30.

CONFLICT OF INTEREST

NWSS employees and volunteers are not allowed to accept from any exhibitor tips or gratuities, including food and/or beverages.

CONSUMER COMPLAINTS

Consumer complaints will be kept on file and taken into consideration when invitations are issued to participate in future shows. Exhibitors with three or more complaints will not be asked to return.

SHIPPING/RECEIVING

Pre-Show

Contact our official decorating company (Freeman Decorating) regarding their shipping, receiving and handling services. Freeman Decorating can be reached at (303) 320-5100.

The NWSS requires notice of any shipments and approximate date of delivery. NWSS will accept limited shipments beginning **January 6. Pre-approval for deliveries is required or the shipment will be refused.** We are only capable of storing a limited number of packages therefore it is highly recommended to work through our official decorating company for receiving and storage needs. Shipments received prior to **January 6, 2025** will be refused. We do not have a "dock" area.

The NWSS is not responsible for lost, stolen or damaged articles that are received by, signed by, stored or left at NWSS. 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 it appears on Contract)
Booth Number(s)
C/O National Western Stock Show
4655 Humboldt Street
Denver, CO 80216

During Show

All deliveries are to access the grounds through Gate #7 and proceed to the Hall of Education Door #1. Delivery vehicles will not be allowed in the building beginning **January 6, 2025.**

Post Show

Exhibitors are responsible for outgoing shipments. The NWSS is not responsible for lost, stolen or damaged articles that are left to be shipped from the NWSS.

FORKLIFT SERVICES

Forklift services (4,000-lb. capacity/6ft reach) are available on a limited basis for setup and tear down. The charge for forklift service is \$75 / hr. Forklifts may not be rented without a National Western operator. NWSS cannot assume responsibility for damage or accidents involving the use of National Western forklifts and personnel. Place order for Forklift service through the trade show department as early as possible. This service

will be scheduled as timely as possible with safety of all being a priority. **A release form must be signed before forklift service is provided.**

INDEMNIFICATION

1. The NWSS and the City and County of Denver assume no responsibility for any accident, injury or mishap which may befall you, your employees or members of the NWSS public.
2. The NWSS and the City and County of Denver will not be responsible for losses or the security and protection of property and merchandise belonging to Contract holders anywhere on the grounds.
3. The NWSS will provide general grounds security January 1 – 23, 2024. We strongly suggest that Contract holders take adequate steps to avoid theft or damage to their property.
4. Exhibitor shall waive any claims against the NWSS and the City and County of Denver for liability arising out of damage done to their concession, exhibit, products or property from any cause.
5. The risk of loss occasioned by all of the operations, installations, acts, errors and omissions of the exhibitor or the employees and agents of the exhibitor on the NWSS grounds shall be that of the exhibitor, not NWSS.
6. Exhibitors shall not seek contribution, damages or indemnification from the NWSS and the City and County of Denver for any loss so occasioned.
7. Exhibitors shall assume all liability for injury to persons, including death, and for damage to property arising from accidents or other causes incident to movement, set up, tear down and operation of their exhibit or concession on the NWSS grounds.
8. Exhibitors will release the NWSS and the City and County of Denver from any liability, including, but not limited to, liability for exhibitor's employees and to its workers' compensation insurance carrier for injuries sustained by exhibitor's employees in the course and scope of their employment.
9. It shall be the duty of exhibitors and service contractors and their insurers to defend, indemnify and hold the NWSS and the City and County of Denver harmless from all damages, costs, attorney and court fees, and other claims arising out of their actions, errors, omissions, movement, set up, tear down and operation of their exhibit, concession and/or provisions of service(s) on the NWSS grounds.
10. The assigned space shall be returned to NWSS in the original condition when exhibitor took possession. Exhibitor shall reimburse NWSS for any cost or expense by NWSS in repairing any damage occurring during the term of this agreement.

HOLD HARMLESS INDEMNITY

The exhibitor agrees to be responsible for and pay, indemnify, save and hold harmless WSSA, its directors, officers, employees, agents and the City and County of Denver, against any and all loss, claims, cost and/or expenses, including reasonable attorney's fees, resulting from any loss or any claims or legal action of any nature whatsoever, whether or not reduced to a judgment, for any liability of any nature whatsoever that may arise against the WSSA as a result of the operation, and/or the use of the premises including any acts of the exhibitor, its agents, employees, representatives, or invitees or in connection with any of the rights or privileges granted by WSSA to exhibitor in this agreement, including without limitation, any patent, trademark, franchise, copyright, libel or defamation liability claim or suit including any claim or suit based upon the intentional

or negligent acts of the exhibitor, its agents, servants', employees' or invitees. The exhibitor further warrants that all copyright materials, to be performed or used during the term of this agreement, have been duly licensed or authorized by their copyright owners or agents and exhibitor agrees to be responsible for all license and royalty fees incurred by reason of any performance or use of copyright materials and in addition to any provisions contained elsewhere in this agreement to indemnify and hold the WSSA harmless from any and all losses and expenses incurred with regard thereto. The exhibitor will not be obligated to indemnify, defend or hold WSSA harmless from any claim or demand which arises solely out of the negligent act or failure to act by WSSA, its officers or employees.

No motorized utility vehicles, like a 4-wheeler, golf carts etc., will be allowed on the WSSA complex grounds without prior written approval from the trade show director. Upon such written approval, each driver of such vehicles must be a valid licensed driver and must provide proof of liability insurance.

WARNING: UNDER COLORADO LAW, AN EQUINE PROFESSIONAL IS NOT LIABLE FOR AN INJURY TO OR THE DEATH OF A PARTICIPANT IN EQUINE ACTIVITIES RESULTING FROM THE INHERENT RISKS OF EQUINE ACTIVITIES PURSUANT TO SECTION 13-21-119 COLORADO REVISED STATUES.

WARNING: UNDER COLORADO LAW, A LLAMA PROFESSIONAL IS NOT LIABLE FOR AN INJURY TO OR THE HEALTH OF A PARTICIPANT IN LLAMA ACTIVITIES RESULTING FROM THE INHERENT RISKS OF LLAMA ACTIVITIES PURSUANT TO SECTION 13-21-119, COLORADO REVISED STATUES.

FORCE MAJEURE, GOVERNMENTAL REGULATION, PUBLIC SENTIMENT

WSSA is a nonprofit corporation depending upon the contributions and services of a substantial number of donors and volunteers, as well as the benefits provided by WSSA to the general public through education and related services set forth in the Preamble to the General Rules and Regulations, WSSA deems it appropriate and prudent to be excused from liability, as set forth below, in the event of early cancellation of its events, operations and activities by reason of force majeure and/or governmental regulation or public sentiment. Accordingly, the following shall apply to the operations and activities conducted by the WSSA:

Force Majeure: WSSA shall not be liable for any delay or failure to perform its operations, activities, shows and events to the extent such delay or failure results from a force majeure occurrence. A force majeure occurrence is defined as any occurrence arising from causes beyond the reasonable control of WSSA and which delays or prevents performance by WSSA otherwise required by the Contract, including but not limited to any breakage or accident to equipment, machinery or facilities; any strikes, lockouts or other labor difficulties; statutes, ordinances, regulations, orders, or rules issued by governmental authorities; judicial decrees or orders; acts of God; animal diseases and/or quarantines; wars, riots or insurrections; civil disobediences, public demonstrations or sabotage; fires, floods, explosions or inclement weather; inability to obtain necessary labor, materials, supplies, utilities or transportation; depressions, recessions or other economic downturns; embargoes or energy shortages; pandemics or epidemics; or other causes beyond WSSA's reasonable control.

Governmental Regulation: WSSA shall not be liable for any delay or failure to perform its operations, activities, shows and events to the extent such a delay or failure results from WSSA's good faith compliance with applicable governmental statutes, ordinances, regulations, orders, rules, or other directives, including but not limited to compliance with governmental directives concerning public health and safety, pandemics or epidemics, animal disease prevention, detection and response, including animal quarantine and/or destruction; and protections of the environment.

Public Sentiment: If WSSA determines, in its reasonable discretion, that public sentiment related to any public health or environmental issue is such that WSSA cannot profitably operate its shows and events, WSSA may terminate its shows and events for any particular year.

REMEDIES UPON CANCELLATION BY WSSA

If WSSA wholly fails to perform or wholly terminates its shows and events as set forth in the Contract, exhibitor may (1) convert its trade show fee for the year of cancellation to a charitable donation to WSSA, (2) extend the term of agreement by one year or (3) request a refund in full.

If WSSA partially fails to perform or partially terminates its shows and events as set forth in the Contract, then exhibitor may (1) convert its unused trade show fee (as defined below) to a charitable donation to WSSA, (2) extend the term of Contract by one year or (3) request a refund in full. The unused trade show fee shall equal the amount determined by subtracting the number of days with any of WSSA shows or events taking place from the number of days with planned shows or events, dividing the result by the number of days with planned shows or events, and multiplying that amount by trade show fee.

WSSA shall notify exhibitor of cancellation as soon as reasonably practical after WSSA determines that it will fail to perform or that it will terminate its shows and events, and exhibitor shall have fourteen (14) days from the date of WSSA notice to make an election as outlined above. If exhibitor makes no election prior to the expiration of such 14-day period, exhibitor shall be deemed to have elected to extend the term of its Contract for one year.

INSURANCE

All exhibitors licensed by the NWSS must have commercial general liability insurance coverage on their activities/operations at the NWSS. The trade show office must receive an acceptable Certificate of Insurance by **November 1, 2024** or a \$125.00 insurance fee will be charged to the exhibitor and payable prior to move-in. If your renewal date falls after the November 1 deadline, you must have your insurance carrier provide NWSS with a current policy declaration and a statement that the renewal certificate will be sent to the NWSS by **January 6, 2025**. If this does not take place you will be charged a \$125.00 policy fee and an additional \$35.00 late processing fee to be included on our blanket policy.

Coverage Requirements

Minimum of one million dollars combined single limits per occurrence insuring against claims for bodily injury, property damage and product liability.

Insurance coverage must be valid **January 6– 28, 2025**. The insurance carrier must provide the trade show department with thirty days' written notice on policy cancellation or changes in policy terms.

A sample copy of an acceptable certificate of insurance is provided in this manual, it is recommended that you submit this to your insurance company for accuracy.

Insurance Certificate Requirements

All insurance companies must be approved to do business in the State of Colorado and acceptable to WSSA. WSSA its Directors, Officers, employees, agents and the City and County of Denver, must be added as additional named insured on the policies with a 30-day written notice for any changes in coverage or cancellation of the policies. Certificates must be in the office of WSSA 30 days prior to the effective date of this agreement or forfeit all rights under this agreement. The exhibitor understands that as an independent exhibitor, he or she or his or her employees, are not covered by WSSA General Liability Insurance and/or Worker's Compensation Insurance. Exhibitor agrees to obtain and maintain, in effect, for the duration of the Contract the following insurance coverages.

Liability Insurance

As a condition of the Contract the exhibitor will provide insurance certificates for Commercial General Liability Insurance, including products liability and completed operations, personal and advertising injury and contractual liability with a minimum limit of \$1,000,000.00 per occurrence. When applicable, the exhibitor will provide certificates of insurance for Professional liability, error and omission coverage, copyright liability and pyrotechnic liability, with a minimum liability limit acceptable to WSSA. Providers of professional service including Veterinarians, Medical Assistance Providers and Other Professional services must provide Professional Liability coverage for their services. The description field must say: **The Western Stock Show Association, its directors, officers and employees and the City and County of Denver are additional insured with respect to exhibitor operations/activities on The Western Stock Show Association grounds.**

Auto Liability

Commercial Automobile liability insurance, covering all owned autos or any vehicle to be used on WSSA premises, including Non-Owned and Hired Auto, must have coverage with a minimum liability limit of \$1,000,000.00 per any one occurrence.

Workers Compensation Insurance

The exhibitor will provide a certificate of insurance for Colorado Workers' Compensation Insurance covering all employees of the exhibitor and/or Sub contractors. Any waivers of coverage endorsement, on the Workers' Compensation policy, must be attached to the certificate of insurance. Policy shall include employer liability. Any exception to his requirement must comply with Colorado Workers' Compensation Laws. A waiver form required by WSSA insurance must also be signed.

Please mail insurance certificates to:
National Western Stock Show
Attn: Trade Show Department
4655 Humboldt Street
Denver, CO 80216
Fax to: (303) 292-1708 Attn: Bridget Oakes
Email to: boakes@nationalwestern.com

K & K Insurance will provide premises liability coverage for licensees at the National Western Complex under a master policy. Coverage for concessionaires and exhibitors includes public liability with a \$1,000,000 combined single limit. Liquor liability is specifically excluded. General liability coverage conforms to the requirements of the Contract with National Western. **This does not provide coverage for exhibitor's property or products. Exhibitors must obtain their own coverage for damage or loss to their property or products.**

General liability coverage will be provided **January 6– 28, 2025**.

The following are not acceptable for endorsement on this policy: ear piercing, knives, tattoo parlors, haunted houses, stroller & wheelchair rentals, moonwalks, arcades, cookhouses and displays containing live animals. Your insurance coverage will only be effective during your presence on NWSS premises and during the specified dates. Please issue coverage in accordance with this program.

Exhibitors will absolve NWSS from any act or omission in facilitating such insurance through its insurance agent. All exhibitors participating in the NWSS must be following the Colorado Statute in regard to motor vehicle public liability on every motor vehicle unit used by the exhibitor on the Grounds of NWSS. NWSS does not undertake to act as risk manager, insurance agent or broker in any way, but only offers this provision for a fee as a service to the exhibitor. Per Colorado State requirements, exhibitors are required to provide a certificate of insurance for Colorado Workers' Compensation Insurance covering all employees of the exhibitor.

TAX INFORMATION

A list of all exhibitors participating in the NWSS is furnished to the City of Denver and the State of Colorado each show. It is the exhibitors' responsibility to contact the Colorado tax department(s) to receive the appropriate procedures for reporting and submitting all taxes due. City and State Tax forms can be found on <https://nationalwestern.com/trade-show/trade-show-exhibitor/>. NWSS requires that you provide your sales tax license number to the Trade Show Department by **December 2, 2024**.

SECURITY

Protect your vehicle from theft and the loss of personal valuables. Whenever possible, park your vehicle in a well-lit area and secure all valuables in a trunk or locked compartment. Do not leave valuables in plain view. Never leave children and/or animals alone in an automobile. Never leave your vehicle running for even a short time when unattended. Never leave your keys in your vehicle. Make a note of where you parked.

Protect personal property: Keep wallets, purses, cash, jewelry and personal valuables in a locked compartment or under the care of a trusted person when not in your immediate possession. Secure any equipment that you will be away from.

Protect your children and keep them safe: Know where your children are at all times and make sure they know where you will meet them if you become separated. Always have a current picture and be mindful of what clothing they are wearing. Make certain that your children have your contact information on them. Often when young children are lost or frightened they may not immediately remember such information. The most important aspect in child safety is maintaining communication between parents and their children. This is especially true when traveling. Make sure your children use a buddy system and also, that they are supervised by older children or trusted adults.

FIRE REGULATIONS

The following information is included in, but not limited to, the complete City and County of Denver Fire Code. For a complete listing of the Denver Fire Code, call 720-913-3464.

Decorative Items

All decorative material shall be made from non-flammable material or shall be treated and maintained in a flame-retardant condition by means of flame-retardant solution or process approved by the Fire Prevention Bureau & NWSS. Use of hay or straw, as decoration, shall be limited to two average size bales. Hay and straw shall be treated and maintained in a flame-retardant condition by means of flame-retardant solution or process approved by the Fire Prevention Bureau and NWSS. Exhibitors selling hay or hay seed are limited to one average size bale of each variety for display purposes within their booth. All live trees must have the root system contained. Trees without root systems shall be treated as any other display decoration requiring fire retardant treatment. All decorative lighting (holiday/border lighting, etc) must be listed by an approved testing laboratory.

Exits and Fire Prevention

All exits, hallways and aisles leading from the interior of the building to the exterior of the building are to be kept clear. There shall be no obstruction blocking exit doors from the outside such as crates, vehicles, or, barricades. The Fire Department requires 20 feet of clearance in front of all exit doors.

Hazardous Materials, Cooking and Open Flame Use

The use or display of compressed gasses, flammable or combustible liquids, hazardous chemicals or materials inside the building is prohibited except for demonstration by special permit. All cooking procedures must conform to 1991 Life Safety Code and be approved in advance by NWSS Management. A permit must be obtained from the Denver Fire Prevention Bureau at 720-913-3464 for cooking and open flame use.

Exhibitor Display Vehicles

1. The maximum amount of gasoline or diesel is one-quarter (1/4) of the tank capacity, not to exceed five (5) gallons per vehicle.
2. Fuel systems shall be inspected for leaks.
3. No vehicle shall be displayed in a manner that may cause fuel to leak from the vehicle.
4. Any vehicle/equipment leaking flammable liquid shall be reported immediately to a fireman on duty.
5. There shall be no repair work done on vehicles/equipment while inside building.
6. There shall be no refueling of vehicles/equipment inside the building.
7. There shall be no storage of flammables/combustible liquids inside the building, other than the amount of liquid allowed in the fuel tank.
8. There shall be an adequate amount of fire extinguishers on hand, in and around the display area (Underwriters Laboratories (UL) minimum rating of 2-A: 10-B: C)
9. The negative post of the battery of each display vehicle shall be disconnected at all times.
10. The starting of internal combustion engines shall not be permitted other than during the move-in and move-out stages.
11. Vehicles shall not be moved during show hours.
12. All vehicles using compressed flammable gasses for fuel will have fuel source shut off at the tank.
13. Liquefied Petroleum Gas (LPG/propane) tanks may NOT be intentionally vented to the atmosphere within any building.
14. Propane bottles or tanks must be removed from the vehicle before being brought into the exhibit.
15. The on-site use of flammable or combustible liquids for cleaning, polishing or enhancing appearance of display vehicles is prohibited.

Liquefied Petroleum Gas (LPG) Usage

1. A permit shall be obtained from the Fire Department for the use of LPG in any area used for public assembly.
2. Changing or filling of LPG cylinders shall be done before or after the time the public is in attendance.
3. The maximum size of LPG container that may be used is a 16-ounce disposable container.
4. Storage of extra LPG containers in public areas is restricted. One open case may be kept at the booth.
5. All devices using LPG shall be approved for that use.

6. At least one 2-A: 10-B: C rated extinguisher shall be within 10 feet of the LPG use device.
7. All LPG connections shall be tested for leaks with a soap solution or other approved material before use.
8. All LPG cylinders shall have current qualifications dates as required by DOT.

Fire Control Devices

Fire hose connections, pull stations and extinguishers may be located within exhibitor's space. Exhibitors are required to give a three-foot passageway to such items in case of an emergency. NWSS has tried to mark all such items on layouts, but is not responsible for unmarked or incorrectly marked fire apparatus or equipment. This Agreement shall be governed by and interpreted in accordance with the laws of the State of Colorado.

SERVICE PROVIDERS

Freeman Decorating Services

Freeman Decorating has been designated as the official show decorator. Freeman exhibitor packets will be available on our website at www.nationalwestern.com prior to the show dates. Freeman offers many show services to include equipment, carpet, pipe and drape, shipping/receiving and forklift services. Freeman Decorating can be reached at **303-356-2467**.

Electrical Services

Any exhibitor who plugs into the building receptacles will be charged the minimal electrical fee established by NWSS. Displays and equipment must conform to National Electrical and Denver Building Department codes. Only 3 wire grounding extension cords will be allowed. Our electrician will deliver power to the booth. Exhibitors are responsible for furnishing the electrical cords needed to distribute power within the booth. Exhibitors who have an electrical panel in their booth; State Laws require a 36-inch clearance for these panels. You will be required to allow a 36-inch walk way for access to these panels. Any work done, other than above, will be charged at \$95 per hour, payable at the time of service. Submit order for electrical service(s) to the trade show office by **November 1, 2024**.

WIFI/High Speed Internet Line

We offer WIFI for all 16 days of the show and no longer offer a pay-per-day WIFI option. Additionally, all devices that require a phone line connection are no longer supported at the complex. Please ensure all your devices are WIFI or ethernet capable before you arrive at the show. We will not provide IT equipment such as switches, ethernet cables, or WIFI routers. Please make sure to bring all of the IT equipment that is needed to operate your booth.

Please note that cell phone service may not work during busy times in the facility. We recommend purchasing the 16-day WIFI service to ensure that you can run your credit card systems during these times.

WIFI and High-Speed Internet Line service is the responsibility of the exhibitor and must be ordered by **November 1, 2024**. For questions regarding your location and service needed please contact our IT department, Jeff Childs at 303-299-5565 or email jchilds@nationalwestern.com

IT Services by Building:

Coliseum

Wireless internet services for the entire show

Event Center

Wireless internet services for the entire show

High speed internet hard wired line

Hall of Education, Expo, Stadium Hall, SHCL, Barns, Stadium Arena

Wireless internet services for the entire show

High speed internet hard wired line

SYEC

Wireless internet services for the entire show

High speed internet hard wired line

All orders must be received and visible on your sales order prior to move-in to ensure availability of service. Orders received after **November 1, 2024** are subject to an additional \$100 fee **if** services are available and accessible. Additional hourly charges may apply.

2025 Trade Show Exhibitor Benefits

\$5 each Coors beer at the Cowboy Bar and Herd Sire Bar for all trade show exhibitors wearing their badges.

\$3 off all National Western Stock Show ticketed events to include all rodeo and horse shows. Show your exhibitor badge at the box office to receive the discount.

\$50 (normally \$175) 2025 club pass for access to the National Western Club. Each meal is \$27 per guest. Limit 6 guests per day with your pass. To purchase your pass, show your exhibitor badge to the receptionist located on the third floor of the Hall of Education in the administrative offices.

ELECTRICAL ORDER FORM

Due: November 1, 2024

If you require additional (more than basic) electrical service, please submit this form to the trade show office no later than **November 1, 2024**. Please include payment with your order. **Each exhibitor is required to pay for electrical. You will automatically be charged for basic electrical service on your sales order.**

Only complete this form if you need more than basic electrical service.

Company Name: _____

Contact Name: _____

Contact Phone: _____

Building Name: _____ Booth: _____

Available Power

120 Volt AC Single Phase, 208 Volt AC Single Phase, 208 Volt AC 3 Phase

120 Volt	Advance Rate before 11/1/24	Floor Rate after 11/1/24	Quantity	Total	Booth # Placement
0-10 amps (basic)	\$115.00	\$130.00			
11-20 amps	\$125.00	\$140.00			
208 Volt Single Phase					
20 amps	\$150.00	\$165.00			
50 amps	\$220.00	\$235.00			

- Displays and equipment must conform to National Electrical and Denver Building Department codes.
- Only 3 wire grounding extension cords will be allowed. Our electrician will deliver power to the booth.
- Exhibitors are responsible for furnishing the electrical cords needed to distribute power within the booth.
- Any work done, other than above, will be charged at \$95.00 per hour, payable at the time of service.
- Any exhibitor that plugs into the building receptacles will be charged accordingly.
- Payment must accompany this order form.

Return by November 1: National Western Stock Show
Trade Show Department
4655 Humboldt St.
Denver, CO 80216
Fax: 303-292-1708
boakes@nationalwestern.com

WIFI/High Speed Internet Line

Due: November 1, 2024

We only offer WIFI for all 16 days of the show and no longer offer a pay-per-day WIFI option. Additionally, all devices that require a phone line connection are no longer supported at the complex. Please ensure all your devices are WIFI or ethernet capable before you arrive at the show. We will not provide IT equipment such as switches, ethernet cables, or WIFI routers. Please make sure to bring all of the IT equipment that is needed to operate your booth.

Please note that cell phone service may not work during busy times in the facility. We recommend purchasing the 16-day WIFI service to ensure that you can run your credit card systems during these times.

___ I do not require IT services ___ I require IT services

Company Name: _____

Contact Name: _____

Contact Phone: _____

Building Name: _____ Booth: _____

Full Payment Must Accompany Form

Fees are per building. If you have multiple booths in different buildings, please order WIFI for each building.

Service	Quantity	Advanced Rate before 11/1/2024	Floor Rate After 11/1/2024	Total
WIFI (16-days) 25 Mbps		\$450	\$550	
High Speed Internet Line 100 Mbps		\$650	\$750	

IT Services by Building

Coliseum

Wireless internet services for the entire show

Hall of Education, Expo, Stadium Hall, SHCL, Stadium Arena, Events Center

Wireless internet services for the entire show

High speed internet hard wired line

SYEC

Wireless internet services for the entire show

High speed internet hard wired line

All orders must be received and visible on your sales order prior to move-in to ensure availability of service. Orders received after **November 1, 2024** are subject to an additional \$100 fee **if** services are available and accessible. Additional hourly charges may apply. For questions call Jeff Childs at 303-299-5565 or email jchilds@nationalwestern.com.

Return to: boakes@nationalwestern.com
NWSS: 4655 Humboldt St. Denver, CO 80216

BADGE ORDER FORM
Due: November 1, 2024

If you require additional badges, please submit this form to the trade show office no later than **November 1, 2024**. Please include payment with your badge order.

____ I do not require additional badges ____ I do require additional badges

Company Name: _____

Contact Name: _____

Contact Phone: _____

Building Name: _____ Booth: _____

Full Payment Must Accompany Form

ITEM	PRICE	Quantity	Total
Exhibitor Badge	\$25.00 ea.		

Return by November 1: National Western Stock Show
Trade Show Department
4655 Humboldt St.
Denver, CO 80216
Fax: 303-292-1708
boakes@nationalwestern.com

PRIZE DRAWING REQUEST FORM

Due: November 1, 2024

If you intend to hold prize drawings during the NWSS, please submit this form to the trade show office by **November 1, 2024. All drawings must be approved in advance.**

Company Name _____
Contact Person _____ Phone _____
Address _____
City _____ State _____ Zip _____
Building Name _____ Booth _____

Exhibitors who intend to offer prizes during the show must comply with the following requirements:

- Disclose the market value of the prize
- Disclose any conditions that must be met in order to win
- There must be no incidental charges to receive a prize
- Drawings must be pre-scheduled to occur during NWSS
- Exhibitor must provide WSSA with a list of winners and prizes
- Exhibitor must show proof and accountability of drawing, upon request of WSSA
- Names, addresses and phone numbers generated from drawing shall not be sold, given or transferred to any other company for any purpose.

Please answer the following questions:

What is the prize? _____

Explain conditions that must be met to be awarded the prize: _____

What day/time will you have the drawing? _____

How will you use the names & addresses that you collect? _____

Is there any other company that will be involved with your drawing? _____

I am the owner or authorized representative for my company. I understand the rules as listed above and will make sure my company complies with these rules.

Signature: _____ Date: _____

NWSS Approval: _____ Date: _____

Return by November 1: National Western Stock Show
Trade Show Department
4655 Humboldt St.
Denver, CO 80216
Fax: 303-292-1708
boakes@nationalwestern.com

Credit Card Authorization Form

Please complete this authorization and return to National Western Stock Show. All information will remain confidential.

Company Name

Cardholder Name

Billing Address

City _____ State _____ Zip _____

Credit Card Type: _____ Visa _____ MasterCard _____ Discover _____ American Express

Credit Card Number

Expiration Date

Card Identification Number (last 3 digits location on the back of the credit card):

Amount to Charge: \$ _____ (USD)

I authorize the Western Stock Show Association Dba National Western Stock Show to charge the agreed amount listed above to my credit card provided herein. I agree that I will pay for the purchase in accordance with the issuing bank cardholder agreement.

Signed: _____ Date: _____

Printed Name:

Email (for receipt):

Return to: National Western Stock Show
Attn: Bridget Oakes
4655 Humboldt St.
Denver, CO 80216
Fax: 303-292-1708
boakes@nationalwestern

PRODUCT LISTING FORM

Due: August 1, 2024

If you require an update to your product listing, please submit this form to the trade show office no later than **August 1, 2024**.

I do not require changes I do require changes

Company Name: _____

Contact Name: _____

Contact Phone: _____

Building Name: _____ Booth: _____

PRODUCT	DESCRIPTION

Return by August 1:

National Western Stock Show
Trade Show Department
4655 Humboldt St.
Denver, CO 80216
Fax: 303-292-1708
boakes@nationalwestern.com

Insurance Request Form
Due: November 1, 2024

K&K Insurance will provide **premises liability** coverage for exhibitors at the National Western Complex under a master policy. Coverage for Concessionaires and Exhibitors includes public liability and property damage liability with a \$1,000,000 combined single limit. Product liability is also provided for premise claims only. Liquor liability is specifically excluded. General liability coverage conforms to the requirements of the Contract with National Western.

Company Name: _____

Contact Name: _____

Contact Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

List of products or services to be provided:

Please sign and return this form, signifying your consent to participate in this voluntary insurance program.

- General liability coverage will be provided **January 6 – 28, 2025**
- Premium for this coverage is \$125
- Your insurance coverage will only be effective during your presence on NWSS premises during the specified dates

Please issue coverage in accordance with this program.

Signature: _____ Date: _____

Return by November 1: National Western Stock Show
Trade Show Department
4655 Humboldt St.
Denver, CO 80216
Fax: 303-292-1708
boakes@nationalwestern.com

Early Move-in Request Form
Due: November 1, 2024

Early move-in will be granted on a limited basis for exhibitors with extensive set-up requirements. A form must be completed to be considered. Not all exhibitors will be approved. Please give a compelling reason for your request below. Requests received after the due date will not be considered. Exhibitors will be notified of approval status by December 1, 2024.

Company Name: _____
Contact Name: _____
Contact Phone: _____
Contact Email: _____
Building/Space Number: _____

1. Do you have a trailer or vehicle (circle one)? Size of trailer/vehicle? _____
2. Where do you plan to park your trailer/vehicle overnight? _____

3. Do you require forklift services? yes or no (circle one)
4. Early move-in date(s): _____ Time of arrival: _____
5. Reason for request: _____

Signature: _____ Date: _____

NWSS: Approved or Denied (circle one). Reason: _____

Special instructions: _____

Return by November 1: Fax: 303-292-1708, boakes@nationalwestern.com

Best Booth Presentation Award Program

In appreciation of outstanding trade show booth displays, one trade show exhibitor is chosen for each of the following:

Grand Champion for Best Trade Show Booth Presentation (First Place)

Prize: \$1,000 credit toward **2026** trade show booth space and First Place Ribbon/Plaque

Reserve Champion for Best Trade Show Booth Presentation (Second Place)

Prize: \$750 credit toward **2026** trade show booth space and Second Place Ribbon/Plaque

Honorable Mention for Best Trade Show Booth Presentation (Third Place)

Prize: \$500 credit toward **2026** trade show booth space and Third Place Ribbon/Plaque

Exhibitors will be judged based on the following criteria.

1. Adherence to Booth Rules and Regulations

- Adheres to design rules, as outlined in the Exhibitor Rules and Regulations Manual, to include height, signage, lighting, electrical cords, access to electrical boxes, fire alarms, etc.
- Show management or fire department approvals obtained when needed (i.e., fire permits, smoke detectors, canopies, roofed areas, and building structures).
- Constructed with show-approved materials.
- Structural integrity.
- The show-provided white identification sign is visible.
- The display is within the dimensions of the booth.
- Cords, storage totes, extra merchandise, boxes, etc., are out of sight.

2. Western/Agricultural Theme

- The booth display incorporates a Western/Agricultural theme (some examples: western storefront, chuck wagon, barrels, wooden fences, barns, use of materials such as Barnwood, metal, old doors, vintage or antique items, chalk paint, rustic or southwestern items, etc.)
- Creative signage (some examples: wood burned signs, large wooden letter signs, metal signs, handcrafted mix media signs, etc.)
- Flooring (padded, carpeted).
- Costumes (incorporates the theme of the booth or Western theme in general).
- Backdrops.

3. Design

- Uniqueness.
- Theme carried throughout.
- Use of props.
- Creative use of fabrics, lighting, flooring, draping, colors, display items, and building materials.
- Tables are draped, skirted, and covered.
- Pipe and drape is covered/out of site or not used.
- Creative use of booth obstructions (pillars, poles).

4. Cleanliness

- No trash, food, or personal items in sight.
- Product is neat and organized. Clothing is folded and clothing racks are organized.
- The product and booth are dusted and there is no visible dirt.
- Storage boxes, totes, extra products, or wrapping are out of sight.
- Glass cases are cleaned.
- The floor is vacuumed/swept.
- Trashcans are emptied.

5. Presentation

- Quality of merchandise and adherence to approved merchandise to be sold.
- The product does not overwhelm the booth space.
- Professional price tags and signage (no handwritten signs or tags- especially "sale" signs).
- The product is fully stocked.
- Mannequins are fully dressed.
- If tables are used, levels are created and not just stacks of items (i.e., use of risers/props to create multiple levels).
- Interaction in the booth (an artist is painting, a jeweler is crafting jewelry, a sculptor is sculpting, shaping of hats, tooling leather, etc.)

6. Salesmanship

- Disposition of employees (not on their phones).
- No visible eating or drinking in the booth.
- The staff is wearing appropriate attire and neatly groomed.

- The booth is properly staffed for its size.
- Not overly aggressive. No yelling out or standing in the aisle.

General Rules

- There is no cash value.
- Dollar amount will be deducted from your total exhibit space fees for the following show only.
- If your total exhibit fees do not equal the amount of the credit, you will only receive the amount of the exhibit fees.
- Exhibitors must participate in the following show to receive the credit.
- If you cancel your booth space for any reason, you will forfeit the credit.
- Exhibitors may win multiple years in a row, but there must be significant differences/changes to your display.
- NWSS has the final say on all winners and contest rules.

If you have any questions, please email boakes@nationalwestern.com.

Helpful Links

[Vendor Resources](#)

[Floor Plans](#)

[Preferred Hotels](#)

[Event Center Schedule](#)

[Coliseum \(Rodeo\)](#)

[Schedule](#)

[Livestock Schedule](#)

[Overall Show Schedule](#)

[Coors Western Art](#)

[FAQ](#)

[Buy Tickets](#)

[Volunteer Program](#)

[Membership](#)

[Economic Impact](#)

[National Western](#)

[Center](#)

[Legacy Building](#)

Questions? Contact

Bridget Oakes

Trade Show Director

303-299-5524

boakes@nationalwestern.com