



# ROAD TO THE HORSE™

**March 18, 19, 20, 21 2027**

Alltech Arena - Kentucky Horse Park, Lexington, KY

### Company Information

Company Name:		Contact Name:	
Phone #:	Cell #:	Fax #:	
Email:		Website:	
Mailing Address:	City:	State:	Zip:

### Products / Services *(Please include pictures of products and booth with this application.)*

List products / services you will market in your booth (use additional pages if needed):

*Please note no food or beverage samples may be given out. No microphones may be used at any time.*

### Placement Request

Please note the vendor map is subject to change. Placements are assigned by the order applications are received.

### Exhibit Space Request

<b>Exhibit Space - Check Booth Size</b> Each 10x10 includes (2) Vendor Wristbands & Free Parking <input type="checkbox"/> 10'x10' - \$700 <input type="checkbox"/> 10'x20' - \$1,300 <input type="checkbox"/> 10'x30' - \$1,900 <input type="checkbox"/> 10'x40' - \$2,500	<b>Total Costs</b>
<b>Corner Booth Option</b> For corner booth on an aisle exhibit space must be at least 10'x20' booth   For corner booth at entrances/exits on walls - ex: 201, 213, 226, 240, 253, 267, 268, 280	<b>Exhibit Space Cost</b> \$ _____
<b>Kentucky Horse Park Fee</b>   Required by KHP to sell goods at the Alltech Arena. \$75 per 10x10 space	<b>Corner Booth Fee</b> <input type="checkbox"/> \$100
<b>Additional Work Pass</b>   (2) Passes provided per 10x10 - Limit of (2) Additional <input type="checkbox"/> (1) Pass (\$95) <input type="checkbox"/> (2) Passes (\$190)	<b>KHP Vendor Fee:</b> \$75 x ____
<b>Internet Access - (1) Wifi Code</b> Due to the large quantity of people attending and the concrete in the building, internet can lag or be slow. Internet access is non-refundable.	<b>Work Pass Fee:</b> _____
<b>RTTH 2027 VENDOR DEPOSIT POLICY:</b> A minimum of 50% of total must accompany contract if submitted by 9/1/26, balance due by 1/1/27. After 9/1/26, full payment must accompany signed contract. <b>BOOTH PLACEMENT:</b> Will be at the Vendor Coordinator's discretion. <b>MERCHANDISE / SERVICE:</b> A description and pictures of merchandise and booth must be sent with signed contract. <b>PLEASE NOTE: ELECTRIC NEEDS FOR ALL BOOTHS MUST BE ORDERED THROUGH LEXPO EXPOSITION SERVICES.</b> <b>ALL ROAD TO THE HORSE DECISIONS ARE FINAL</b>	<b>Internet Fee:</b> <input type="checkbox"/> \$25
	<b>Total</b> \$ _____
	<b>Amount Enclosed</b> (50% Deposit Due w/contract) \$ _____
	<b>Balance</b> \$ _____

**PLEASE NOTE: ELECTRIC NEEDS FOR ALL BOOTHS MUST BE ORDERED THROUGH LEXPRO EXPOSITION SERVICES**

### Payment

**Method of Payment:**
 Check Enclosed
  MasterCard
  Visa
  Money Order

**Amount of Payment:**
 50% Deposit
  Payment in Full
  Authorization to charge balance due on 1/1/25. Initial \_\_\_\_\_

**Card #:** \_\_\_\_\_ **Exp Date:** \_\_\_\_\_ **Security Code:** \_\_\_\_\_

**Billing Address of Card Holder (if different than above):** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**AUTHORIZED SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

### Agreement

We hereby acknowledge that we have read and understand the Exhibitors Rules and Regulations for Trade Show. No agreements or understandings whether written or oral, not contained in this contract or the Exhibitor Rules and Regulations will be binding upon the parties unless such an agreement is in writing and signed by an authorized representative of Morris Magazines LLC dba Road to the Horse.

**EXHIBITOR'S SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

### Submit

<b>Make sure that:</b> <ul style="list-style-type: none"> <li>▶ Contract is signed and dated</li> <li>▶ Deposit or full payment enclosed</li> <li>▶ Rules and Regulations have been read and signed</li> <li>▶ Provide Current Proof of Insurance</li> </ul>	<b>Mail To:</b> Road to the Horse 2112 Montgomery St Fort Worth, Texas 76107	<b>For More Information:</b> <a href="mailto:info@roadtothehorse.com">info@roadtothehorse.com</a> <b>RTTH Office: (817) 569.7100</b>
--	--	--

**ROAD TO THE HORSE 2027**  
**MARCH 18-21 | LEXINGTON, KENTUCKY**  
**EXHIBITORS RULES AND REGULATIONS FOR THE ROAD TO THE HORSE MARKETPLACE**

Rules and regulations governing the show have been briefly written to advise exhibitors of their privileges, restrictions, and requirements. Any changes to the rules and regulations must be made prior to the opening of the show. MCC Magazines, LLC, a Georgia limited liability company dba Road to the Horse will be referred to as "RTTH" in the following.

**1. RIGHT TO REFUSE** – Management reserves the right to determine the eligibility of any exhibition not in keeping with charter and purpose of the show. The Vendor Coordinator reserves the right to reject any applicant for space at any time and reserves the right to regain possession of any space by refunding to the applicant or exhibitor the amount paid for the space.

**2. REGULATION COMPLIANCE** – The decision of the Vendor Coordinator must be accepted as final in any disagreement between exhibitors or in the decision to remove from the show any exhibitor or his/her representative performing any act or practice which, in the opinion of the management, is objectionable. All matters not covered in these conditions are subject to the decision of the Vendor Coordinator.

**3. BOOTH ASSIGNMENT** – Booth space will be assigned and given priority at the discretion of the Vendor Coordinator. Exhibitor agrees to accept the booth space assigned and in extenuating circumstances, the booth can be reassigned without approval of exhibitor. Two or more firms may not exhibit in a single space unless approved by the Vendor Coordinator. Exhibitor shall not sublet or apportion the whole or any part of the space assigned. Exhibitor is also limited to selling within their assigned booth space.

**4. EXHIBIT INSTALLATION** – Exhibitors are to have trade show booths set up and ready by the designated time unless prior approval is given by RTTH. All labor necessary in setting up or removing exhibits must be supplied by exhibitor.

**5. BOOTH MOVE IN AND REMOVAL** – Exhibitors may not set up booths or unload merchandise until the specified move in date and times assigned by the Vendor Coordinator. All exhibits must remain intact until the close of the show. **There will be a \$200.00 fine if an exhibitor packs and loads out prior to the Exhibit Hall being officially closed on the last day of the event.**

**6. VIDEO EQUIPMENT** – No video equipment is allowed on the premises. No exceptions!

**7. BOOTH DETAIL** – General Electricity MUST be purchased from LEXPO via the exhibitor kit just like you would purchase tables/pipe drape/etc. Any specialty electricity, carpentry, wiring connections shall be installed at exhibitor's expense and must be pre-approved. Electrical extension cords must be 3-wire with ground. All aisles must be kept free of equipment, displays, etc.

**8. LIABILITY** – RTTH's liability is limited as set forth herein, and RTTH assumes no liability including but not limited to the following: RTTH is not responsible for anything that may be lost, destroyed, damaged or stolen and will be held harmless for any injury, death, or damage that may occur to an exhibitor, his or her employees, agents or property, or for loss as a result of theft, fire, accident or any other cause. Note: If requested by show management, exhibitors/participants must sign a release of liability form. Exhibitor agrees to protect, save and hold RTTH and/or any person, organization or corporation for whom RTTH contracts to serve as show management and/or facility forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or others, as well as to strictly comply within applicable terms and conditions in the contract agreement between the facility and RTTH regarding the exhibition premises; and, further, exhibitor shall at all times protect, indemnify and hold RTTH and facility forever harmless against and from any losses, costs (including attorney's fees), damage, liability, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor's use of the exhibition premises or a part thereof, provided that Exhibitor shall not be required to indemnify, defend, save and hold harmless RTTH to the extent any such losses, damages, claims, and liability are the direct and sole result of the grossly negligent acts or the intentional misconduct of RTTH, their agents, employees, volunteers or assigns.

**9. TERMINATION** – If exhibitors fail to make payment required by the contract in a timely manner, RTTH may terminate that contract and exhibitor's participation in the event without further notice and without obligation to refund

monies previous paid. RTTH is expressly authorized, but has no obligation, to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such a manner, as it may deem best, and without releasing exhibitor from any liability there under. RTTH may also terminate the contract without any obligation on RTTH's part to refund any payments previously made and without releasing exhibitor from any liability arising as result of or in connection with such breach. If RTTH removes or restricts an exhibit which RTTH considers to be objectionable or inappropriate, no refund will be due the Exhibitor. Notwithstanding the foregoing, if RTTH cancels the event due to circumstances beyond the reasonable control of RTTH (such as acts of God, acts of war, governmental emergency, labor strike, or unavailability of Exhibit Facility), RTTH shall refund to each exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of organizer to exhibitor.

**10. CANCELLATION** – A WRITTEN notice of cancellation is required, by email, and a cancellation fee of **50%** of reserved booth space will be charged if not cancelled in writing by January 1, 2027. Exhibitor is responsible for full payment of booth space. **NO REFUNDS OR CREDITS.**

**11. NON-GUARANTEE** – RTTH makes no representations or warranties regarding the number of persons who will attend the show. Exhibitor understands that neither RTTH nor its agents or representatives guarantees attendance at neither RTTH nor any financial gain to any exhibitor participating in the show. Each exhibitor also understands that tickets to the show will be sold exclusively by RTTH and the exhibitor is not entitled to any proceeds from ticket or concession sales.

**12. INSURANCE** – Exhibitor is required to obtain and maintain in full force and effect throughout the show the following CURRENT Insurance: for Trade Show Booth – Commercial General Liability written with limits of at least the following: Each occurrence - \$1,000,000; Personal & Advertising injury - \$1,000,000; General Aggregate - \$1,000,000; Products/Completed Operations Aggregate - \$1,000,000; Fire Damage (any one fire) - \$50,000; Medical Expense (any one person) - \$5,000. Coverage shall remain in effect and cover all times from the move in date to the move out date and shall be on an occurrence based policy and shall include: premises/operations, contingent liability for subcontractors, products/completed operations, personal injury, and contractual liability to insure the indemnification (hold-harmless) clauses contained in this contract. **MCC Magazines, LLC dba Road to the Horse and the Kentucky Horse Park Commission shall be named additional insureds on the policy. A Certificate of Insurance for the exhibitor showing policy numbers, limits of liability and coverage, and expiration dates must be received by show management at least fifteen (15) days prior to Show or stall/booth space and fees are subject to forfeiture. Insurance shall be made out to MCC Magazines, LLC dba Road to the Horse and the Kentucky Horse Park Commission at Kentucky Horse Park 4089 Iron Works Pkwy, Lexington, KY 40511. All policies shall contain a non-cancellation clause notifying RTTH in advance of any proposed cancellation.**

**13. COMPLIANCE WITH LAWS AND REGULATIONS** – Exhibitor shall abide by and observe all federal, state, fire, and local laws, codes, ordinances, rules and regulations and all rules and regulations of the Exhibit Facility (including any union labor work rules). All decorative materials used in displays must meet the flame proofing regulations of the Fire Department.

**14. FOOD** – Exhibitor sales of food and beverage for consumption in the building is prohibited. Exception will be with approved food service vendors.

**15. LIVE ANIMALS** – No pets or live animals will be permitted in the Exhibit Hall without official documentation showing they are a service animal and approval by the Vendor Coordinator.

**16. COLLECTION** – If suit is instituted to collect past due amounts, Exhibitor agrees to pay actual costs and expenses of collection in addition to court costs and reasonable attorney fees and interest at the maximum prevailing rate. If credit card payment is denied or a check bounces, there will be a \$50 fee imposed and payment must be made with a cashier's check or money order.

**17. REPRESENTATION** – No representations are/have been made unless in writing, in this contract.

**18. CONDUCT** – Exhibitors must conduct professional activities in a reputable manner, while supporting the mission, vision, and goals of the event. Including but not limited to racial or unethical comments and/or actions, in all circumstances, and across all digital and print platforms as well as physical contact and conversations with other exhibitors/attendees at the event. Any violation is within rights to be have an exhibitor's space terminated.

**Exhibitor's Signature** \_\_\_\_\_

**Date** \_\_\_\_\_