



Bandy Russell * Partnership Specialist * 812-327-6968 * arhapartners@gmail.com

2017 American Ranch Horse Show

July 16-22, 2017 C Bar C Arena, Cloverdale, Indiana

Hello ARHA Partner!

It's going to be World Show time again before we know it! We hope that you will join us at the C Bar C in Cloverdale Indiana in July as a World Show Vendor and Partner. **We have a limited number of Booth Spaces available so get your application in early to make sure you have a spot!** We are fully vested in making this show a wonderful experience for you as a vendor, and for all the folks who attend. We expect 3 – 5,000 exhibitors, friends, family, and spectators to visit us during this weeklong venture!

NEW THIS YEAR – Cowboy Cash

We have come up with a program to encourage our exhibitors and spectators to shop with our vendors while they are at the show using our new “*Cowboy Cash*” promotion.



This is how it works: when our exhibitors get to the show and pick-up their Show Packet or spectators visit our welcome booth, each person will be given a booklet with coupon vouchers to use towards purchasing items or services from the participating show vendors. Examples of this could be 10% off a product or service, a BOGO or however you would like to promote your business be creative!

To enter in the FREE Cowboy Cash – exhibitors and friends will need to visit your booth, purchase an item(s), provide proof of purchase (ticket or your signature), and drop in the Cowboy Cash bucket! There will be two drawings for a \$50 Cowboy Cash Gift Certificate provided by ARHA only good at a participating World Show Vendor! FREE! They will be spaced out for more winners to shop!

In essence, each attendee at the World Show would have the opportunity to get a “great deal” on products or services per your promotion, and have an opportunity to win a FREE Cowboy Cash Gift Certificate(s)! ARHA will also provide signage that indicate that you are a part of the Cowboy Cash program so they know where to shop! FREE!

This program is absolutely free to all of our participating vendors, and free to our members! We want everyone attending to shop at the show! As you can imagine, this will be a big program! Please provide your promotion, if you wish to participate, by May 1st so that we will have all of the coupons ready!

This is our way to thank each ARHA partner who supports the World Show and get every participant active in supporting you!

Looking for more ways to partner up with ARHA? Please let me know right away! There are several options to increase your visibility and investment! We want to form a strong and lasting partnership with your brand!

Welcome to the ARHA community!

Bandy Russell

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ARHA World Championship Show ~ July 16-22, 2017

C Bar C Expo Center • Cloverdale, Indiana

VENDOR APPLICATION/AGREEMENT

Business Name: _____ Business Phone: _____

Contact Person _____ Email: _____ Phone: _____

Address _____ City/State/Zip Code _____, _____, _____

Web-site _____ Product/Service Description _____

YOUR 2017 WORLD SHOW BOOTH PURCHASE INCLUDES:

- ✓ You will receive a listing of your company name, address, phone number and link to your website on www.AmericanRanchHorse.net, e-blast and ARHA Face Book pages.
- ✓ Your marketing information/flyers placed in World Show Exhibitor Packets. (Deadline is July 1)
- ✓ Placing of your Banner (supplied by you) in the Arena.
- ✓ PA Announcements Daily
- ✓ Free "Cowboy Cash" Program

Select Space:

- _____ 10 x 10 Inside Vendor Booth, \$250 _____ 10 x 40 Inside Vendor Booth, \$500
_____ 10 x 20 Inside Vendor Booth, \$350 _____ 32 x 12 **Outside** Vendor Booth, \$450
_____ 10 x 30 Inside Vendor Booth, \$425 _____ Electricity \$20 for the show
_____ Silent Auction Item(s) for youth (optional) _____ Door Prize(s) – (optional)
_____ Enter me in the FREE Cowboy Cash program – email coupon to ARHAparters@gmail.com by July 1

Want to learn about more ARHA partnerships? Check all that apply below!

- Championship Buckle Partner*
- Brand Stall Plaques*
- Brand an Information Station(s)*
- Host and Exhibitor Event*
- Become an Official ARHA Partner*

_____ Check/Money Order/Cashier's Check made payable to **American Ranch Horse Association**

_____ Credit Card # _____ Visa _____ MasterCard _____ Discover

Exp Date _____ Security Code _____

Name as it appears on card _____ Authorized Signature _____

Address associated with card _____

Your card will be charged the full amount unless other arrangements have been made.

I (We) have read all attached terms and conditions and rules relating to this Vendor Application/Agreement, and do hereby agree to fully comply with and abide by such.

Vendor Authorized Signature _____ Date _____

SUBMIT COMPLETED FORMS TO: ARHA World Championship Show • P.O. Box 186 • Nancy, KY 42544

For Assistance, contact: Bandy Russell * Partnership Specialist * 812-327-6968 * arhaparters@gmail.com

Vendor Application/Agreement * Terms and Conditions/Rules and Regulations

1. The ARHA World Championship Show Trade Show is sponsored by the American Ranch Horse Association who reserves the right to refuse any vendor not in the best interest of the association, shall have full power to interpret the terms and conditions/rules and regulations set forth below, and have final decision on all other matters not covered by this contract. Amendments to such may be made at any time by the American Ranch Horse Association in the form of written notice.

2. Indemnification. The Vendor assumes sole responsibility and hereby agrees to protect, indemnify, defend and hold harmless the American Ranch Horse Association, C Bar C Expo Center, and its employees and agents from any and all claims, including claims or causes of action arising from the sole negligence of said indemnities, arising out of, or in connection with Vendor's occupancy and use of the Show premises, or any action or inaction of any nature in connection with or related to the Show, including but not limited to loss, theft, damage, destruction, or delay in delivery of goods, display material and other effects; any injury to Vendor, Vendor's employees, agents, representatives or guests while on the Show premises; and any damage to Vendor's business by reason of failure to provide space for the exhibit or removal of exhibit or failure to hold the Show as scheduled. Vendor acknowledges that the American Ranch Horse Association and C Bar C Expo Center do not maintain insurance covering Vendor's property and that Vendor has the sole responsibility to obtain business interruption and property damage and theft insurance covering such losses by Vendor. Vendor agrees to indemnify and hold forever harmless the American Ranch Horse Association and C Bar C Expo Center from any and all damages, loss, liability, claim or expenses (including legal fees) based upon, arising out of, or in connection with the violations of any law or ordinance by the Vendor, its employees, agents, representatives, guests or other holding under the Vendor; or if failure by Vendor or any such persons to comply with all applicable terms and conditions contained in these rules or in the agreement between C Bar C Expo Center and the American Ranch Horse Association regarding the Show premises or a part thereof. If the indemnities are sued in a court of law, Vendor agrees to defend the indemnities at Vendor's expense, and if judgment be taken against indemnities, to pay said judgment and obtain written release in form acceptable to the indemnities.

3. Assignment of Space. First come, first serve priority will be given applicants according to the time their written request is received by the American Ranch Horse Association, availability of requested area, the amount of space requested and the special needs and compatibility of Vendor. In the event of conditions beyond its control, the American Ranch Horse Association reserves the right to rearrange the floor plan and relocate any exhibit.

4. Payment. At least 50% of the cost of requested space must be remitted with application. Remaining balance is due on or before May 1, 2017. **VENDOR MAY NOT OCCUPY ASSIGNED SPACE(S) UNTIL ALL FEES ARE PAID IN FULL.**

5. Refunds for Cancellations. *NO REFUNDS WILL BE MADE FOR CANCELLATIONS AFTER MAY 1, 2017.*

6. Subletting of Space. Vendor shall not assign or sublet any space allocated to Vendor and may not advertise or display goods other than those manufactured or sold by Vendor in the regular course of Vendor's business. The space assigned to the Vendor is for Vendor's exclusive use only.

7. Restricted Use of Logo. American Ranch Horse Association has sole and exclusive right to produce or sell products bearing its logo(s), and only its designated licensees may distribute such products at the American Ranch Horse Association World Championship Show. No Vendor may sell or give away any product bearing an American Ranch Horse Association logo or design that is deceptively similar, during the American Ranch Horse Association World Championship Show. No Vendor may sell or give away any product bearing the following, but not limited to, words, letters, or combination thereof, or deceptively similar to American Ranch Horse Association, ARHA, American Ranch Horse Association World Championship Show, or ARHA World Championship Show.

8. Security. American Ranch Horse Association will not be responsible for any loss.

9. Booth Set Up. Vendors may set up their appropriate booth(s) starting on the day before the first day of the show at 12 noon. Vendors may check in at the show office for confirmation of booth location if needed. If the space reserved for the Vendor is not occupied by 6:00 am on the first day of the show, unless otherwise arranged, the space will be considered cancelled and shall revert to the American Ranch Horse Association without obligation on part of the American Ranch Horse Association for any refund whatsoever. The American Ranch Horse Association shall have the right to assign such space to another Vendor unless the American Ranch Horse Association has received written notification of a delay in set up.

10. Booth Dismantling and Removal. Vendors may start to dismantle booths at 10pm on the last day of the show and must be completely vacated by 12 noon on the day after the last day of the show. Any other arrangements must be made through the American Ranch Horse Association prior to that date.

11. Care and Safety. Although aisles will be provided by janitor services, booth space should be maintained and cleaned by the Vendor. Customer and Vendor safety should be prevalent at all times.

12. Taxes. All sales tax, income taxes, FICA or other withholding taxes arising out of or in connection with Vendor's use of the Vendor's Booth are the sole responsibility of the Vendor.