



**Table of Contents**

Program Advertising	2
Accommodations	3
Gift Donation for Ribbon Winners	3
Fast Facts & Dates	4
Merchant Booth Information	4
Merchant Additions Form	8

**Contact Information:**

Equestrian Events, Inc.  
P.O. Box 12110  
Lexington, KY 40580-2110  
859.233.2362  
859.254.5116 (fax)

Holly Whiteman, Development Assistant  
[Holly@rk3de.org](mailto:Holly@rk3de.org)

## Program Advertising

The Official Event Program is a spectator’s ultimate guide to learn about the Rolex Kentucky, horses and riders competing and the best shopping opportunities. Advertising in the program includes a print ad, company name and link on the RK3DE website and post event, the program will be offered as an E-magazine. In 2014, the Event hosted 78,000 spectators over four days of competition.

Trade Fair Merchants can purchase additional advertising at the following discounted rates:

Ad Size	Ad Dimensions	Color
Full Page	7" x 10"	\$1525
Half Page	6.5" x 4 7/8"	\$1050
Quarter Page	3 5/8" x 4 7/8"	\$ 750

### How to Advertise

1. Book Your Space by February 27, 2015
2. Prepare and Submit your Materials
3. Materials Due: March 12, 2015 at 5:00 pm EST to Holly Whiteman at [Holly@rk3de.org](mailto:Holly@rk3de.org).

### Advertising Formats:

- All ads should be submitted as digital files, either for Mac PC, with support files and fonts included.
- Acceptable file formats include PDF, Illustrator (convert fonts to outlines), JPG, EPS, TIFF, or PDF (press-ready). Adobe InDesign files should be converted to PDF.
- Ads that are color must be converted to CMYK. Ads submitted as RGB files will be converted and color accuracy cannot be guaranteed. Please include 1/8" bleed on all sides.
- Microsoft Publisher files are not acceptable for high resolution output.
- Ads containing photographs should be submitted at 300dpi; ads without photos (line art, etc.) should be submitted at 1200dpi.
- Ads may be submitted on CD or DVD or electronically via email (file cannot exceed 10MB).



or

### Submission of Ads:

Materials are due: March 12, 2015 by 5:00 p.m. EST to Holly Whiteman at [Holly@rk3de.org](mailto:Holly@rk3de.org).

### Ad Development:



## Merchant Guidelines

Graphic design services are available at a rate of \$90 per hour, and subject to availability. If you think you might need assistance, please indicate this as quickly as possible.

Jeff Ruth, Shatterbox Studios  
859.280.2601  
[hello@shatterboxstudios.com](mailto:hello@shatterboxstudios.com)

## Gifts for Ribbon Winners

Prize money and ribbons will be given through 20th place. We would like to be able to provide at least one gift for every ribbon winner (and due to the generosity of Sponsors and Trade Fair merchants we are generally able to provide at least two and sometimes three such gifts). We're not looking for major gift items, simply an extra memento that the riders can take home with them from Rolex Kentucky with a \$25 minimum value.

The distribution of these gifts is done by draw in order to make it absolutely random. This method makes for surprises and exclamations of delight as a ribbon winner, a bit lower down the line may just receive a gift with a high value. The winner deserves and receives prizes worthy of his or her sterling finish, but every competitor who completes the competition is of a high caliber and it is fun to know that through this random distribution any one of them has the opportunity to receive a gift of equal or greater value than one the winner may receive.

You are not expected to provide a gift but if you wish to please fill out the enclosed form to indicate the item(s) that you plan to provide. We need this information by NO LATER than March 12 to ensure a listing in the Official Event Program of your gift and your name as donor. One gift is sufficient, but if you wish to provide more than one, space is available on the form.

An EEI representative will come by your Booth either Thursday or Friday of the Event to pick up your donation. Be sure to include your name on the gift item so that each recipient will know of your donation. Thank you in advance for your generosity. The value of your gift item will be deductible as a charitable contribution to the extent of the law. Equestrian Events, Inc. is a 501(c)(3) corporation and its Federal Tax ID is 61-0899468.

## Accommodations

Hotels book up very quickly during the Event so make your reservations early! For information on the Lexington area, please visit [www.rk3de.org](http://www.rk3de.org) and click on Visitors Information under Tickets or contact the Lexington Convention & Visitors Bureau at 1.800.848.1224 or on the internet at [www.visitlex.com](http://www.visitlex.com).



## Fast Facts and Dates

Event Name – The Rolex Kentucky Three-Day Event

Dates – April 23 – 26, 2015

Location – Kentucky Horse Park, 4089 Ironworks Parkway, Lexington, KY 40511

### Prior to Event:

February 27- Program Advertising Insertion Order Due

March 6 – Merchant Additions Form Submitted

March 12 – Advertisements must be received by 5 p.m. to Holly Whiteman at [Holly@rk3de.org](mailto:Holly@rk3de.org).

April 3 – Deadline for Scheduling Setup Time

April 3 – Certificate of Insurance due to EEI office

### During Event:

April 21 – Set up of Trade Fair Begins

April 23 – Trade Fair opens at 9:00 a.m.

## Merchant Booth Information

### Allotted Space

**No merchant may sublet the whole or any portion of any allotted space. Any infraction of this rule will cause the merchant to be asked to leave immediately.**

No merchant will be allowed to place exhibits of any type or description that project beyond the limits of the space allotted or that obscure the exhibits of the adjacent booth(s). Merchants asked more than once to move items will be asked to leave immediately.

### Booth Location

In our efforts to “go green,” booth information will be **emailed** the WEEK OF MARCH 30. Please look for this email and bring all the included information with you when you come to setup. Please call or email by April 10 if you have not received this information. All materials will be sent to the email listed on the application unless otherwise requested.

Please check in at the Trade Fair Information Booth on Lee Cholok Drive upon arrival. Cindy Stewart will be on hand to assist you. You will receive your passes and parking cards at that time.



## Electric

Each **Merchant** will be provided with one (1) 20-amp circuit. Additional electric may be available at an additional charge and **MUST** be requested 30 days **PRIOR** to setup. All extension/power cords and adapters **MUST** be outdoor-rated. **NO** two-prong appliances are allowed. Only one power strip per outlet-power strips may **NOT** be connected in tandem. **NO** Halogen lighting is allowed. Lighting, track or otherwise, may **NOT** be attached or touch any metal such as the rods supporting the pipe & drape or the railings of the grandstand seating, unless separated by a wooden spacer of at least 2" in thickness.

## Insurance

EEl must have proof of insurance covering your company for the dates of April 20-26, 2015, the Setup and Event dates, before you will be allowed to set up. This includes general and product liability insurance. If you have insurance, a Certificate of Insurance is required naming **Equestrian Events, Inc. and the United States Eventing Association as additional insured**. If you don't have insurance or are unable to add the required entities as Additional Insured, you will need to sign a complete waiver upon arrival. If you need to sign a waiver and would like to do so in advance, please contact Holly Whiteman at the EEl office at the telephone or fax numbers listed below and request that one be sent to you. The Certificate of Insurance or signed waiver must be sent to the EEl office at the address at the top of the page before April 3, 2015.

## Internet

If you would like to add internet to your tent please add it on your Merchant Additions Form. Forms with payment must be received in the EEl office by March 7. Access codes will be available during setup; however, service will be available only during The Event.

## Pets

All pets must be kept within the merchant's space at all times. Pets must always be on a leash and the merchant is **COMPLETELY** responsible and liable for the actions of their pets.

The Lexington Humane Society will offer a day care station where your dog will be looked after for a minimum donation of \$7.00/hour or \$25.00 for the day. Dogs staying at the Lexington Humane Society station will need to have their vaccination record available to be shown to the caretakers. Don't forget to bring toys, treats, favorite comfort item, etc. You will need a photo ID to pick up your dog (this is to ensure that no unauthorized person can pick up your dog).

There will be no special parking concessions for vehicles containing dogs, and distressed dogs will be removed from vehicles, by whatever means necessary, by the Lexington Humane Society/Event Security. Please don't allow dogs to foul areas in the Trade Fair or other public places.



## Rental Items

Additional tables and/or chairs may be ordered through the EEI office, but we need to have your order by March 6<sup>th</sup> to ensure availability. Rental cost for tables is \$30.00; for the Samsonite chairs, \$10.00. Tables and chairs may be rented after March 6<sup>th</sup> or at the Event from EEI if available and are subject to an additional fee.

## Security

The Trade Fair has 24 hour Security beginning Wednesday, April 23 to Sunday, April 27. Although EEI retains security for the Event, EEI does not assume responsibility for anything stolen from Sponsor Village, the Trade Fair or the Kentucky Horse Park.

## Setup

We will utilize a schedule for setup. You will not be allowed to set up until your assigned time and all merchandise must be unloaded immediately and vehicles removed from the area. We hope this will stop blocked cars and ensure a smoother setup. **Please email Cindy Stewart directly if you have a scheduling problem.**

April 21, Tuesday 10:00 a.m. – 6:00 p.m.

April 22, Wednesday 10:00 a.m. – 6:00 p.m.

All merchants must be open Thursday at 9:00 a.m.

**If you would like to request a preferred day/time for you to move in, please email Cindy Stewart (contact below). Please include in your email the specific day AND time in one hour increments that is preferred. You will be contacted with a confirmation date and time for move in.**

\*For those vendors WHO DO NOT contact Cindy by April 3<sup>th</sup> will be assigned a day and time for setup.

**Cindy Stewart**  
**[Huntertonfarm@cs.com](mailto:Huntertonfarm@cs.com) (email)**

## Shipping Merchandise

Due to security and insurance restrictions, neither Equestrian Events, Inc. (EEI) nor the Kentucky Horse Park are able to receive any merchandise for your Merchant Booth. Please do not ship to either the Kentucky Horse Park or EEI addresses at any time.

We have secured the services of a delivery company, George Fern Exposition & Event Services. Your contact from George Fern will be contacting you directly regarding your shipping needs. After the Event starts, if you use another delivery service (UPS, FedEx, Roadway, etc.), you will be responsible for meeting them off Kentucky Horse Park grounds



## Merchant Guidelines

to obtain your package. They will NOT be allowed to deliver on the Kentucky Horse Park grounds to the Event due to security measures. Any packages not handled by George Fern will be refused by both the Kentucky Horse Park and EEI.

George Fern will have all the required passes and booth locations to come and go from the Kentucky Horse Park to ensure adequate and timely delivery. Please contact this agency in advance if you need to use the service.

### **Tear Down/Dismantling**

Merchant Booths may not be removed prior to 5:00 p.m., Sunday, April 27, unless under authorization from EEI and must be removed **by 12:00 p.m. Monday, April 27**; however, there will be security until 7:00 a.m. Monday, April 28.

### **Telephone**

If you would like to add a telephone to your booth please add it on your Merchant Additions Form. Requests for telephone lines will be accepted on a first come, first serve basis for the available lines. Forms must be received no later than March 6, 2015.

### **Vehicles/Parking**

All vehicles must be out of the Trade Fair area by 8:00 a.m. Thursday, Friday, Saturday and Sunday, and must be parked in the designated Trade Fair Parking Lot. You may not return to re-stock until the show day closes.

Vehicles associated with the Trade Fair that are parked illegally (not in the Trade Fair Lot) will be towed immediately. Any vehicle blocking other vehicles in the Trade Fair Lot will be automatically towed and no attempt will be made to notify the owner.

No vehicles will be allowed to park behind or around the Covered Arena for merchandise storage at any time during the Event. We have a full-time tow operator and the vehicle will be towed immediately with no notice given.

### **Credit Card on File**

We are asking a credit card to be kept on file. This is to allow you to easily add items before and during the Event, if available. It also is held for any equipment that is damaged or lost; tables will be \$100.00 and chairs will be \$50.00 to replace. A notice will be sent to Merchants before any charges are made. Please complete the information on the Merchant Additions Form and return to the EEI office.



**MERCHANT ADDITIONS FORM**

Merchant Name: \_\_\_\_\_

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

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Program Advertising:**

Please check the appropriate box if you would like to order additional Program Advertising:

***Four-Color Print Ads in the Official RK3DE Program***

<i>Print Size</i>	<i>Rate</i>	<i>Check option below:</i>	<i>Insertion Order Due Date</i>	<i>Materials Due Date</i>
<b>Full Page with bleeds</b> (7" wide x 10" tall, plus .125" bleed on each side)	<b>\$1,525</b>		<b>Feb. 25, 2015</b>	<b>March 11, 2015</b>
<b>Full Page no bleeds</b> (6.5" wide x 9.5" tall)	<b>\$1,525</b>		<b>Feb. 25, 2015</b>	<b>March 11, 2015</b>
<b>Half Page Horizontal (no bleeds)</b> (6.5" wide x 4.5" tall)	<b>\$1,050</b>		<b>Feb. 25, 2015</b>	<b>March 11, 2015</b>
<b>Half Page Vertical (no bleeds)</b> (3.25" wide x 9.25" tall)	<b>\$1,050</b>		<b>Feb. 25, 2015</b>	<b>March 11, 2015</b>
<b>Quarter Page (no bleeds)</b> (3" wide x 4.5" tall)	<b>\$875</b>		<b>Feb. 25, 2015</b>	<b>March 11, 2015</b>

Check here if you want EEI to provide a sample tear of your advertisement

**Total Advertising: \$ \_\_\_\_\_**





Merchant Guidelines

**Awards Gift Donation Form:**

Gift Item #1: \_\_\_\_\_ Value: \_\_\_\_\_

Brief Description: \_\_\_\_\_  
 (If name of item is not explanatory)

Gift Item #2: \_\_\_\_\_ Value: \_\_\_\_\_

Brief Description: \_\_\_\_\_  
 (If name of item is not explanatory)

Gift Item #3: \_\_\_\_\_ Value: \_\_\_\_\_

Brief Description: \_\_\_\_\_  
 (If name of item is not explanatory)

**Booth Rental Additions:**

No. of \_\_\_\_\_ Rectangular Table(s) 8' x 3' @ \$30/each \$ \_\_\_\_\_

No. of \_\_\_\_\_ Samsonite Chair(s) @ \$10/each \$ \_\_\_\_\_

No. of \_\_\_\_\_ ft, Pipe & Drape @ \$8/foot \$ \_\_\_\_\_

Wireless Internet: No. of \_\_\_\_\_ Access Code(s) @ \$100/each \$ \_\_\_\_\_

Telephone: No. of \_\_\_\_\_ Telephone(s) @ \$400/each \$ \_\_\_\_\_

**Booth Additions Total: \$ \_\_\_\_\_**

**Grand Add On Total: \$ \_\_\_\_\_**

**GUARANTEED ORDER DEADLINE (Received by EEI): March 6, 2015**

Return Form with a check payable to:  
 Equestrian Events, Inc.  
 Attn: Holly Whiteman  
 P.O. Box 12110  
 Lexington, KY 40580-2110  
 859.233.2362  
 859.254.5116(fax)



PRESENTED BY



Merchant Guidelines

**Credit Card Information for file:**

Merchant Name:

\_\_\_\_\_  
Name on Card:

\_\_\_\_\_  
Billing Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip Code \_\_\_\_\_ Country: \_\_\_\_\_

Credit Card # \_\_\_\_\_

“Visa “MasterCard “American Express

Expiration Date: \_\_\_\_\_ Verification Number: \_\_\_\_\_

(last 3 digits on back of Visa & MasterCard or 4 digits on front of American Express)

Signature (required) \_\_\_\_\_ Date \_\_\_\_\_