



## TRADE FAIR APPLICATION KENTUCKY THREE-DAY EVENT APRIL 23-26, 2020

### SPACE RENTAL INCLUDES:

- Selected Size Booth Space
- 2 Parking Permits
- 4 Worker Permits
- One (1) 20-amp Electrical Circuit
- One (1) Listing on Official Event Website with Link
- One (1) Official Event Program listing
- One (1) ID and Booth Number on Trade Fair Map in the Official Event Program
- Discount on Program Advertising

### DESCRIPTION OF VENUE:

The Kentucky Three-Day Event is an outdoor event and most of the Trade Fair is held in the Covered Arena at the Kentucky Horse Park. The Covered Arena has a permanent roof, bathrooms, lighting and electric but is still considered an outdoor venue. This venue is not temperature controlled. The Trade Fair is held on the con- course and the ground floor in the covered arena and outside in the adjacent parking lot. The Trade Fair has 24-hour security guards. The Trade Fair is open April 23-26.

### EVENT DATES:

Thursday, April 23 through Sunday, April 26, 2020

### MOVE IN DATES:

Tuesday, April 21 8:00 A.M. - 6:00 P.M.

Wednesday, April 22 8:00 A.M. - 4:00 P.M.

*\*Due to the large volume of vendors and limited space for vehicles, all vendors will have scheduled move-in times. Each vendor will have one hour to unload and move their vehicle out of the main thoroughfare.*

### SUBMISSION OF APPLICATIONS:

MAIL COMPLETED APPLICATION AND A CHECK PAYABLE TO  
EQUESTRIAN EVENTS, INC. TO:

Equestrian Events, Inc.  
c/o Development Office  
P.O. Box 12110  
Lexington, KY 40580-2110

For any questions, contact Ivy Johnson, Sponsor Benefits Manager  
[ivy@eq-events.com](mailto:ivy@eq-events.com) | 859-233-2362 (Office)



# TRADE FAIR APPLICATION KENTUCKY THREE-DAY EVENT APRIL 23-26, 2020

## INDOOR BOOTH SPACE RENTAL

Size	# of Spaces		Early Bird Trade Fair Rate if received by EEI or postmarked by September 15, 2019	Trade Fair Rate if received by EEI or post-marked September 16, 2019- April 1, 2020
15' x 10'	(____)	@	\$ 1,750 each = \$ _____	\$ 1,875 each = \$ _____
20' x 20'	(____)	@	\$ 3,875 each = \$ _____	\$ 4,100 each = \$ _____
20' x 30'	(____)	@	\$ 4,950 each = \$ _____	\$ 5,200 each = \$ _____
30' x 30'	(____)	@	\$ 6,450 each = \$ _____	\$ 6,725 each = \$ _____

## INDIVIDUAL TENTED SPACE RENTAL

Size	# of Spaces		Early Bird Trade Fair Rate if received by EEI or postmarked by September 15, 2019	Trade Fair Rate if received by EEI or post-marked September 16, 2019- April 1, 2020
10' x 10'	(____)	@	\$ 1,450 each = \$ _____	\$ 1,600 each = \$ _____
20' x 20'	(____)	@	\$ 4,400 each = \$ _____	\$ 4,625 each = \$ _____

## OUTDOOR EXHIBITION SPACE

\*This space is allotted for companies displaying items such as horse trailers and RV's and excludes power.

\*\*Limited space available

Size	# of Spaces		Early Bird Trade Fair Rate if received by EEI or postmarked by September 15, 2019	Trade Fair Rate if received by EEI or post-marked September 16, 2019- April 1, 2020
20' x 20'	(____)	@	\$ 2,200 each = \$ _____	\$ 2,325 each = \$ _____

## EQUIPMENT RENTAL\*

Equipment	# of Items		Early Bird Trade Fair Rate if received by EEI or postmarked by September 15, 2019	Trade Fair Rate if received by EEI or post-marked September 16, 2019- April 1, 2020
Table(s)	(____)	@	\$ 33 each = \$ _____	\$ 44 each = \$ _____
Chair(s)	(____)	@	\$ 17 each = \$ _____	\$ 28 each = \$ _____
Pipe & Drape	(____)	@	\$ 9 per ft. = \$ _____	\$ 11 per ft. = \$ _____
Wifi Code	(____)	@	\$ 83 per code = \$ _____	\$ 99 per code = \$ _____
Telephone Line	(____)	@	\$ 440 each = \$ _____	\$ 550 each = \$ _____
Vendor Permit	(____)	@	\$ 28 each = \$ _____	\$ 39 each = \$ _____
Parking Permit	(____)	@	\$ 39 each = \$ _____	\$ 50 each = \$ _____

\*Event pricing set January 2020

# TRADE FAIR APPLICATION COMPANY INFORMATION

Company Name (Please type/print name as you wish it to appear): \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

List of Products (Please include all products. Use a separate page if necessary.): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Franchise Information (if applicable): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact Name (please print): \_\_\_\_\_

Contact Mobile #: \_\_\_\_\_ Contact Email: \_\_\_\_\_

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

*(Signature REQUIRED to indicate you agree to the conditions of application)*

International Trade Fair TOTAL: \$ \_\_\_\_\_

**\*\*\*All payments must be in full, unless prior arrangements have been approved by event staff.  
Applications submitted without payment will not be accepted or used to hold any booth. \*\*\***

**MAIL COMPLETED APPLICATION AND A CHECK PAYABLE TO EQUESTRIAN EVENTS, INC. TO:  
Equestrian Events, Inc.  
c/o Development Office  
P.O. Box 12110  
Lexington, KY 40580-2110**

APPLICATIONS AND CONDITIONS ARE ALSO ON THE WEB AT [WWW.KENTUCKYTHREEDAYEVENT.COM](http://WWW.KENTUCKYTHREEDAYEVENT.COM)

## 2020 Conditions of Application

**1. APPLICATION FORM:** The Trade Fair Application Form is issued by Equestrian Events, Inc., hereinafter referred to as EEI.

a) No request for space will be considered unless a FULLY COMPLETED APPLICATION AND APPROPRIATE FEES IN THE FULL AMOUNT have been received in the EEI Office.

b) NO APPLICATIONS ARE ACCEPTED, NOR SPACE RESERVED OR GUARANTEED, VIA TELEPHONE.

c) ALL merchandise to be offered MUST be listed on the application. This includes all PAST participants as well as NEW ones.

**2. ACCEPTANCE/PROCESSING:** Receipt of application and fees is not an automatic guarantee of acceptance into the Trade Fair. Applications are considered according to postmark date.

a) 2019 participants in good standing with EEI are guaranteed acceptance if application and fees are received in the EEI Office and/or postmarked by September 15, 2019. See Rules #4 & #17 with respects to merchandise. Rates are guaranteed if payment and completed application are postmarked by September 15, 2019.

b) New applicants and pre-2019 returning merchants are considered according to the postmark date and the type of product(s) to be offered in relation to the number of merchants offering like or similar products. Consequently, new applicants and pre-2019 merchants should NOT wait until after September 15, 2019 to submit applications and fees.

c) PAYMENTS ARE NOT PROCESSED UNTIL THE APPLICATION IS ACCEPTED. Applicants will be notified via email whether they are accepted or not. New applicants, pre-2019 and 2019 Merchants whose applications are received after the September 15, 2019 deadline will be notified by phone of acceptance before their checks are cashed. If not accepted, the payment will be returned to the applicant or voided by shredding in the EEI Office.

d) Space is limited and there is always a waiting list, so it is VERY important to submit your application early.

e) The committee evaluates each application for acceptance to hopefully ensure a reasonable market for all merchants. Every attempt is made to place merchants so that any competition will be limited. Requests for placement are honored to the best of our ability but ARE NOT GUARANTEED.

f) When the Trade Fair fills, applicants whose applications have already been received in the EEI office will be advised and placed on the waiting list.

g) Any applications postmarked after April 1, 2020 will be put in a pending file, unopened, according to postmark date, and processed if space becomes available. Otherwise, they will be returned following the conclusion of the event.

**3. LOGOS/TITLES:** The EEI logo and name, the Land Rover logo and name, the MARS EQUESTRIAN logo and name, the Rolex logo and name, the Kentucky Three-Day Event logo and name (or any form of this name in which a title sponsor and/or presenting sponsor logo would be included), the below-listed titles and/or any logos of Event Sponsors are protected by U.S. Trademark Laws. These Trademarks may not be used without Official Authorization. Any use, description of or reference to the EEI Logo, the Land Rover Logo, the MARS EQUESTRIAN logo, the Rolex Logo, the Kentucky Three-Day Event Logo, Sponsor Logos, or the titles Land Rover Kentucky Three-Day Event, CCI\*\*\*\*\* or 5\* KENTUCKY, CCI\*\*\*\*\* or 5\* LEXINGTON, KENTUCKY CCI\*\*\*\*\* or 5\* and/or LEXINGTON CCI\*\*\*\*\* or 5\* IN ANY FORM, is prohibited. EEI may at its discretion license use of one or more of certain logos and/or titles (not to include the Land Rover logo, the MARS EQUESTRIAN logo, Rolex logo or any other Event Sponsor logo) for a fee. Contact the EEI Office with questions.

**4. RIGHT OF EXCLUSION:** EEI reserves the right to exclude any person or firm from exhibiting, or to close the stand of any Merchant for conduct objectionable to EEI, at its sole discretion. In the event of such exclusion or closure, the person or firm WILL NOT be entitled to any refund of the application fee.

## 5. ALLOTMENT OF SPACE

a) Applications for space shall be dealt with by EEI in its sole discretion and EEI shall determine the position to be allotted to Merchants.

b) NO MERCHANT MAY SUBLET THE WHOLE OR ANY PORTION OF ANY SPACE ALLOTTED TO HIM/HER; the contractual merchant is wholly responsible for any supplier whose goods are exhibited in the merchant's space.

c) MERCHANTS MUST USE SPACE PROVIDED AND DESIGNATED BY EEI. VIOLATORS WILL BE PENALIZED.

## 5. ADDITIONAL RULES

a) Golf carts will not be permitted to drive during show hours.

b) You are permitted to promote from the boundaries of your booth. No promotional posters, fliers, materials, etc. are permitted outside of your paid space. No promotional posters, fliers, materials, etc. may be hung inside the covered arena or around the Kentucky Horse Park.

c) EEI reserves the right to refuse any and all applicants or withdraw acceptance for unacceptable conduct or such other reasons as EEI in its sole discretion elects.

## 7. ADMISSION/PARKING PASSES

a) Vendors will receive parking passes and grounds admission passes at the sole discretion of EEI trade fair committee based on booth size.

b) Admission passes and parking passes are transferrable throughout the duration of the event.

c) Additional passes will be available for purchase based on availability. Vendor is limited to purchasing (8) eight tickets in total.

## 8. SETUP OF STANDS

a) Goods, exhibits and units may arrive on the grounds NO EARLIER THAN TUESDAY, APRIL 21 AT 8:00 A.M.

b) All stands MUST BE CHECKED IN BY 4:00 P.M., WEDNESDAY, APRIL 22. Merchants not checked in by 6:00 P.M. WEDNESDAY, APRIL 22 face loss of space and no refund. All vehicles must be removed from the Trade Fair area by 7 A.M., THURSDAY, APRIL 23.

c) EEI will provide information on the recommended carrier service for materials shipping & handling. Merchants are not permitted to ship directly to EEI or the Kentucky Horse Park. EEI and the Kentucky Horse Park are not responsible for lost, stolen and damages goods shipped unauthorized to EEI or the Kentucky Horse Park.

d) Should merchants elect to use a different carrier service instead of the recommend official carrier service of the event, Merchant must be self-sufficient to setup and dismantle items for the allotted booth space. This includes any equipment needed to unload and load materials from carrier.

**9. HOURS OF OPERATION:** Hours of operation may fluctuate based on weather, hours of competition or administrative decisions. Please check with the EEI Development Office for more information.

**10. DISMANTLING OF STANDS:** Goods, exhibits and units MAY NOT BE REMOVED prior to 4:00 P.M., Sunday, April 26, and MUST BE REMOVED no later than 12:00 Noon, Monday, April 27. Merchants are responsible for seeing that ALL items rented to them (i.e. tables, chairs, etc.) by EEI are signed in to an EEI Representative upon leaving. Merchants will be charged replacement costs of items not in allocated spot upon check out. Merchants renting items from any source other than EEI must insure those items are removed by the Noon deadline. \*\*Merchants are subjected to a \$400 cleaning fee for any items not property of EEI or a third-party rental company that are NOT REMOVED before the Noon deadline\*\*.

## 11. VEHICLES/PARKING

a) All vehicles must be removed from the Kentucky Three-Day Event Trade Fair area by 7:00 A.M. Daily.

b) All vehicles must be parked in the designated Trade Fair Parking Lot.

c) Vehicles associated with the Trade Fair that are parked illegally (not in the Trade Fair Lot) will be towed, without notification to owner, at owner's sole cost and expense.

d) Any vehicles blocking other vehicles in the Trade Fair Lot will automatically be towed, without notification to owner, at owner's sole cost and expense.

**12. REFUNDS:** A refund less a handling charge of \$350.00 will be made if the notice of withdrawal and request for refund are received in the EEI Office, in writing, prior to February 1. NO refunds requested after February will be granted.

**13. ELECTRICITY:** Electricity will be made available by EEI to all merchants except those in the Outdoor Exhibition Space. Each Merchant will be provided with an individual electric box with a maximum of 20 amps. **WE CANNOT ACCOMMODATE ELECTRIC HEATERS.** Anyone found to be using an electric heater resulting in the damage to the electrical equipment will be subjected to a \$500 fine payable before the vendor disassembles booth at the end of the show.

**14. FINAL PAYMENTS:** Prior to dismantling, merchants must make final and complete payment to EEI as reflected by EEI records for additional tables or chairs rented upon arrival and during the run of the Trade Fair. Failure to do so will automatically render the merchant ineligible to participate in the Trade Fair again.

**15. GENERAL CONDITIONS**

a) No Merchant will be allowed to place exhibits of any type or description so that any part thereof projects beyond the limits of the space allotted, or in such a manner as to unduly obscure the exhibits of an adjacent stand in EEI's sole discretion.

b) Fixture height of back or side walls and/or back or side walls not to exceed 8'.

**16. INSURANCE:** As a condition precedent to this agreement, all Merchants shall furnish to EEI proof of comprehensive general liability, workers compensation, and products liability insurance in a form, and in amounts, satisfactory to EEI, naming Equestrian Events, Inc. and the United States Eventing Association as additional insureds. The acceptability of this insurance coverage shall be in the sole discretion of EEI, and EEI reserves the right to prohibit the Merchant's participation if the insurance coverage is not to EEI's satisfaction. If the undersigned merchant fails to submit sufficient proof of coverage as required will have released all liability as seen in Rule #16 by the submission of the application and acceptance of the terms and conditions for the duration of the event week, April 20 through 27, 2020.

**17. RELEASE, INDEMNIFICATION AND HOLD HARMLESS:** Every Merchant shall indemnify, defend and hold harmless EEI and EEI's officers, employees, directors, sponsors, agents and volunteers from any and all claims, demands, damages, actions, costs and charges to which EEI may be subject or to which EEI may have to pay by reason of any injury to any person or property, or loss of life or property resulting from or in any way connected with, the character, condition, or use of the premises or any means of ingress thereto or egress therefrom unless such injury or loss arises solely from the negligence of EEI, and shall at his own expense, assume the defense of such claims and actions for damages arising out of such injuries or losses which may be brought against EEI by a third person; and shall pay any such judgments that may be rendered in such actions.

**18. Rolex Watch, U.S.A. is the Official and Exclusive Timepiece Sponsor.** Only Rolex watches sold by Merchants authorized as Rolex dealers are allowed and must receive prior written authorization from Rolex Watch U.S.A. Watches of any other variety are not allowed to be sold or exhibited by any Merchant. **Jaguar Land Rover North America, LLC is the Official and Exclusive Automobile Sponsor.** Only Land Rover and Jaguar display vehicles are permitted onsite with prior written authorization from Jaguar Land Rover North America and EEI. Vehicles of any other variety are not allowed to be included in displays and/or allotted Merchant space.