

Contact Name

First _____ M.I. _____

Last _____

Company Name _____

Address

Street _____

Suite/Unit# _____

City _____

State/Other _____

ZIP Code _____

Country _____

Contact Information

Business Phone _____

Cell Phone _____

Email _____

Website _____

CHECK IN TOTAL AMOUNT ENCLOSED \$ _____

Please make check payable to Equestrian Events, Inc.



Rolex Kentucky Three-Day Event

Booth Space Rental

Size	# of Booths	Price	Total
<input type="checkbox"/> 15' X 10'	_____ @	\$1,500.00 each =	\$ _____
<input type="checkbox"/> 20' X 10'	_____ @	\$2,000.00 each =	\$ _____
<input type="checkbox"/> 20' X 20'	_____ @	\$3,500.00 each =	\$ _____
<input type="checkbox"/> 20' X 30'	_____ @	\$4,500.00 each =	\$ _____
<input type="checkbox"/> 30' X 30'	_____ @	\$6,000.00 each =	\$ _____

Individual Tented Space Rental

Outside the covered arena (very limited)

Size	# of Booths	Price	Total
<input type="checkbox"/> 20' x 20'	_____ @	\$4,000.00 each =	\$ _____
<input type="checkbox"/> 40' x 20'	_____ @	\$8,000.00 each =	\$ _____

Outdoor Exhibition Space

Size	# of Booths	Price	Total
<input type="checkbox"/> 20' x 20'	_____ @	\$2,000.00 each =	\$ _____

Equipment Rental

Available for both Trade Fairs

# of Item	Price	Total
<input type="checkbox"/> Table(s) _____ @	\$25.00 each =	\$ _____
<input type="checkbox"/> Chair(s) _____ @	\$5.00 each =	\$ _____

Ariat Kentucky Reining Cup

Booth Space Rental

Size	# of Booths	Price	Total
<input type="checkbox"/> 10' X 10'	_____ @	\$300.00 each =	\$ _____
<input type="checkbox"/> 15' X 10'	_____ @	\$450.00 each =	\$ _____
<input type="checkbox"/> 20' X 10'	_____ @	\$600.00 each =	\$ _____

Event Special

Rolex Kentucky Three-Day Event

15' x 10' \$ 1,500.00

Ariat Kentucky Reining Cup

15' x 10' \$ 450.00

Event Special Discount - \$ 100.00

Total \$ 1,850.00

INSURANCE As a condition precedent to this agreement, each Merchant shall furnish to Equestrian Events, Inc. (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 does not meet EEI's criteria. **Proof of insurance or a signed waiver must be received in the EEI office prior to April 5, 2012, or merchant will not be allowed to set up.**

Both sides of this application must be completed.
Please see reverse.

2012 ROLEX KENTUCKY THREE-DAY EVENT & ARIAT KENTUCKY REINING CUP TRADE FAIR MERCHANT APPLICATION

PRODUCT(S): ALL products that you will offer MUST be listed.

I agree to the “conditions of application” for the trade fair (all of which are incorporated herein by reference) and will abide by them.

Signature: _____

Mail complete application and payment for entire amount of all rentals, to:

Printed name: _____

Equestrian Events, Inc., P.O. Box 12110, Lexington, KY 40580-2110

Title: _____

Applications and conditions are also available on the web, www.rk3de.org. Incomplete applications will be returned.

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. 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. d. ALL merchandise to be offered MUST be listed on the application. This includes all PAST participants as well as NEW ones. 2. NEW MERCHANTS - New merchants must include with their application photos or samples of ALL merchandise to be offered. 3. 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. 2011 participants in good standing with EEI are guaranteed acceptance if application and fees are received in the EEI Office by November 15, 2011. See Rules #4 & 16 with respect to merchandise. b. New applicants and pre-2011 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-2011 merchants should NOT wait until after November 15 to submit application and fees. c. PAYMENTS ARE NOT PROCESSED UNTIL THE APPLICATION IS ACCEPTED. Applicants will be notified via U.S. mail whether accepted or not. New applicants, pre-2011 and 2011 Merchants whose applications are received after the November 15th deadline will be notified by phone if acceptance before their checks are cashed. If not accepted, the payment will be returned to the applicant. 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 5 will be put in a pending file, unopened, according to postmark date, and processed if space becomes available or returned following the event. 4. LOGOS/TITLES - The Equestrian Events, Inc. (EEI) logo and name, the Rolex logo and name, the Rolex Kentucky Three-Day Event logo and name, the Ariat Kentucky Reining Cup logo and name, 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 or reference to the EEI LOGO, the ROLEX LOGO, the ROLEX KENTUCKY THREE-DAY EVENT LOGO, SPONSOR LOGOS or the titles ROLEX KENTUCKY THREE-DAY EVENT, KENTUCKY THREE-DAY EVENT, CCI**** or 4* KENTUCKY, CCI**** or 4*, LEXINGTON, KENTUCKY CCI**** or 4*, LEXINGTON CCI**** or 4*, KENTUCKY REINING CUP and/or ARIAT KENTUCKY REINING CUP, 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 ROLEX LOGO) for a fee. If use is granted, any use of the above logos, marks, or titles must be approved by the EEI Office. Contact the EEI office for information. 5. 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, in 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. 6. ALLOTMENT OF SPACE - 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; 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. 7. SETUP OF STANDS - ROLEX KENTUCKY THREE-DAY EVENT a. Goods, exhibits and units may arrive on the grounds NO EARLIER THAN MONDAY, APRIL 23 AT 12:00 P.M. b. All stands MUST BE CHECKED IN BY 6:00 P.M., WEDNESDAY, APRIL 25. Merchants not checked in by 6:00 p.m. WEDNESDAY, APRIL 25 face loss of space and no refund. All vehicles must be removed from the Trade Fair area by 8:00 a.m., THURSDAY, APRIL 26. ARIAT KENTUCKY REINING CUP a. Goods, exhibits and units may arrive on the grounds NO EARLIER THAN THURSDAY, APRIL 26 AT 12:00 P.M. b. All stands MUST BE CHECKED IN BY 1:00 P.M., FRIDAY, APRIL 27. Merchants not checked in by 1:00 p.m. FRIDAY, APRIL 27 face loss of space and no refund. All vehicles must be removed from the Trade Fair area by 2:00 p.m., FRIDAY, APRIL 27. 8. OPENING HOURS ROLEX KENTUCKY THREE-DAY EVENT - Thur - Sat: 9:00 a.m. - 5:00 p.m. Sun 9:00 a.m. - 4:00 p.m. ARIAT KENTUCKY REINING CUP - Fri - Sat: 3:00 p.m. - 8:30 p.m. 9. DISMANTLING OF STANDS ROLEX KENTUCKY THREE-DAY EVENT - Goods, exhibits and units MAY NOT BE REMOVED prior to 4:00 p.m., Sunday, April 29, and MUST BE REMOVED no later than 12:00 Noon, April 30. 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. Merchant will be charged replacement cost 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 12:00 Noon deadline. ARIAT KENTUCKY REINING CUP - Goods, exhibits and units MAY NOT BE REMOVED prior to 30 minutes after the conclusion of the event Saturday, April 28, and MUST BE REMOVED no later than 12:00 a.m. 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. Merchant will be charged replacement cost 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 12:00 a.m. deadline. 10. VEHICLES/PARKING a. All vehicles must be removed from the Rolex Kentucky Three-Day Event Trade Fair area by 8:00 a.m. until 30 minutes after closing Thursday, Friday, Saturday and Sunday and from the Ariat Kentucky Reining Cup Trade Fair by 2:00 p.m. Friday and removed. 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. 11. REFUNDS - A refund less a handling charge of \$100.00 will be made if the notice of withdrawal and request for refund are received in the EEI Office, in writing, no less than 30 days prior to Day One of the competition. 12. 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 60 amps. WE CANNOT ACCOMMODATE ELECTRIC HEATERS. Only 110 is available. 13. 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. 14. 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'. c. 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. 15. 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. PROOF OF INSURANCE OR A SIGNED WAIVER, MUST BE RECEIVED IN THE EEI OFFICE PRIOR TO APRIL 5, 2012, OR MERCHANT WILL NOT BE ALLOWED TO SET UP. 16. ROLEX WATCH U.S.A. is the Title Sponsor of the Rolex Kentucky Three-Day Event. Only Rolex watches sold by Merchants authorized as Rolex dealers are allowed. Watches of any other variety are not allowed to be sold or exhibited by any Merchant.