

WESTERN STATES  
**HORSE EXPO**®



**JUNE 10-12, 2011**

**Second Weekend in June Every Year!**

**EXHIBITOR  
HANDBOOK**

**READ**

**Or You Will  
Have Problems!**

**HELD AT:  
CAL EXPO  
1600 EXPOSITION BLVD.  
SACRAMENTO, CALIFORNIA 95815**

HORSE EXPO INC. ♦ 3976 Durock Road, Suite 102B ♦ Shingle Springs, CA 95682  
530-672-7490 ♦ FAX 672-7491 ♦ 800-352-2411  
[www.horseexpo.com](http://www.horseexpo.com) ♦ [letters@horseexpo.com](mailto:letters@horseexpo.com)



# **TABLE OF CONTENTS**

**GENERAL INFORMATION-----3**

Show Hours/Special Events-----3

California Resale Number-----3

Credentials (Exhibitor Badges and Parking Passes)-----3

**SERVICES-----4**

Show Decorator-----4

AT&T – Telephone Service/Credit Card Terminal Rental-----4

Park Your Packages/Phone Messages/Photo Copies/Faxes-----5

Inactive Trailer Parking/RV Park-----5

Temporary Parking Passes/Will Call Service/Re-Stocking Policy-----5

Exhibitor Service Center-----6

Deliveries/Forklift-----6

Program Advertising-----6

Interactive Floor Plan-----6

**MOVE-IN/SET UP PROCEDURES-----6**

Credential Packets-----6

Move-In Schedule-----7

Move-Out-----8

**INSURANCE INSTRUCTIONS-----8**

**EXHIBIT DESIGN/PRESENTATION-----8**

Booth Design/ADA-----8

Sound Devices/Outdoor Signage-----9

Electrical Requirements-----9

Food Permit-----9

**VEHICLES AND CARTS-----9**

**EVALUATIONS/VIOLATION POLICIES-----10**

Space Location/Sub-Leasing/Security-----10

On-Grounds Marketing/Returned Checks/Government Regulations-----11

Maintenance/Janitorial-----11

**FIRE MARSHALL REGULATIONS-----11**

**LODGING-----12**

**RESTAURANTS-----13**

**IMPORTANT PHONE NUMBERS-----13**

**OFF GROUNDS SERVICES-----14**

**CONTACT INFORMATION AND CHECK LIST-----15**

**GROUND MAP-----16**



**I. GENERAL INFORMATION****SHOW HOURS**

Friday, June 10:	9:00 AM – 7:00 PM
Saturday, June 11	9:00 AM – 7:00 PM
Sunday, June 12:	9:00 AM – 5:00 PM

***NO EARLY BREAKDOWN!*****SPECIAL EVENTS (Trade Show will not be open after 7 PM)**

Thursday, June 9	8:00 AM – 5:00 PM	Magnificent 7 Eliminations in the Ram Trucks Arena
Friday, June 10:	7:30 PM – 10:00 PM	Magnificent 7 in The Ram Trucks Arena
Saturday, June 11:	6:00 PM – 10:00 PM	Santa Fe Buffet BBQ in The Ram Trucks Arena

The Show Office will be open at 8:00 AM daily and close at 7:30 PM Friday/Saturday and 6:00 PM on Sunday. Exhibitors can enter the Mane Market Mall beginning at 8:00 AM each day and must be out by 7:30 PM Friday and Saturday.

**CALIFORNIA RESALE NUMBER**

All Exhibitors must have a California State Seller's Permit number, unless Exhibitor is not selling, while at the Western States Horse Expo. You need a seller's permit even if you are just taking orders or leads. If you are not selling, Form 410-D must be on file in our office. If you do not have a California Seller's Permit you will need to complete an application for a temporary seller's permit. If you plan on doing yearly business in California it would be in your best interest to apply for a regular permit number. There is no fee involved and it would save you time each year completing the temporary application.

A Western States Horse Expo staff person, Sharon Barbour (retired from the State Board of Equalization) will be on site during check-in to help you comply with the regulations. You can telephone her directly at (530) 333-1244 with any questions regarding the rules and permit process or to request an application.

Applications and information regarding seller's permits are also available through the State Board of Equalization at (916) 227-6700 or the Western States Horse Expo office at (800) 352-2411. Forms can also be downloaded from [www.boe.ca.gov/sutax/staxformsa.htm](http://www.boe.ca.gov/sutax/staxformsa.htm) or <http://www.horseexpo.com/html/exhibscresale.html>. It is your responsibility to complete and return the form to the State Board of Equalization in a timely manner. Prior to any load-in or setting up, your permit number must be on file with the Western States Horse Expo office and State Board of Equalization. If your permit is not in order the State of California will impose heavy fines AND/OR YOU WILL BE EXCUSED FROM THE SHOW.

***Sacramento County Tax Rate – 8.75%*****CREDENTIALS:****PARKING**

The Western States Horse Expo will be selling two types of parking passes.

- A 3-day hang tag pass with in-and-out privileges is available for \$20.00 (regular parking is \$10 per entrance). This pass allows the exhibitor to park in Lot 26, Lot C/D, or Lot A/B. Your pass will be marked according to what Lot it is valid for. It is recommended (but not mandatory) that exhibitors in:
  - Building A/B use Lot 26 by entering through A/B lot off Exposition Blvd.(Main Gate).
  - Building C/D, Rigs & Digs and The Ranch use Lot D off Exposition Blvd. (East Gate).
  - Equine Exhibitors with horses use Lot 26 (via Gate 12).
- A single 1-day pass is also available for \$7.00. This is a one-time only pass for any public lot. You cannot enter Gate 12 with this pass. There are NO in-and-out privileges; good for your dealer reps or workers who come for a day. Park in Lot C/D or Lot A/B. Rigs and Digs exhibitors will have limited use of Lot X through Gate 3.



## **PARK YOUR PACKAGES**

Pass on to your customers. A “Park Your Package” station will be available to all attendees to check-in their packages (so they can continue shopping!) and pick-up later in the day. No fee, just tips, to benefit Horses, Hope and Healing. It is located across from the Show Office in the walkway between Building C & D.

## **PHONE MESSAGES**

Paging for incoming calls is not available. Staff will try to deliver any emergency messages. However, we cannot guarantee delivery of messages.

## **PHOTOCOPIES/FAXES**

A copy and fax machine will be available in the Show Office for exhibitors to use at a nominal fee.

## **INACTIVE TRAILER PARKING**

Inactive trailer parking is available at no charge for the duration of the Event. Location of parking will be in LOT 26 and accessed through GATE 12. See grounds map.

## **RV PARK**

The Cal Expo RV Park has spaces available for reservation on a first come-first serve basis. Spaces are \$35 - \$40 per night. Contact the RV Park at 877-CALEXPO or 916-263-3187 for reservations. Any Exhibitor using the RV Park must have proper credentials to enter the Cal Expo grounds at any time. The Cal Expo RV Park is a public RV Park and does not constitute automatic access to the grounds. Be prepared to provide your own transportation between Gate 12 and the RV Park. There will be **NO** shuttle.

## **TEMPORARY PARKING PASSES**

Temporary parking passes are available from the Show Office for your customers to pick-up, upon presentation of a receipt, enabling them to walk through the Arena Gate (park in Lot D) or drive through Gate 12 (off Hurley Way) during show hours to pick up large items they have purchased from you.

## **WILL CALL**

Will Call service will be available if you need to leave a pass for another person to pick up. Bring the pass to the Show Office, fill out a will call envelope (name & date picking up), leave it with the Show Office the evening before and we will deliver it to the Will Call Booth at the Main Gate. People picking up Will Call need to drive to the circular driveway at the Main Gate (off Exposition Blvd), get out of their car, walk up to the Will Call Ticket Booth, get their will call packet and then proceed to parking. Will Call Runs are **ONLY** made once each morning (by 8), so get your request in the day before.

## **RE-STOCKING**

**DRIVE IN FOR RE-STOCKING IS PROHIBITED, UNLESS YOU HAVE A RE-STOCKING PASS.** Re-stocking passes are available at the Show Office. If re-stocking of your booth is necessary, during show days, exhibitor can drive up to their building/location through Gate 12 between 7:00-8:30 AM. Guard will allow entry into the buildings at the south glass doors of Building B (for A/B), and Building C (for C/D) upon presentation of exhibitor badge and re-stocking pass. All vehicles must be away from the buildings by 8:30 AM or you will be ticketed and/or towed. If re-stocking is necessary during show hours, be prepared with a dolly/cart to move goods between your car/trailer to your location.

## **EXHIBITOR SERVICE CENTER**

An Exhibitor Service Center is available on our website at [www.horseexpo.com](http://www.horseexpo.com). Click on the Exhibitor button then Exhibitor's Service Center. It will provide you with information and forms you can download. Forms that are available include, but are not limited to, this handbook, show decorator packet, maps, floor plans, phone order form, State Board of Equalization forms and past issues of the Exhibitor Newsletter.

**Don't Forget**

*Sign up for our email blasts to receive the Exhibitor Newsletter!*

### **DELIVERIES** (Incoming prior to event)

Each Exhibitor will be receiving a packet regarding this information prior to the Event from the show decorator, STL. Western States Horse Expo **is not** responsible for receipt of goods at the Expo, **DO NOT** ship products to Cal Expo directly - they will **NOT** be accepted by Cal Expo or the show. All incoming and/or outgoing deliveries **MUST** go through the show decorator - STL.

### **FORKLIFTS**

Western States Horse Expo **does not** provide forklift equipment. We encourage each Exhibitor to make their own arrangements with a private firm for forklift needs. See "Off Grounds Services" list for local providers.

Note: STL, Ltd. also offers hourly forklift service. Please see their information in the Exhibitor Service Center.

### **PROGRAM ADVERTISING**

The Western States Horse Expo Program is published by Horseman's News. Programs are distributed at no cost to each attendee as they enter the grounds. Your ad can reach thousands of horse people! For rates and program ad specifications call the Horseman's News at (800) 817-7259 or email at [ads@horsemansnews.com](mailto:ads@horsemansnews.com). Ad deadline is May 15<sup>th</sup>. Rate sheet is also on our website in the Exhibitor Service Center.

### **INTERACTIVE FLOOR PLAN**

We have an interactive floor plan hosted by Expocad. The total show is on a to-scale map, including Rigs & Digs and The Ranch. Exhibitors are listed along with their corresponding booth location. Attendees can access this floor plan from our home page at [www.horseexpo.com](http://www.horseexpo.com) and make a list of their favorite exhibitors to visit during the Horse Expo. The interactive floor plan will be up and running by early June.

## **II. MOVE-IN/SETUP PROCEDURES**

### **CREDENTIAL PACKETS**

**Credential Packets may be picked up beginning  
Tuesday, June 7th at 1:00 P.M. at the  
Western States Horse Expo Office  
located in walkway between Buildings C & D.  
Packets **MUST** be picked up prior to set-up**

Exhibitors will not be issued credentials and may not conduct any business until all preliminary requirements such as insurance, payments, licenses, and other requirements set forth in the Contract are on file with the Western States Horse Expo Office. This will be strictly enforced. Exhibits must be staffed from opening time through closing time each day of the Western States Horse Expo. Indoor Exhibitors should make every effort to close their booth and be out of the Mane Market Mall by closing time (7pm Friday/Saturday) each day.

### **MOVE-IN**

Please read carefully and **FULLY** understand (call or email us with questions).

**IN ORDER TO MAINTAIN TRAFFIC FLOW AND ALLOW EVERYONE LIMITED ACCESS TO THEIR BUILDING, ALL EXHIBITORS ARE REQUESTED TO MOVE-IN DURING A DESIGNATED TIME.**

**Refer to the schedule below to identify your specific move in day and time.**

## MOVE-IN SCHEDULE

For set-up, Mane Market Mall (Buildings A/B/C/D), and The Ranch (outside bulk space) Exhibitors will Enter/Exit through Gate 12 only (Ethan Way & Hurley Way). Rigs and Digs (Horse Trailers) Exhibitors enter Lot D then Gate 3 (off Exposition Blvd). Refer to "Grounds Map" for gate location. Cal Expo guards and Horse Expo Staff will be stationed at the buildings to direct you where to unload.

Please unload your vehicle in a timely manner. Once your product and display materials are unloaded you will be asked to move your vehicle to a parking lot before you continue with the set up of your booth(s). Lot 26 is the closest lot for Buildings A & B. Lot D is the closest lot for Buildings C, D and The Ranch.

### Exhibitors will move in according to the following schedule:

**Monday, June 6th**  
(11 am to 7 pm)

**YELLOW GROUP**

The Ranch, greater than 400 square feet  
Rigs & Digs – allowed to move in horse trailers to  
**Lot D to start staging**

**Tuesday, June 7th**  
(8 am to 7 pm – outside)  
(1 pm to 7pm – inside)

**GREEN GROUP**

Mane Market Mall Exhibitors, 6 plus booths  
The Ranch, **greater than 400 square feet**  
Rigs & Digs – move in horse trailers to **Lot D to start staging**

**Wednesday, June 8th**  
(8 am to 7 pm)

**RED GROUP**

Mane Market Mall Exhibitors, 2-5 booths  
The Ranch, **400 square feet or less**  
Rigs & Digs – move horse trailers to assigned location except area directly in front (north side) of Bldg. A. Must also leave a vehicle pathway to Bldg. A freight doors

**Thursday, June 9th**  
(8 am to 9 pm)

**BLUE GROUP**

Mane Market Mall Exhibitors, 1 booth  
Truck Display  
Rigs & Digs – finish moving horse trailers to assigned area, including the area in front of Bldg. A  
All Horses to arrive

**All Barn Structures  
Must be Completed  
by 7 PM.**

**! m p r o p t h a t h a t h a t !**

**If you arrive during the day/hours that you are not assigned you have two options:**

- 1). Be prepared to wait, as exhibitors who are in their correct group will have first preference in unloading.
- 2). Park in Lot 26 or Lot D and use a dolly to move in.

Load-in must be completed by Thursday, June 9, 2011 at 9:00 PM. We all want a clean, pretty show on opening day.

**EXCEPTION:** All booths in front of a freight door are **LIFO booths (last in – first out)**. Please do not arrive to set up until Thursday afternoon. All freight doors **MUST** be left open until 3 pm on Thursday. Be prepared to take down your booth at 5:00 pm on Sunday, as the freight doors will be open by 5:30 pm. Thank you for your cooperation.

This scheduled move-in was implemented to reduce traffic problems and maintain traffic flow around the buildings. We ask you to plan your move-in according to this schedule, which is based on the size and locations of your booths.

**Any request to change your designated move-in must be made in writing to WSHE, in advance.** We will evaluate these requests on an individual basis and advise you of any accommodation that can be made.

### **III. LOAD-OUT/CLOSING PROCEDURES**

#### **EXHIBITOR MOVE-OUT**

Sunday, June 12                    5:00 PM – 12:00 AM  
Monday, June 13                 8:00 AM– 12:00 PM

***Exhibitors who break down before closing (5 PM) will be excused permanently from all future Western States Horse Expos.*** Exhibits must be completely dismantled and removed by 12:00 pm on Monday June 13, 2011. All boxes, crates, packing materials, exhibit materials, debris or whatever is part of the exhibit or used in connection with the exhibit **MUST** be removed.

All booths in front of a freight door are **LIFO booths (last in – first out)**. Be prepared to take down your booth at 5:00 pm on Sunday as the freight doors will be open by 5:30 pm. Thank you for your cooperation.

Cal Expo guards will be stationed at the buildings to manage traffic flow during load out on Sunday night. ***Please pack up your product and materials before you move your vehicle from the parking lot to your location.***

### **IV. INSURANCE INSTRUCTIONS**

Prior to the Exhibitor's use of premises, each Exhibitor must furnish to the Western States Horse Expo Office a copy of insurance policy evidencing general liability, including product, insurance with minimum coverage of \$1,000,000, naming the Western States Horse Expo and Cal Expo as additional insured. Combined Single Limit for the full term of the Contract.

**If an Exhibitor needs to purchase temporary insurance for the duration of the Western States Horse Expo, it is available by calling the Horse Expo office. The cost is \$100.00.** A request form can also be found on our website, in the Exhibitor Service Center. Insurance can also be purchased at the Show Office upon checking in.

### **V. EXHIBIT DESIGN/PRESENTATION**

#### **EXHIBIT DESIGN AND PRESENTATION**

All inside booths come with an 8' back drape, and 3' side drapes in blue, white and green. Carpet in the booth is optional and is the responsibility of the Exhibitor; it may be ordered from the decorator. Booth numbers must remain in view. The International Association of Exhibitions and Events (IAEE) publish a guideline for booth design with standard rules and regulations. This publication can be found on our website by going to the exhibitor services webpage at <http://www.horseexpo.com/html/exhibsc.html>. ***It is imperative that exhibitors comply with the display rules so as not to obstruct sight lines of neighboring exhibitors. Each standard booth side is 10 feet deep, of which only the back 5 feet can be at a height over 4 feet. The 5 feet in from the aisle must be under 4 feet in height. If your booth display is set up with high side walls you will need to change your design or contact your sales representative as you might need to change your location in order to comply with the rules.*** The WSHE staff reserves the right to request a design change if we find an exhibitor is out of bounds with their design. Please contact the show office if you have a problem with a neighboring exhibitor so we can work out a solution.

#### **AMERICANS WITH DISABILITIES ACT (ADA)**

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from web site <http://www.usdoj.gov/crt/ada/infoline.htm>.

## SOUND DEVICES

Radios, television sets, microphones, public address systems, and all other sound-producing devices are subject to the approval of Western States Horse Expo and shall be controlled so as not to interfere with neighboring Exhibitors. If interference exists or persists, Western States Horse Expo reserves the right to revoke that particular Exhibitor's privilege of using any sound devices at anytime.

## RESTRICTIONS

See back of your contract.

## OUTDOOR SIGNAGE (Sponsors Only)

Western States Horse Expo *must* receive all banners by May 15, 2011. Ship to our office address at:

3976 Durock Road, Suite 102-B; Shingle Springs, CA 95682

## ELECTRICAL REQUIREMENTS

**All exhibitors need to make electrical arrangements through STL. It is *NOT* included in your space fee. Building utility outlets and outdoor electrical panels are not part of your exhibit space and may not be accessed directly by *any* exhibitor.**

Each Exhibitor's electrical needs will be fulfilled as contracted. Western States Horse Expo will not be responsible to an Exhibitor for any loss resulting from power interruptions and utility failures. Exhibitors requiring electrical service in excess of 50 amps must have a cord sized large enough to carry requested amperage.

## FOOD PERMIT

Any Exhibitor selling food or giving out edible samples (*human consumption only*) must complete the application for a valid food permit from the Sacramento County Health Department. The Horse Expo will send the application packet to applicable exhibitors in May. The fee will be pro-rated between the food vendors. All individual candies given out in an exhibitor's booth must be wrapped – no loose candy allowed.

## VI. VEHICLES/CARTS

### VEHICLES ON GROUNDS

*Any Exhibitor requiring the use of any vehicle during business hours shall require the consent of Western States Horse Expo. **No Exceptions Will Be Made.** No vehicles will be allowed on grounds during the hours of Western States Horse Expo, June 10-12, 2011.*

***VEHICLES WILL BE TICKETED AND/OR TOWED AT OWNER'S EXPENSE.***

### MOTORIZED VEHICLES

Any motorized vehicle that is part of an Exhibitor display must be approved by Western States Horse Expo in advance and remain in place during the entire three day run of the Expo.

The exhibition of vehicles powered by internal combustion gasoline engines inside buildings shall require the following:

- a. Gasoline must be drained from the tank allowing only enough fuel to enable the vehicle to drive in and out of the building. The gas cap shall be taped in place to deter removal.
- b. The battery or batteries must be disconnected.
- c. The battery terminals must be taped with electrical tape
- d. Vehicles must be available for inspection by the State Fire Marshall.
- e. No motorcycles, roller blades or skateboards.

## **ELECTRIC/GAS CARTS & SCOOTERS**

To ensure a safe Expo for both the public and all who work there, the following rules apply to all electric and gas carts and scooters:

- Golf carts are not allowed on the grounds at anytime (only special circumstances) during public hours. Requests must be made to the Western States Horse Expo Office prior to the Expo. Placards will be issued to approved carts.
- Cart usage is completely out of control and very dangerous to our attendees, so approval will be **very** limited.

## **VII. EVALUATIONS**

It is the continued objective of the Western States Horse Expo to produce a quality, attractive and family oriented event for our attendees. With this in mind, all booths/stands will be evaluated and/or audited, at least once during the Expo.

It is your responsibility to make your employees aware of the impact these evaluations will have on future participation at Western States Horse Expo.

A post-show survey will be passed out to all exhibitors during the last day of the Expo. We encourage all exhibitors to complete the survey and return it to the Western States Horse Expo. Let your voice be heard as the show staff reads each survey and all suggestions (positive or negative) are attended to.

## **VIII. VIOLATION PROCESS**

Non-compliance with any of the Exhibitor Contract, shall be considered a breach of Contract.

### **SPACE LOCATION**

Upon submittal of completed contract and deposit, every effort will be made to allocate the requested space. Management reserves the right to move any Exhibitor to another location in the best interest of the Expo, at any time, including during the Expo. There is no guarantee that a returning Exhibitor will be assigned the same space. Locations are assigned on an annual basis. Returning Exhibitors may request a different location. Every consideration will be given to such a request should space become available. No space will be reserved without receipt of a deposit.

### **BOOTH SUB-LEASING**

Assigned space is for the sole, exclusive and personal use of the Exhibitor, unless Western States Horse Expo Office grants prior written approval. If the Exhibitor is doing business under a fictitious name or as a partnership or corporation, one responsible individual of the business must be designated. No Exhibitor is to sublease or in any way allow any person or business to use their contracted space unless expressly granted written permission by Western States Horse Expo.

### **SECURITY/THEFT PROTECTION**

Never leave a booth unattended at any time during operating hours. Each Exhibitor should cover all valuable items or use appropriate prevention when leaving the building after closing. Roving security guards will be on duty from closing times until the time the building is open to the general public. Valuable items in outdoor booths such as televisions, VCRs, or any other portable item should be removed or properly secured and concealed after closing. It is suggested that the Exhibitor obtain a temporary insurance policy to cover their displays for the period of the Western States Horse Expo, as an added protection against possible losses. **Western States Horse Expo or any of its employees will not be responsible for lost, damaged or stolen merchandise or equipment.**

## **ON GROUNDS MARKETING**

Under no circumstances will any Exhibitor be allowed to advertise or promote their products in any location at the Horse Expo other than that area designated by the Horse Expo in the Exhibitor Contract.

## **RETURNED CHECKS**

An administrative fee of \$25.00 will be charged for any check returned for **any** reason and loss of check writing privileges.

## **GOVERNMENT REGULATIONS**

The Exhibit shall be conducted and the privileges exercised in strict conformity with all applicable:

1. Laws of Federal, State and local authorities
2. Public safety and fire regulation
3. Rules and regulations of State and local health authorities, including but not limited to copyrights, patents, trade names, and trademarks.

Exhibitor shall:

1. Pay all required deposits, fees, and taxes.
2. Obtain all licenses applicable to the operation of said Exhibit, and shall be responsible for other city, county and state permits and licenses required by law.

## **MAINTENANCE/JANITORIAL**

Western States Horse Expo will furnish janitorial service for aisles in the buildings and areas used by the public. Use bins behind or near buildings for your trash. Break down boxes and stack next to trash bins. Use trash bins instead of barrels. Blue barrels are for public use only. All garbage, boxes, materials, or non-display items must be removed, all cleaning must be completed, and all coverings must be removed at least one-half hour before the Expo is open to the public each day.

## **IX. FIRE MARSHALL REGULATIONS**

The State Fire Marshall (SFM) has jurisdiction at the Cal Expo facility. The following is provided for your convenience and is not a complete listing of all applicable State Fire Marshall regulations.

- SFM may enter any portion of any exhibit space or booth on the grounds of Cal Expo at any time for the purpose of inspecting the premises for fire and life-safety.
- No display or exhibit shall be installed or operated that will interfere in any way with access to any exit, or with the visibility of any exit sign. No display shall block access to firefighting equipment, such as fire extinguisher stations, fire hose cabinets and fire hydrants.
- No display, exhibit, booth or temporary construction shall be built of highly combustible material.
- Any paper or fabric used in displays or exhibits shall be fire resistive or treated with any approved fire retardant solution prior to use. All draped, hanging, curtains and all other decorative material, including decorative trees that would tend to increase the fire and panic hazard shall be made from nonflammable materials, or shall be treated and maintained in a flame-retardant condition by means of a flame-retardant solution process approved by the SFM, such as Flame-X which can be purchased from the show decorator, STL.
- Electrical equipment and installation shall be inspected and approved by a qualified person acceptable to SFM.
- The use and handling of any flammable or combustible liquid shall be subject to approval by SFM. Location of such material shall be noted.
- Location and use of portable containers of Liquefied Petroleum Gas (LPG) or other compressed gas cylinders inside buildings or tents is subject to approval by SFM.
- A Commercial Exhibitor cooking may be allowed only in approved locations with approved equipment. Prior approval by SFM is required.
- The use of any type of open flame must be approved by the SFM prior to use.
- Bark dust or like material must be kept moist at all times.

# LODGING

Please be advised: hotels in the area DO SELL OUT. Make your reservations **NOW!**

**\*HOST HOTEL\***



**Hilton**  
Sacramento Arden West  
2200 Harvard Street  
Sacramento, CA 95815  
**916-922-4700**  
[www.hilton.com](http://www.hilton.com)  
1.29 Miles from Cal Expo  
Ask for Horse Expo rate



**Doubletree Hotel**  
2001 Point West Way  
Sacramento, CA 95815  
**916-929-8855**  
[Click here for reservations >>](#)  
.54 miles from Cal Expo  
Ask for Horse Expo rate  
Shuttle to Horse Expo Available!  
**Pet Friendly!**



**Fairfield Inn Marriott**  
Sacramento Cal Expo  
1780 Tribute Road  
Sacramento, CA 95815  
**916-920-5300**  
[Click here for reservations >>](#)  
.77 Miles from Cal Expo  
Ask for Horse Expo rate  
Shuttle to Horse Expo Available!



**TownePlace Suites Marriott**  
Sacramento Cal Expo  
1780 Tribute Road  
Sacramento, CA 95815  
**916-920-5400**  
[Click here for reservations >>](#)  
.77 Miles from Cal Expo  
Ask for Horse Expo rate  
Shuttle to Horse Expo Available!  
**Pet Friendly!**



**Best Western Expo Inn**  
1413 Howe Avenue  
Sacramento, CA 95825  
**916-929-8772**  
**800-643-4422**  
1.34 Miles from Cal Expo  
Ask for Horse Expo rate  
**Pet Friendly!**



**Courtyard Marriott**  
Sacramento Cal Expo  
1782 Tribute Road  
Sacramento, CA 95815  
**800-321-2211**  
**916-929-7900**  
[Click here for reservations >>](#)  
.77 Miles from Cal Expo  
Ask for Horse Expo rate  
Shuttle to Horse Expo Available!

## RESTAURANTS

Check out the following favorite places for Horse Expo staff and attendees to grab grub while in town for the event! Also, be sure to check the Horse Expo program for special discounts and restaurant offers.



2100 Arden Way, Suite 185  
Sacramento, CA 95825  
(916) 929-5838

**Hours:**

Sun- Thurs. 11:00am - 10:00pm  
Fri - Sat 11:00am - 11:00pm



California Pizza Kitchen - Market Square at Arden Fair  
Dine In, Take Out, Catering and Curbside Service Available  
1735 Arden Way  
Sacramento, CA 95815  
(916) 568-0932

**Hours:**

Sun - Thurs 11:00am - 9:00pm  
Fri - Sat 11:00am - 10:00pm

### IMPORTANT PHONE NUMBERS

AT&T	Phone Line Order	800-750-2355
Cal Expo		877-calexpo
	Or	916-263-3000
Cal Expo RV Park	Reservations	877-calexpo
	Or	916-263-3187
California State Fire Marshall		916-445-8200
County Health Department		916-875-5877
Sacramento Convention Center		800-292-2334
STL	Show Decorator	916-447-5000
Show Program Advertising, Horseman's News		800-817-7259
State Board of Equalization	Seller's Permit	916-227-6700
Western States Horse Expo		800-352-2411
	Or	530-672-7490





### Western States Horse Expo Contact Info

Office Number      800-352-2411  
 Office Number      530-672-7490  
 Office Fax            530-672-7491

#### *Horse Expo Staff:*

Miki Cohen -----President ----- miki@horseexpo.com----- ext 14  
 Jean Zabriskie -----Show Manager ----- jean@horseexpo.com ----- ext 11  
 Traci Nelson -----Sales and Sponsorships ----- traci@horseexpo.com----- ext 16  
 Marcy Ames -----Project Manager ----- marcy@horseexpo.com----- ext 17  
 General Information ----- letters@horseexpo.com----- ext 10

### CHECK LIST

<u>ITEM</u>	<u>DEADLINE</u>
<input type="checkbox"/> Hotel reservations made	ASAP
<input type="checkbox"/> Travel arrangements made	ASAP
<input type="checkbox"/> Paid in full for space (booth or outside area)	4-01-11
<input type="checkbox"/> Exhibitor Category Request Form	4-20-11
<input type="checkbox"/> Breed/Sport Demo Application	4-14-11
<input type="checkbox"/> Stall Order Form	5-04-11
<input type="checkbox"/> Credential Request form for additional passes	5-11-11
<input type="checkbox"/> Ad to Horseman's News, for program	5-15-11
<input type="checkbox"/> California re-sale number on file or Form 410-D	5-25-11
<input type="checkbox"/> Insurance submitted to Horse Expo	5-25-11
<input type="checkbox"/> Telephone line ordered from AT&T	5-25-11
<input type="checkbox"/> STL order for <b>electricity</b> and booth furnishings	5-31-11
<input type="checkbox"/> Shipping of booth and/or materials to STL	6-02-11

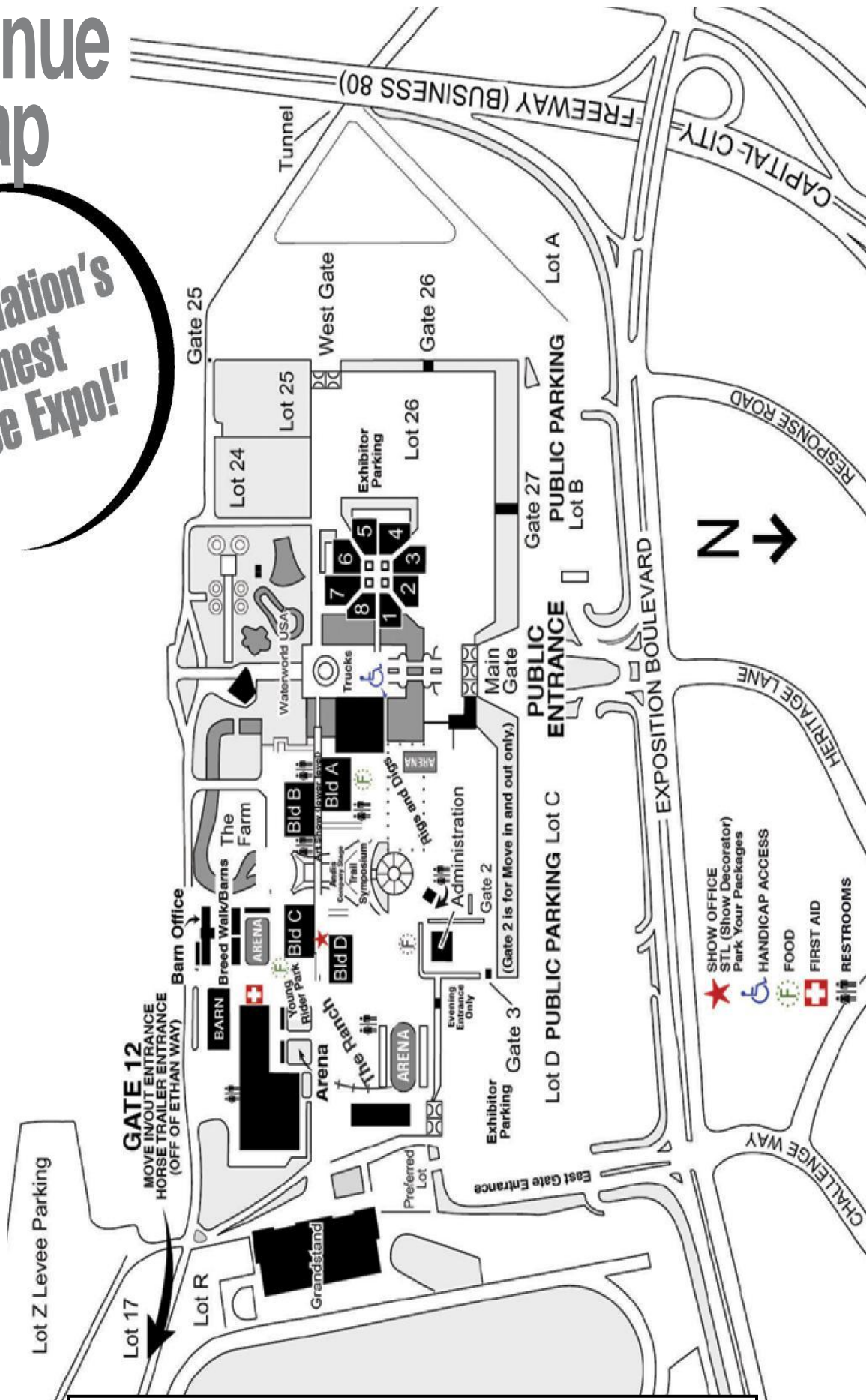
**Future Dates**  
 June 8-10, 2012  
 June 7-9, 2013



HORSE EXPO INC. ♦ 3976 Durock Road, Suite 102B ♦ Shingle Springs, CA 95682  
 530-672-7490 ♦ FAX 530-672-7491 ♦ 800-352-2411  
[www.horseexpo.com](http://www.horseexpo.com) ♦ [letters@horseexpo.com](mailto:letters@horseexpo.com)

# Venue Map

**"The Nation's  
Finest  
Horse Expo!"**



**Cal Expo**  
**1600 Exposition Blvd., Sacramento, CA 95815**  
**877-CALEXPO**