



PO Box 2255, Victoria, Texas 77902

www.victorialivestockshow.com

"SMALL TOWN SHOWDOWN"

October 23, 2023

Dear Commercial Exhibitor,

Welcome to the 2024 Victoria Livestock Show Commercial Exhibits program! Your business/organization will play an integral role in entertaining thousands of guests over 4 days. This year's theme is **"SMALL TOWN SHOWDOWN"**! Please decorate accordingly. **Best Booth will be chosen on Thursday, February 22, 2024.**

All exhibitor packages must be received by January 31, 2024. Before submitting your package, please review all information included with this document. Items that must be included with your application are listed below. Incomplete applications will not be considered for booth placement.

Please submit your application to: Commercial Exhibits Chair
Victoria Livestock Show
P.O. Box 2255
Victoria, TX 77902-2255

Receipt of the required items does not guarantee the applicant commercial exhibit space. If you are selected for the 2024 Show, you will be notified of your booth assignment via email. If your request is declined the booth rental fee will be returned to you. Please answer all questions completely. Available booth spaces will be offered first to past Victoria Livestock Show Commercial Exhibitors and the remaining spaces will be assigned upon receipt. If your contract and money is not received by the specified date (January 31, 2024), there will be a **\$50 late fee**.

If you would like to be a part of the Victoria Livestock Show "Kid's Day" or would like more information on it, please email vlkidsday@gmail.com

If there is anything I can do to help you with Indoor Exhibits, please feel free to contact me by phone, 361-655-6347 or e-mail vlsexhibits@gmail.com

Sincerely,

Missy Sappington
Commercial Exhibits Chair

**78th ANNUAL
VICTORIA LIVESTOCK SHOW
COMMERCIAL EXHIBITS PROGRAM
HANDBOOK**

February 21st – February 25th, 2024

**Victoria Community Center
2905 E. North Street
Victoria, Texas 77901**

**Missy Sappington
Commercial Exhibits Chair
vlsexhibits@gmail.com
(361) 655-6347**

www.victorialivestockshow.com

**Rules and dates subject to change and revision.
Please refer to most current information on our website.**

**VICTORIA LIVESTOCK SHOW
P.O. BOX 2255
VICTORIA TX 77902**

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OVERVIEW

The purpose of this document is to provide a clear understanding of matters pertaining to the Victoria Livestock Show Commercial Exhibits Program. We have attempted to include all information that a commercial exhibitor will need to successfully participate in our event. If, however, you have any questions related to the program please feel free to contact the Commercial Exhibits Program Inside or Outside Chairman, at the telephone numbers shown on the cover page. Requests for information can also be made by contacting Shelly Marbach at vlstreasurer@gmail.com

COMMERCIAL EXHIBIT PROGRAM MANAGEMENT

The Commercial Exhibits Program Chair of the Victoria Livestock Show shall have full responsibility for the operation of the Commercial Exhibits Program and shall act on behalf of the Victoria Livestock Show. The Commercial Exhibit Program Chair and other duly authorized representatives of the Victoria Livestock Show are authorized to enter into agreements related to rental of commercial exhibit space.

Use of commercial exhibit space during the Victoria Livestock Show will require a signed Commercial Exhibitor Contract between the lessee and the Victoria Livestock Show through its duly authorized representatives. No oral agreements for commercial exhibit space will be valid.

The Victoria Livestock Show reserves the right to change, alter, amend, or cancel any or all the regulations contained herein at any time.

Violations of these regulations or any portion thereof will be considered as violation of the Commercial Exhibitor Contract.

A COPY OF THIS DOCUMENT MUST BE KEPT IN THE BOOTH FOR REFERENCE.

GENERAL INFORMATION

2024 IMPORTANT DATES AND TIMELINE

The following information is due in the Victoria Livestock Show (the "Show") offices on or before the specified dates. Please note other important timeline information.

<u>Date</u>	<u>What is Due</u>
January 31, 2024	Executed 2024 Commercial Exhibits Contract with completed Exhibitor Information Form, list of merchandise to be sold and payment in full.
January 15, 2024	Deadline to submit request for variance.
February 21, 2024	Scheduled move-in for all Commercial Exhibitors. See move-in dates/times for schedule.
February 22, 2024	All Commercial Exhibits open to the public at noon.
February 25, 2024	Commercial Exhibits close at 6 p.m. Move-out begins per move-out procedures.

COMMERCIAL EXHIBIT BOOTH OPERATING DATES AND HOURS

All commercial exhibit booths must be open and operating on the stated dates and during the stated hours. Failure to do so represents a contract violation that could result in immediate remedial action and/or forfeiture of future invitations to exhibit at the Show.

Thursday, February 22, 2024	12:00pm to 9:30pm
Friday, February 23, 2024	10:00a to 10:00p
Saturday, February 24, 2024	10:00a to 10:00p
Sunday, February 25, 2024	12:00p to 4:00p

2024 COMMERCIAL EXHIBIT SPACES AND RATES

COMMERCIAL EXHIBIT SPACES (INSIDE EXHIBITS) - SEE PAGE 18 FOR BOOTH LAYOUT.

8x10 - \$400 PER SPACE

10x10 - \$450 PER SPACE

(ASK EXHIBIT HALL CHAIR FOR AVAILABILITY)

Each inside space is approximately 8' x 10'. Booths are draped with 8-foot-high back walls and 36-inch divider wings. Exhibits must not exceed these dimensions unless renting a wall space. Multiple spaces can be rented by an Exhibitor. See attached Commercial Exhibit Hall diagram for booth preference selection.

RESERVATION INFORMATION

Reservations will be taken by the Commercial Exhibits Chairman. All correspondence, requests for information, reservations, contracts, documentation, and payments should be directed as follows:

Attn: Commercial Exhibits Chair
Victoria Livestock Show
P.O. Box 2255
Victoria, Texas 77902-2255

Telephone reservations and information may be obtained at:

Phone: (361) 655-6347 – Missy Sappington
Email: vlsexhibits@gmail.com

Commercial Exhibit Space will be rented first to returning 2023 Victoria Livestock Show Commercial Exhibitors; thereafter space will be rented on a first come, first served basis. Reservation request conflicts will be resolved by the Commercial Exhibits Program Chair or his/her authorized Representative.

Telephone reservations will be accommodated by the Victoria Livestock Show Commercial Exhibits Program Chair. Reservations for the commercial exhibit space will not be confirmed unless a signed Commercial Exhibitor Contract and payment in full are received by the Commercial Exhibits Program Chair, no later than ten (10) calendar days after the date of reservation. If the signed Contract is not returned within ten calendar days following the issuance, the reservation is automatically void.

CANCELLATION TERMS AND CONDITIONS

MORE THAN 30 DAYS PRIOR TO EVENT

Cancellations for rentals of commercial exhibit space or portion thereof will result in refund of monies paid by Commercial Exhibitor less a 10% cancellation fee.

LESS THAN 30 DAYS, BUT NOT MORE THAN 15 DAYS PRIOR TO EVENT

Cancellations for rentals of commercial exhibit space or portion thereof will result in refund of monies paid by Commercial Exhibitor less a 50% cancellation fee.

LESS THAN 15 DAYS PRIOR TO EVENT

Cancellations for rentals of commercial exhibit space or portion thereof will result in 100% forfeiture of rental fee including any deposits or applicable late fees.

PAYMENTS AND FEES

PAYMENTS

Payments are accepted in the form of Personal or Corporate Check, Cashier's Check, Money Order or Cash. Personal checks are accepted only from the Lessee's personal or business account and only up to 30 days prior to the first day leased as stated on the Rental Contract. **Postdated and third-party checks are not an acceptable means of payment.**

Payment of Contract total (exhibit space fee(s) plus deposit) is required within 10 days of the reservation date. If no advance reservation is made, the total exhibit space fee is due when submitting an executed contract requesting available space. If space is not available, said payment will be refunded to the requesting exhibitor.

Contracts issued for space within 15 days of the first reserved day of said event, must be paid in full within 10 calendar days of the issuance of the contract. Payments within the 15-day limit will be accepted in the form of Cashier's Check, Money Order, Cash, or Credit Card.

RETURNED CHECKS/INSUFFICIENT FUNDS

Any check returned for any reason non-paid from the bank will result in a \$35.00 handling fee. Checks must be picked up and paid for by Cashier's Check, Money Order or Cash. Such occurrences will result in future rental payments being accepted only by Cashier's Check, Money Order, Cash, or Credit Card.

HELPFUL INFORMATION

ATM

An ATM is located within the facility and shall be free of charge to the Commercial Exhibitors. Transaction fees may be assessed to individuals using the machine.

ELECTRICAL

One 110-volt electrical outlet (one plug only) providing 500 watts of power per 100 square foot of exhibit space is included in the exhibit fee for inside exhibitors. Please provide detailed information on your electrical needs when completing the Victoria Livestock Show Commercial Exhibitor Information Form. A representative of the Victoria Livestock Show Commercial Exhibits Program Committee may contact Commercial Exhibitors that require extensive electrical service. **We recommend that you bring your own marked electrical cords to tie into the outlets.**

TELEPHONE & INTERNET SERVICE

Telephone service will not be provided for commercial exhibitors. Commercial Exhibitors are responsible for establishing telephone service if it is required for credit card processing,

Wireless internet service is available in the Victoria Community Center.

FIRST AID

In the event of an emergency, the first responder should call 911, if needed.

SECURITY

The Show will provide 24-hour **limited** security beginning at 6:00 p.m. on Wednesday, February 21, 2024, continuing throughout the Show, and ending Sunday, February 25, 2024, at 4:00 p.m. The Victoria Livestock Show **is not** responsible for stolen or damaged merchandise, displays, etc.

Please make sure your booth is staffed with the appropriate number of people to deter shoplifting. If you notice any missing or damaged items, contact the VLS Office, inform them of the nature of the problem, and request a security officer's assistance. Please report thefts.

MOVE-IN AND MOVE-OUT INFORMATION

MOVE-IN DATES AND TIMES

The dates and times listed below are the earliest times the exhibitors in the designated area may begin move-in. Move-in times have been carefully scheduled around other activities at Victoria Community Center to give commercial exhibitors the maximum possible set-up time. No move-in at any times other than those stated in this handbook will be allowed.

Move-in Date	Move-in Times	Exhibit Locations
Wednesday, February 21, 2024	1:00 pm – 8:00 pm	Inside Exhibitors
Thursday, February 22, 2024	8:00 am – 12:00pm	Inside Exhibitors

MOVE-IN PROCEDURES

Move-in times have been carefully scheduled to complete set up for all commercial exhibitors allowing the maximum possible set-up time while ensuring the safety of all parties involved. **No move-in at any times other than those stated herein will be allowed.**

Convention Decorators are scheduled to arrive at 8:00 am on Wednesday, February 21, 2024, to set up the pipes and drapes for inside booth spaces. All large display items can start moving in at 8:00 am. All the remaining vendors be ready to start moving in at 1:00 pm.

All exhibit booths must be set up, decorated in complete form, and approved by Victoria Livestock Show no later than 12:00 noon on Thursday, February 22, 2024. In the event the exhibit is not completed, Victoria Livestock Show shall be entitled to enter upon and take possession of the leased space without any obligation to give prior notice of its intent to do so. Victoria Livestock Show may then re-let the space on such terms as it may deem advisable.

CHECK-IN PROCEDURES

All commercial exhibitors MUST check with the Commercial Exhibits Program Chairperson prior to beginning move-in or unloading exhibits. Check-in hours are listed in the “Move-In Dates and Times” section above. Commercial exhibitors should expect the following to happen during check-in:

1. Exhibitors will provide the name, local address, and telephone number of the person in charge of the exhibitor’s booth. If the exhibitor has a telephone in the booth, that number is to be provided as well.
2. Copies of any permits or licenses that have not been received by the Commercial Exhibits Program Chairman must be submitted before setup can begin.
3. Exhibitors receive their exhibitor packets, which include the grounds passes, exhibitor badges and other important Show information.
4. Exhibitors receive their booth sign, which must be prominently displayed in the exhibitor’s booth space.

5. Exhibitors will have the opportunity to purchase additional exhibitor admission passes at a cost of \$10.00 each.
6. *****Beginning Thursday, February 22, 2024, exhibitors will be required to park in the designated parking areas. Do not park in customer parking. Inside Exhibitors: Car & Truck Parking area next to North Street Softball Fields and trailers in grass on East end of Arena Building. (See Victoria Livestock Show Grounds Map) *****

MOVE-IN LOGISTICS

Please plan and execute your move-in in a courteous and safe manner. The Commercial Exhibits Committee members and Show staff are available to assist you with the move-in process. Please follow these guidelines during move-in:

1. The Exhibitor is responsible for informing personnel, suppliers, decorators, etc. of parking regulations.
2. Please do not, at any time, completely block aisles, roads, or doorways with vehicles, trailers, merchandise, or booth materials.
3. **Do not leave trailers unattended in the dock area or in the customer parking lot.** This impedes the move-in process for other commercial exhibitors, as well as the setup efforts of the Show's staff. All unattended vehicles will be towed, and offenders may forfeit future invitations to exhibit in the Victoria Livestock Show.

ADDITIONAL INFORMATION FOR INSIDE COMMERCIAL EXHIBITORS

The Front Portico Entrance is for the arrival and departure of Victoria Livestock Show visitors during the event. Parking of vehicles is not allowed on any part or portion of the Portico Walkway or in any landscaped area. Entry is located at the driveway on the east side of the building and includes an overhead door for large items. ALL Commercial Vehicles are to park in the Commercial Exhibitor Parking Lot ONLY.

Beginning on Thursday, February 22, 2024, all delivery of supplies and all other materials should be coordinated with the Commercial Exhibits Program Chair. Do not leave vehicles parked at delivery entrances for extended periods. Deliver items and relocate vehicle to the parking lot.

MOVE-OUT DATES, TIMES, AND PROCEDURES

Move-out times have been carefully scheduled around other activities at Victoria Community Center to allow commercial exhibitors to begin move-out as early as possible while ensuring the safety of the Show's visitors. No move-out at any times other than those stated in this handbook will be allowed.

Due to the limited amount of time allowed to the Victoria Livestock Show for clean-up of the exhibition facilities, **all inside exhibits must be completely moved out of the buildings by 5:00 p.m. on Sunday, February 25, 2024.** Any merchandise or booth materials remaining in the buildings after this time are subject to being removed from the premises by forklift at the owner's risk. The Victoria Livestock Show is not responsible for loss or damage of property.

Move-out Date	Exhibit Location	Move-out Times
Sunday, Feb. 26, 2024	Inside Commercial Exhibitors	4:00 pm to 5:00 pm

MOVE-OUT LOGISTICS

1. Please do not, at any time, completely block aisles, roads, or doorways with vehicles, trailers, merchandise, or booth materials.
2. **Do not leave trailers unattended in the dock area.** This impedes the move-out process for both commercial and livestock exhibitors, as well as the teardown efforts of the Show's staff. All unattended vehicles will be towed, and offenders may forfeit future invitations to exhibit in the Victoria Livestock Show.
3. **All trash must be removed from the exhibitor's booth space.** Any exhibit that has trash remaining after move-out could forfeit future invitations to exhibit at the Victoria Livestock Show.
4. **All exhibits must be completely moved out of the buildings by 5:00 pm on Sunday, February 25, 2024, unless a variance request is granted.**

BOOTH OPERATIONS

BOOTH STAFFING REQUIREMENTS

It is the responsibility of the commercial exhibit booth owner(s) to ensure that all employees staffing exhibits are:

1. Familiar with the information included in this Handbook
2. Knowledgeable about the products/services being sold in the commercial exhibit booth
3. Appropriate in appearance
4. Courteous to all Show visitors, exhibitors, staff, and volunteers.

Any situation occurring in an exhibitor's booth space or involving the commercial exhibitor that requires the attention of a Show representative will be documented as an incident. A representative of the exhibitor's booth is required to sign the incident report at the time the report is prepared. A copy of the completed, signed incident report will be left with a representative in the exhibitor's booth.

BOOTH DECORATING

Vendors are encouraged to incorporate the shows theme into the design and decoration of their booth.

Inside Commercial Exhibit booths are limited to 8 feet high. Exhibits must be free standing and may NOT rely on building structure for support. **CANOPIES AND EZ UPS ARE NOT ALLOWED.**

Vendor space is limited to the purchased square footage. Vendors may not use area around their space for storage, cooking or other purposes without a written, approved variance from the Commercial Exhibits Chair.

Decorating is the responsibility of the Lessee. Decorations will be displayed within the facility leased for the scheduled event. Decorations may be of any type or design if they do not obscure, conceal, or confuse exit doors or signs, interfere with emergency ingress or egress, violate the fire code or cause damage to the Community Center. Decorations may be freestanding or hung on walls with magnets only or with Velcro on carpeted panels. Tape, pins, tacks, staples etc. are not allowed. Decorations may not be hung from ceilings without prior approval. The Victoria Livestock Show and Community Center do not provide devices for attachment of decorations.

No portions of the sidewalks, entries, plaza walkways, passageways, doors, aisles, vestibules, or other ways of access to the public utilities of the premises shall be permitted to be obstructed, nor shall any windows, ventilators or lighting fixtures be obstructed.

Exceptions:

- Materials are treated and maintained flame resistant in accordance with NFPA 701 (Certificate required)
- Foamed plastics and materials containing foam plastics shall be accepted when tested in accordance with UL 1975 (Certificate required)
- When the aggregate area of such materials is less than 10% of the floor or wall area, pending approval of the Fire Marshal

No open flames such as candles or flame used for heating devices or cooking devices may be used in the community center without prior approval of the Fire Marshal.

ALL EXHIBITORS – ELECTRICAL EQUIPMENT

1. Electrical equipment and installations shall comply with the Electrical Code.
2. Extension cords and flexible cords shall not be used as a substitute for permanent wiring.
3. Extension cords shall be plugged directly into an approved receptacle, power tap, or multi-plug adapter and shall, except for approved multi-plug extensions cords, serve only one portable appliance.
4. The amperes of the extension cords shall not be less than the rated capacity of the portable appliance supplied by the cord.
5. The extension cords shall be maintained in good condition without splices, deterioration, or damage.
6. Extension cords shall be grounded when serving grounded portable appliances.
7. Multi-plug adapters, such as multi-plug extension cords, cube adapters, strip plugs, and other devices that do not comply with this code or the Electrical Code shall not be used.

AUTOMOBILE EXHIBITORS – ADDITIONAL REGULATIONS

1. Armor-All or like products used on tires or other vehicles parts must be applied before the vehicle is brought inside the building. Use of any such product, which results in the product getting on facility floors, will result in an excessive cleaning fee assessment.
2. Vehicles tires must be placed on carpet, cardboard or like product to protect the floor surface.
3. Each vehicle may have no more than (1/4) tank of fuel, or 5 gallons, whichever is less.
4. Vehicles, boats, or other motor craft equipment **shall not** be fueled or defueled within the building.
5. Gas caps must be taped closed or fitted with locking cap.
6. Batteries leads must be disconnected.
7. Keys to all vehicles must be turned in to the Commercial Exhibits Program Chair or his/her designee before the official opening time each day.
8. Exhibitors are responsible for cleaning vehicles and exhibit space.
9. Exhibits must adhere to the height and signage rules as outlined in this handbook. **On the final day of Show, vehicles may not be moved from the building until authorized by the Commercial Exhibits Program Chair.**

SIGNAGE

Great signage is great business! We encourage exhibitors to mark their booth space well, so our visitors can find you and remember you.

GENERAL REQUIREMENTS

1. At check-in, the Show will provide a sign displaying the exhibitor booth name and booth number. The sign must be prominently displayed in the booth.
2. Signs may not hang from the ceiling or be attached to building walls or columns.
3. All exhibitors must post a return policy in a prominent location in the exhibitor booth space.

SALES TAX

Exhibitors are required to charge the appropriate sales tax on all sales and comply with all reporting requirements.

EXHIBITOR BADGES

Each inside exhibitor is allotted two (2) Exhibitor Badges for each exhibit space leased. These badges **MUST** be worn by any Exhibitor or their personnel that wish to enter the Commercial Exhibit Hall prior to or after the operating hours. The exhibitor badges are included in the exhibitor packet that is picked up at check-in. Exhibitor badges are to be provided only to individuals working in the exhibitor's booth space. Duplication, sale, gifting, or exchange of exhibitor badges is prohibited.

PARKING/ADMISSION PASSES

The Victoria Livestock Show does not charge for parking during the event. However, an admission fee of \$5.00 per person is charged. Proceeds from the admission fees collected fund our Scholarship Program.

Each commercial exhibitor will receive two (2) admission passes, good from February 22, 2024, through February 25, 2024, per exhibit space leased. Additional admission passes may be purchased for \$10.00 each from the Commercial Exhibits Program Chair at Check-In.

The Victoria Livestock Show has designated as much parking as possible to be available to our visitors. Beginning February 22, 2024, Commercial Exhibitors **MUST** Park in the following areas:

Inside Exhibitors: Car & Truck Parking area next to North Street Softball Fields and trailers in grass on East end of Arena Building. (See Victoria Livestock Show Grounds Map)

Parking is limited, and passes do not guarantee access to parking. **Vehicles and trailers will be moved if they are not parked in the vendor's designated parking.** Exhibitors may not duplicate or sell assigned admission passes under any circumstances. Any exhibitor who violates these risks losing their invitation to future Shows. All admission passes are non-transferable. Credential duplication is strictly prohibited.

If an admission pass is found that is not assigned to you, it must be immediately turned into the Commercial Exhibits Program Chairman or Assistant Chairman.

GENERAL POLICIES AND PROCEDURES

RULES, REGULATIONS AND GUIDELINES

GENERAL

1. **Sub-leasing of booth space by an exhibitor is not allowed.** Booth space is only to be used by the exhibitor and for the products stipulated in the contract. Signage for any other exhibitor than the one stated on the contract is not allowed.
2. **Exhibitors may not solicit from outside their designated exhibit space.** The only exception to this rule will be sales of merchandise by the Victoria Livestock Show, its designated agent(s), and those with express written permission.
3. **ALCOHOLIC BEVERAGE POLICY: The Victoria Livestock Show strictly prohibits the consumption or distribution of alcoholic beverages within or from exhibit spaces during operating hours, move-in, or move-out unless prior approval was given by the Victoria Livestock Show.** Violation of this rule could result in immediate termination of the exhibitor's lease agreement, requiring the exhibitor to vacate leased space and forfeit all monies paid to date.
4. **SMOKING POLICY:** No smoking is allowed within exhibit spaces. Smoking is prohibited in all areas inside the Victoria Community Center and VLS Hall.
5. Exhibitor may not conduct a registration for a drawing of any kind unless approved by the Commercial Exhibits Program Chairman.
6. The general distribution of brochures, pamphlets, leaflets, flyers, newspapers, magazines, or other literature or promotional materials must be submitted to the Commercial Exhibits Program Chairman for approval.
7. Solicitation of funds for any political, educational, or charitable corporation or association or any other corporation, association, group, individual, or cause of any kind or character is strictly prohibited.
8. **Animals are not permitted on the grounds unless they are part of an authorized show or exhibit. Assistance Dogs are the only exception.**
9. Indoor Exhibitors **MAY NOT** exhibit, set up, or place any promotional materials, signs, vehicles with signs, etc. in the parking lot or on the outside premises or they will be told to remove it. If it is not removed, we will have it removed at the owner's expense. Political campaign signs, vehicles, and distribution of campaign materials etc. are strictly forbidden on the premises except within the confines of a properly leased indoor booth.

MERCHANDISE

1. All products offered for sale in your booth must be listed on your contract or have written authorization from the Commercial Exhibits Program Chairman.
2. No copyrighted merchandise may be displayed or offered for sale without proper authorization.
3. **ABSOLUTELY NO lasers or weapons (i.e., guns, knives, spears, arrows, bull whips, etc.), whether real, toy, or replicas may be sold or displayed in any exhibit space.**
4. The Victoria Livestock Show reserves the right to prohibit any merchandise that, in the Show's sole judgment, is highly controversial or that may detract from the general character of the Show (i.e., the Confederate flag).
5. All merchandise must be displayed and stored within the marked boundaries of the assigned exhibit space. Exhibitors may not utilize the utility aisles behind their booth space for storage.
6. **No balloons**, of any type, may be sold or distributed.

DEMONSTRATIONS AND MASCOT APPEARANCES

1. Product demonstrations must be held within booth space and must not restrict traffic flow in the aisle.
2. Celebrity or mascot appearances may occur within your booth space but must not restrict traffic flow in the aisle. **Notification of appearances must be made in writing to the**

Commercial Exhibits Program Chairman or Assistant Chairman at least 48 hours in advance of said appearance.

3. Mascots may not roam in public areas (outside the leased booth space) unless written approval is granted by the Commercial Exhibits Committee.
4. No sound systems, musical instruments, noise makers, loudspeakers, microphones, or other sound amplification or broadcast devices of any kind may be used without prior written consent of the Show, consent of which may be withheld at sole discretion of the Show.
5. Should any demonstration, celebrity, or mascot appearance restrict the flow of traffic through any exhibit area, the fire marshal and/or representatives of the Show have the right to require the appearance or demonstration to cease.

MOTORIZED VEHICLES

1. Motorized vehicles, including golf carts, are prohibited on the fairgrounds except during restocking hours. NO EXCEPTIONS.
2. All motorized vehicles must be properly permitted.
3. Open alcoholic beverage containers are not allowed on any cart or in any vehicle.
4. Drivers are not to be under the influence of any controlled substance.
5. Pedestrians ALWAYS have the right-of-way. Drivers are to be courteous and patient.
6. All cart and vehicle users are to abide by all instructions of Show management regarding cart and vehicle usage on the grounds.

GRATUITIES

If any Show employee, volunteer, or officer asks you for free gifts or services such as money, merchandise, or free rides, report it to the Victoria Livestock Show Coordinator immediately. Exhibitors are not expected to offer nor are they obligated to extend free or discounted merchandise to employees, volunteers, or officers of the Victoria Livestock Show.

CLEANLINESS

The Show furnishes janitorial service for aisles in the buildings and areas used by the public. It is the responsibility of each exhibitor to keep his exhibit space clean and clear of debris. If an area requires the Show's attention, please contact the Commercial Exhibits Chairman.

1. Trash receptacles are in the Commercial Exhibit Hall for inside exhibitors and dumpsters are located near the outside commercial exhibits area. Exhibitors are responsible for all garbage associated with their exhibit.
2. Boxes and other large trash may not be disposed of in public waste receptacles. All boxes must be broken down and taken to trash dumpsters.

LEGAL AND ENFORCEMENT SUMMARY

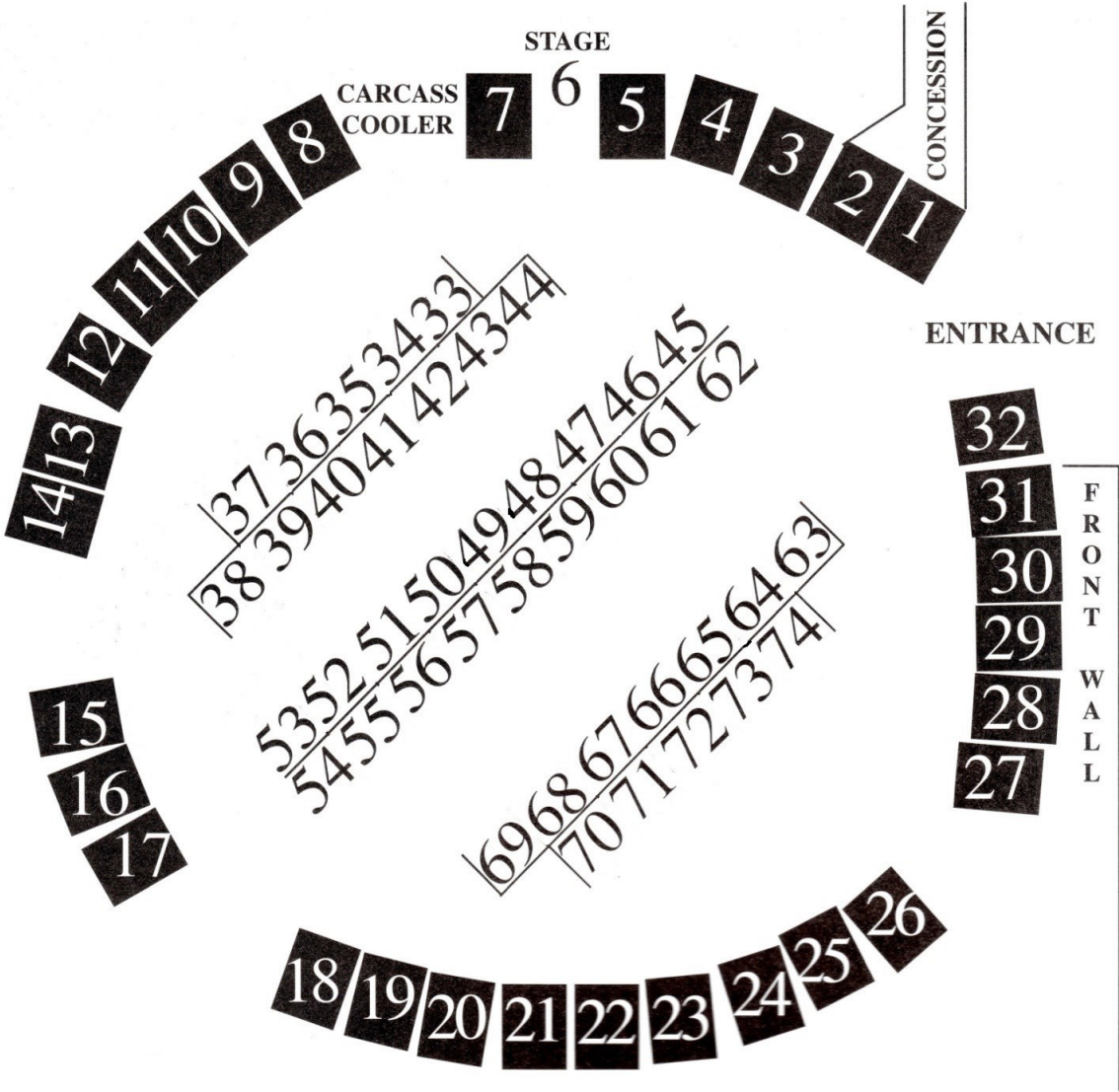
Commercial Exhibitors shall comply with all city, county, state, and federal laws, and with regulations pertaining to the Victoria Livestock Show and Victoria Community Center. The Exhibitor is responsible for informing personnel of the Victoria Livestock Show rules and regulations. A violation of any Law or Regulation by the Commercial Exhibitor or employees may result in cancellation of the Lease and/or discontinuation of use of the facility.

The Victoria Livestock Show management reserves the final, absolute right to interpret rules and regulations and to arbitrarily settle and determine all matters, questions, or differences in regard thereto, or otherwise arising out of, connected with, or incident to the Victoria Livestock Show. It

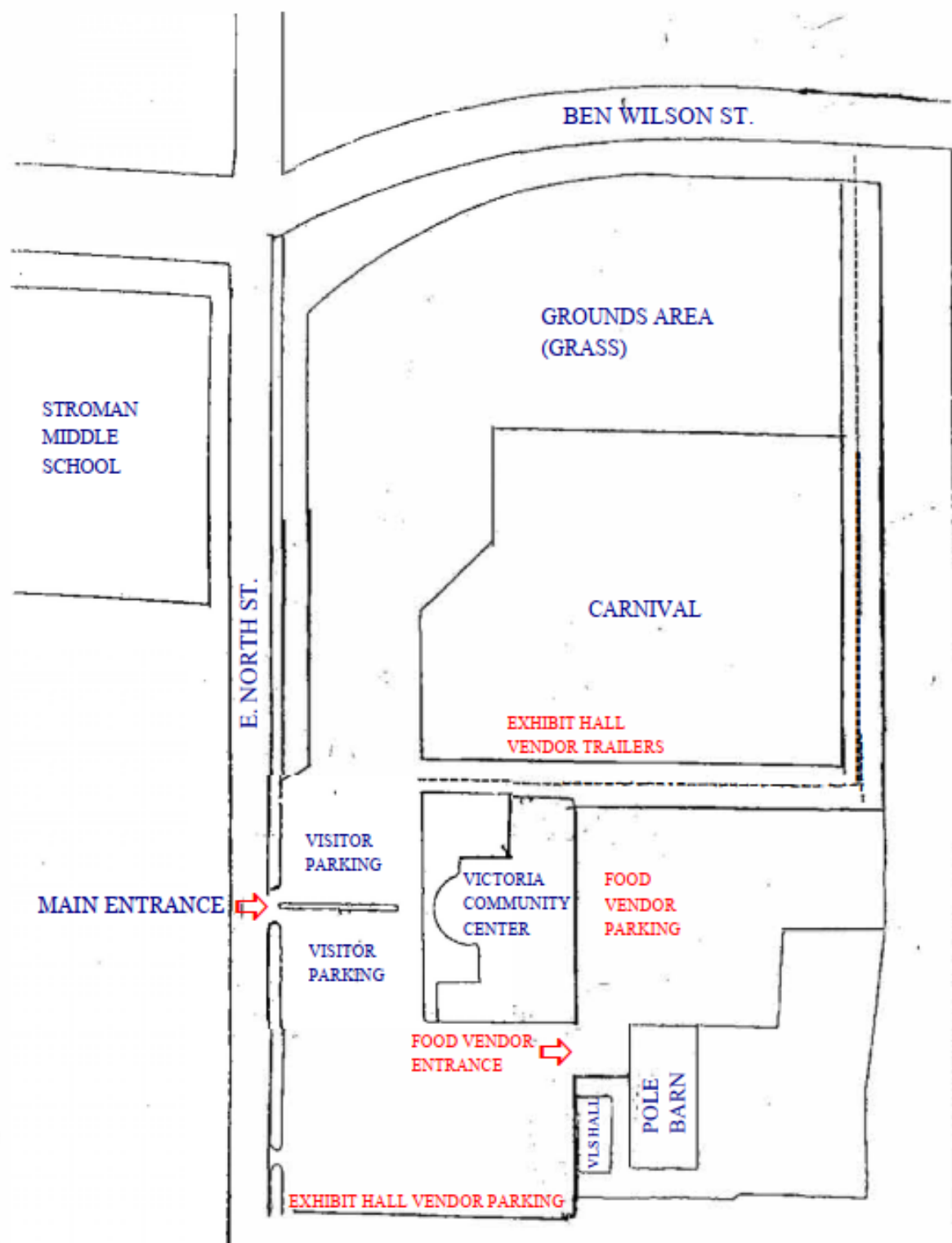
further reserves the right to determine unforeseen matters not covered by these rules and to amend or add to these rules as in its judgment as it may determine necessary.

1. **Failure of an exhibitor to abide by all rules, regulations, specifications, guidelines, and requirements as set forth in the 2024 Commercial Exhibits Contract and 2024 Commercial Exhibitor Handbook may, at the sole discretion of the Victoria Livestock Show, result in forfeiture of all monies, rights, and privileges.**
2. By this reference, the Handbook is incorporated into and becomes a part of the signed lease agreement. By signing the agreement, the Lessee (exhibitor) agrees to abide by the Rules and Regulations of this Handbook. It is also agreed and assured that all employees have been made aware of its contents.
3. **Any incident of non-compliance with any part of this book is considered a breach of agreement and may be cause for immediate expulsion from the Show.**
4. Exhibitors are bound by the terms on the lease agreement they sign at the time of securing the exhibit space. In addition, they are under the strict supervision of the Victoria Livestock Show management and its agents.
5. Victoria Livestock Show management reserves the right to establish and enforce whatever rules are necessary for the regulation of exhibits.
6. Exhibitors must comply with all rules, regulations, and requirements of the fire marshal, the Victoria City County Health Department and any governmental entity having jurisdiction over these premises.
7. The Victoria Livestock Show makes no representations or warranties, expressed or implied, as to the number of visitors or estimated sales of exhibitors.

INSIDE EXHIBIT BOOTH LOCATION DIAGRAM



VICTORIA LIVESTOCK SHOW GROUNDS



2024 VICTORIA LIVESTOCK SHOW
COMMERCIAL EXHIBIT PROGRAM INFORMATION
February 21 – February 25, 2024

COMPANY INFORMATION:

Booth Name (as advertised to the public): _____

Company Name (as it would appear on the lease): _____

Contact Name: _____ Fed. Tax ID #: _____

Phone: _____ Fax: _____

E-Mail: _____ Website: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

EXHIBIT HISTORY/EXPERIENCE

Have you or your company ever exhibited at the Victoria Livestock Show? _____

If yes, when was the last year? _____

List other shows/fairs where you have exhibited and when: _____

BOOTH INFORMATION:

of Booths

Inside spaces (Inside Dome **8x10**) _____ at \$ 400 = \$ _____

Inside spaces (Inside Dome **10x10**) _____ at \$ 450 = \$ _____

Space(s) Requested: 1st Choice: _____ 2nd Choice _____ 3rd Choice _____

We will: Sell our merchandise directly: _____ Take orders while exhibiting: _____

 Have merchandise on exhibit only: _____ Other: _____

Brief Description of Booth: _____

Note any additional considerations (i.e., electrical, water, etc.): _____

EXHIBIT CATEGORY

From the list below, please select a single category that best represents your exhibit.

- ☐ **Agricultural Equipment/Buildings:** tractors, trailers, mowers and mowing implements, portable buildings, barns, fencing, siding, gates, etc.
☐ **Agricultural Products:** products for breeding, livestock health and welfare, ranch, and homestead products, etc.
☐ **Art:** framed and unframed art, prints, photography and sculpture by an artist, photographer, or dealer
☐ **Attraction:** on-site photography, rides, handwriting analysis, astrology, spin, or sand art, etc.
☐ **Children's Items:** children's clothing, toys, games, plush animals, etc.
☐ **Church/Ministry**
☐ **Clothing & Shoes:** boots, shoes, jackets, coats, etc. Check all that apply:
 ☐ Western ☐ Women's ☐ Children's
 ☐ Non-Western ☐ Men's
☐ **Communications:** radio/television promotions, magazine publications, service providers, etc.
☐ **Fashion Accessories:** costume jewelry, fashion belts, novelty hats, sunglasses, etc.
☐ **Furniture:** furniture for home or office
☐ **Food:** food prepared on site for on-site consumption.
☐ **Government/Public Service:** government, not-for-profit agencies, and public awareness material
☐ **Health/Beauty:** health and beauty aids
☐ **Home, Gift & Garden:** decorative items, rugs, candles, gift items, housewares, cooking items, etc.
☐ **Jewelry:** jewelry
☐ **Leather Goods:** belts, wallets, purses, etc.
☐ **Service and Information Providers:** banks, membership sales, property sales, insurance, utility companies, animal breed associations, etc.
☐ **Specialty Foods:** food products that are packaged for home consumption and not prepared on site
☐ **Specialties:** unique product or specialty item
☐ **Tack and Animal Supplies:** tack, grooming equipment and supplies, feed, and nutrition, show equipment, etc.
☐ **Universities:** college/university recruiting materials.
☐ **Vehicles and Accessories:** automobile displays, trailer accessories, vehicle accessories, golf carts, ATVs, utility vehicles
☐ **Western Specialties:** products with a western theme, animal skins, rustic gifts, iron works, etc.

TERMS/AGREEMENT

The undersigned agrees to abide by the rules and regulations of the Victoria Livestock Show as stipulated in the commercial exhibit lease agreement, should space be available. By signature on this form, you authorize the Victoria Livestock Show to secure information concerning any of the above facts and allow third parties to furnish such information to the Victoria Livestock Show.

Signature: _____ Date: _____

RETURN COMPLETED INFORMATION FORM, PRODUCT LIST OR MENU WITH PRICES, COMPLETED AND SIGNED VENDOR CONTRACT AND LEASE AGREEMENT WITH RENTAL FEE, BY JANUARY 15, 2024, TO:

Commercial Exhibits Chairman
Victoria Livestock Show
P.O. Box 2255
Victoria, TX 77902-2255

2024 Victoria Livestock Show Commercial Exhibit Program

Vendor Contract and Lease Agreement

LESSEE: _____ LEASE TERM: _____

Of Booths: _____ Booth Type: _____ Rental Fee: _____

1. The VICTORIA LIVESTOCK SHOW ("Show"), hereinafter referred to as LESSOR, hereby leases and lets to above named LESSEE the space indicated in the LEASED SPACE described above during the dates above listed by LEASE TERM, for the consideration of the amount above stated. And said LESSEE hereby accepts said space and agrees to pay the amount stated above in full on the execution of this contract to the LESSOR on the Date of Contract stated above.
2. In the event the LESSEE fails to fulfill or violates any terms of this contract or withdraws from the Show, for any reason less than 15 days prior to the event, all money paid shall be retained by the LESSOR. If LESSEE cancels the contract more than 15 days but less than 30 days prior to opening day of the event, fifty per cent (50%) of the amount paid shall be retained and shall be the property of the LESSOR, and fifty percent (50%) shall be refunded to the LESSEE. If LESSEE cancels the contract more than 30 days prior to opening day of the event, ten per cent (10%) of the amount paid shall be retained and shall be the property of the LESSOR, and ninety percent (90%) shall be refunded to the LESSEE.
3. The merchandise, exhibit materials, and equipment which will be placed in the LEASED SPACE by the above-named LESSEE are described on the attached sheet.
4. LESSEE agrees that in the event of any proposed change or addition in merchandise, exhibit material, or equipment to be placed in the LEASED SPACE from that listed above, or any changes in LESSEE'S expressed intention with respect to selling or taking orders for merchandise, LESSEE will submit a written request to the LESSOR, setting forth such requested change or addition, and LESSEE understands that the LESSOR reserves the unqualified right to approve or disapprove any such change or addition. Neither this Contract nor any of the privileges granted herein or any part thereof may be assigned, sublet, subleased, or otherwise transferred without the prior written consent of LESSOR.
5. LESSEE hereby acknowledges that LESSEE has read the Exhibition Space Agreement attached hereto and incorporated by reference herein for all purposes as fully as though same were in the body of the Contract and Lease Agreement furnished by the LESSOR and LESSEE recognizes that LESSEE knows the provisions of said rules and acknowledges that they are a part of this contract; LESSEE agrees that LESSEE'S use and occupancy of the LEASED SPACE shall be in all respects subject to such rules, and agrees to fully comply with such rules. No agreement other than those contained herein shall be binding upon the parties hereto unless in writing, signed by an authorized representative of the LESSOR.
6. The VICTORIA LIVESTOCK SHOW reserves the right to refuse any vendors, concessionaires, or exhibitors for any reason with no refund given to vendor, concessionaire, or exhibitor with no questions or reasons asked or given.
7. Lessee agrees to indemnify and hold harmless the Victoria Livestock Show, its agents, officers and employees from all claims, losses, costs, damages, or expenses resulting or arising from all injuries to or death of any person or damage to any property caused by any act, omission or neglect of Lessee or Lessee's agents, employees, invitees, contractors, or guests. Lessee agrees to use and occupy the space at Lessee's own risk and hereby releases Lessor, its agents, officers, employees, and invitee from all claims for any damage, loss or injury to any persons or property to the full extent permitted by law occurring in or about the Leased Space, including but not limited to, damages, resulting from the acts of other Lessees, theft, vandalism, fire and other casualty damage or damages arising out of any defects in the premises

In witness whereof, the above agreement is signed by both parties hereunto on this the ____ day of _____, 20____, in Victoria County, Texas.

LESSOR:

LESSEE:

Approved and accepted for the

VICTORIA LIVESTOCK SHOW

By: _____

By: _____

Title: _____

rev1 10-23-2023