

EQUINE AFFAIRE[®] Exhibitor's Guide



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Pre-event Preparation for Your Participation in Equine Affaire

Contracts, Insurance, Tax Numbers, Forms, Payments & Other Business Items

Exhibitor Materials

All materials and forms needed by trade show exhibitors can be found at www.equineaffaire.com/exhibitor-materials/

Contract

Your completed contract indicates your booth number(s) or bulk space location and specifies the deadlines for all payments and other pertinent information. Please be sure to read your complete contract including the Terms and Conditions listed on the back and the Equine Affaire Rules & Regulations that are printed separately but incorporated therein.

Approved Products and Your Exhibit & Product Summary

Within your exhibit space at Equine Affaire, you may display only the products and/or product lines that you listed on the Exhibit & Product Summary submitted with your Application & Contract for Exhibit Space and approved by Equine Affaire, Inc. If you need to make any material change in the products or product lines you listed on your Exhibit & Product Summary, you must receive written approval from Equine Affaire. All products displayed must be in good taste and displayed with an equine or equestrian-related theme. Because all food and beverage concessions are reserved to the event facility, exhibitors may not sell food or beverage products without first obtaining the written permission from Equine Affaire and obtain a permit from the respective health department for the event. Equine Affaire prohibits the display of any product that it deems offensive or unsafe (including but not limited to knives and/or firearms) and/or any product which may be considered unethical or inhumane to horses or dogs. No sales exclusivity on any type of merchandise is extended to any exhibitor unless it is specifically negotiated with Equine Affaire, Inc. in advance of the event and noted in the contract.

Vendor's License and Tax ID number

Ohio – Any exhibitor selling merchandise at the event is required by law to possess a Franklin County or Ohio Transient Vendor's License. Equine Affaire, Inc. is required to provide your Ohio tax ID number to the Ohio Department of Taxation. If you have not submitted your Ohio tax ID number to Equine Affaire, Inc., please do so

before the event. If you have not been assigned one, please contact the Ohio Department of Taxation at (888) 405-4039. ***Equine Affaire, Inc. cannot permit you to set up at the event unless you submit your Ohio tax ID number to us as required for submission to the Ohio Department of Taxation.***

Massachusetts – If you are conducting sales at the event, you must provide a copy of your Massachusetts Sales and Use Tax Registration. If you need to register or obtain information regarding items that are taxable, please apply online at <http://www.mass.gov/dor/businesses/help-and-resources/starting-and-registering-a-business/register-with-dor/> or contact the Massachusetts Department of Revenue at (508) 792-7300. The Massachusetts Department of Revenue requires that you have a copy of your Sales and Use Tax Registration in your booth during the event.

If you are not conducting sales, please notify our office that you are participating as a "Display Only" exhibitor and provide your Federal EIN Number or Social Security number. As a promoter within Massachusetts Equine Affaire is required by the MA Division of Standards to keep this information on file.

Liability Insurance Requirements

Equine Affaire's insurance company requires all exhibitors to submit a Certificate of Liability Insurance covering the entire period of the event from move in through move out. Exact dates and details can be found in item #17 of the Terms and Conditions on the exhibitor contract. Exhibitors that do not submit a Certificate of Liability Insurance in a timely manner will not be permitted to move into their exhibit spaces at the event and will forfeit all exhibit fees.

Badge Order Form

As part of your exhibiting contract, you will receive complimentary badges in your Welcome packet on Wednesday during exhibitor check-in. These badges will serve only as a means of identification in the trade show and provide access to the buildings one hour prior to and one hour after event hours. Four single-day tickets will be provided with each badge to be used by the badge holder to access the event on each show day.

A Badge Order Form will be sent to you at least two months before the event. Your company name will automatically be printed on your badges. If you wish to have the names of individual representatives of your company printed on your badges, you must complete and return your Badge Order Form before the deadline on the form.

Additional badges can be purchased in advance or at the event for **\$35.00** each; badges purchased at the event will not be customized. Please consult the chart on the back of your Exhibitor Badge Order form to find out how many additional badges you may purchase. (See also "Picking Up Your Badges" on page 6).

Late Payment Penalty

If your final payment for exhibit space is received after the final payment deadline a late payment penalty in the amount of 15% of any unpaid balance will be assessed by Equine Affaire, Inc. If your exhibit space fees and late payment penalty are not paid in full and received by Equine Affaire, Inc. one month after the final payment deadline, Equine Affaire, Inc. reserves the right to cancel your assigned space without refund and reassign the space.

Check Payment Policy

Payments by personal or business check will only be accepted up until six weeks prior to an event. If you have to make a payment within six weeks of an event, you must send a bank cashier's check or provide credit card information. If you submit a check that is rejected by Equine Affaire's bank for any reason, you will be required to (a) pay a fee of \$50 plus any additional bank charges incurred by Equine Affaire and (b) resubmit payment with a bank cashier's check or by credit card.

Refund Policy

Payments made for exhibit space are non-refundable. Payments made for electrical service in Massachusetts will be refunded if an order for electrical service is cancelled prior to the use of electrical service at the event.

Equine Affaire's Right to Cancel Your Exhibit Space

If your exhibit space fees and late payment penalty are not paid in full and received by Equine Affaire, Inc. by the deadline indicated on the Application & Contract for Exhibit Space, Equine Affaire, Inc. reserves the right to cancel your exhibit space without refund and reassign the space. (Please see: Check Payment Policy above.)

Designing & Planning for Your Exhibit

What Is and Is Not Provided with Your Exhibit Booth or Bulk Space

Each exhibit booth includes an 8' high back drape, two 3' high side drapes, and one exhibitor name sign with a separate booth number attached. No draping or signage is provided with bulk exhibit spaces. Equine Affaire does not provide equipment or labor for move in, set up or tear down. All exhibitors receive with their exhibit spaces a specified number of exhibitor badges; a category and alphabetical listing in the event program; a listing on the Equine Affaire Web site; exhibitor area parking privileges where applicable; general show security; general area lighting, ventilation, heating and cooling (where available); trash removal; and cleaning of the aisles throughout the venue. Exhibit fees do not cover water, electricity, booth

decorations/furniture, carpet, telephone equipment or service, wireless access, gas, or compressed air, and exhibitors are responsible for the cleaning of their exhibit spaces.

Drape & Carpet Colors in the Trade Show

Ohio – Regular exhibit booths will have **violet** and **gold** rear drapes and **gold** side drapes. Sponsor booths will have **violet** and **silver** rear drapes and **violet** side drapes. Booths in the Breed Pavilion will have **gold** drapes. Carpeting in the sponsor areas and down the center aisles of the Bricker Building and Celeste Center will be **purple**.

Massachusetts – Regular exhibit booths will have **gold** and **green** rear drapes and **gold** side drapes. Sponsor booths will have **gold** and **terracotta** rear drapes and **gold** side drapes. Booths in the Breed Pavilion will have **gold** drapes. Carpeting in the sponsor areas of the Better Living Center and Young Building will be green.

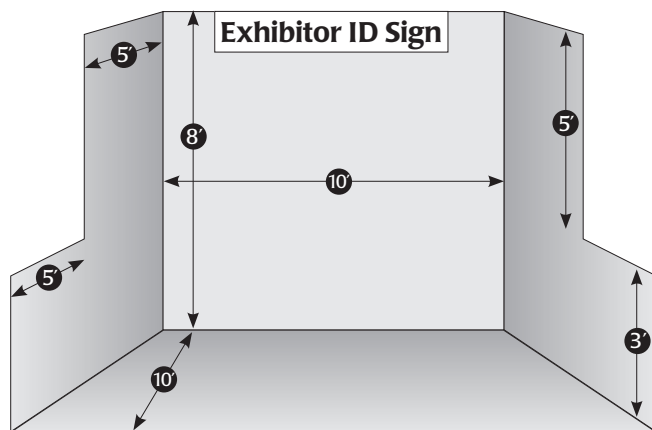
Character of the Event

Equine Affaire, Inc. attaches particular importance to the attractive design and construction of exhibits in the trade show. Exhibits must be presented in a professional manner and have an equine or equestrian theme. Excess materials and boxes must be stored out of sight. Equine Affaire, Inc. reserves the right to decline or prohibit any exhibit or part of an exhibit, exhibitor, representative or proposed exhibit which, in the opinion of Equine Affaire Inc. is not suitable to or in keeping with the character of Equine Affaire. No exhibitor will be permitted to solicit funds for any political, religious, educational, or charitable corporation or association or any other corporation, association, group, individual, or cause of any kind or character without the prior approval of Equine Affaire, Inc.

General Exhibit Design Guidelines

- a) Your display/exhibit must conform to the size of your exhibit space, be no higher than 8 feet, and be constructed or arranged so as not to obstruct the view or interfere with the exhibits of others.
- b) Your display may not extend more than 8' high and 5' in length (either side) from the back of your exhibit space unless you have received prior approval from Equine Affaire to construct high side walls. Permission to construct high side walls or to arrange products in such a manner must be requested at least 60 days before the scheduled move-in date.
- c) Aerial signage is permitted over your exhibit space but must be hung only by the official event decorator and in a manner that complies with all facility and Fire Marshal regulations. No signage may be hung from building sprinkler systems by anyone.
- d) Ample space must be provided within your booth to accommodate your product and customers. When sampling, demonstrating and/or entertaining attendees, your booth must be arranged so that attendees coming into your exhibit do not block aisles or extend into neighboring exhibits.

- e) Your display must have a finished appearance on all exposed sides.
- f) You are not required to hang your name sign in your booth, but all exhibitors are asked to display their exhibit booth numbers in a conspicuous place to assist attendees in navigating the trade show and finding exhibitors.
- g) You may not damage, mar, or in any way deface any wall or surface of the event facility. No nails, hooks, screws, or adhesive stickers are to be utilized in any part of the venue. You will be responsible for paying for any and all damage to the venue and/or equipment owned by the facility which is caused by you or your representatives.



Fire Regulations

The local fire regulations at each Equine Affaire venue will be strictly enforced. Representatives from the Franklin County Fire Department in Ohio and the W. Springfield Fire Department in Massachusetts will be present during the event inspecting all exhibits to ensure they are in accordance with local regulations. A copy of the local fire regulations will be provided to each exhibitor. These regulations include, but are not limited to, the following:

- a) All fabrics and decorative materials used in your booth display must be made of fire-retardant materials or treated with a fire-retardant chemical. You may be asked by the fire marshal to show proof that materials have been made flame-retardant. Highly flammable materials such as bales of straw, corn stalks, and bark mulch may not be utilized in exhibits.
- b) The use of tents, umbrellas, tarps, roofs and any other type of "cover" in your exhibit is prohibited.
- c) Your exhibit must conform to the boundaries of your contracted space and may not extend into any adjacent booth or any public aisle and/or fire lane within the trade show floor.
- d) No signs, decorations or products may be attached to any part of any building's sprinkler system.
- e) Motor vehicles or any motorized engines or equipment displayed inside any building must have the positive battery terminal disconnected and taped, the gas cap locked or sealed with tape, and contain less than one gallon of fuel in the gas tank.

- f) Propane storage tanks, flammable liquids or gases, and devices utilizing an open flame are all strictly prohibited and will not be permitted in any building at the event.
- g) All fire alarm pull stations, fire extinguishers and any other fire protection devices or equipment shall be free and clear of obstructions and readily visible.

Video & Acoustic Advertising Equipment in Your Exhibit

Video and/or acoustic advertising equipment is permitted in your booth provided that it does not disturb or interfere with neighboring exhibitors, interfere with the event's public address system, or create congestion in the aisle in front of your booth. You may use video equipment with sound as long as the video equipment is set far enough into your exhibit space so that individuals watching the video are in your booth and do not create congestion in the aisle. The sound level on all such equipment must be set such that the audio can be heard within your exhibit space but does not extend beyond your exhibit space. You may not use music from any source which requires permission from the copyright owner unless you have, in advance, obtained a license to perform such music, paid any fees required, and provided Equine Affaire, Inc. with a copy of a fully-executed license agreement. Further, you must indemnify Equine Affaire, Inc. for all claims resulting from failure to comply with these requirements. The use of sound amplification systems by exhibitors is not permitted anywhere within the trade show.

Staffing

You will be required to maintain at least one responsible person in your exhibit space at all times that the trade show is open to the public, and you will be responsible for the conduct of any employee, agent, visitor, or guest in your exhibit. Please be sure that your employees and other representatives are familiar with the Equine Affaire Rules & Regulations. If any of your employees or representatives conducts himself or herself in any manner offensive to Equine Affaire, Inc. or other exhibitors or attendees, Equine Affaire, Inc. may remove him or her from the venue for the remainder of the event.

Accommodations & Transportation

Host Hotels with Discounted Rates

Equine Affaire negotiates blocks of rooms with special rates at numerous hotels near each venue. There is a high demand for rooms during the events, so we encourage you to make reservations early. Remember to say that you are with Equine Affaire to receive the special event rate. Consult www.equineaffaire.com for additional information on hotels. We recommend you contact the hotel of your choice directly for room availability.

Camping on Site

Camping with electrical service is available at both event facilities on a first-come, first-served basis. Ample spaces are available to accommodate exhibitors and event attendees. Campers must pay a daily camping fee as well as a vehicle parking fee. Shower facilities are available at both the Ohio and Massachusetts facilities, and a dumping station is located on the event grounds in Massachusetts. Consult www.equineaffaire.com for details on camping facilities and fees.

Car Rental

Equine Affaire negotiates special rental car rates with a national rental car company for guests at each event. Consult www.equineaffaire.com for details on the discounts available for upcoming events.

Exhibitor Services & Equipment

Decorating Services including Carpet/ Furniture Rental & Banner Hanging

Approximately six weeks before the event you will receive an email from the official event decorator containing information regarding ordering decorating services. This email will explain several options for the rental of items such as carpet, tables, and chairs, and for services such as banner and sign hanging. Should you need any additional information regarding decorating services, please call or email the decorator directly. Contact information for the decorator can be found at www.equineaffaire.com/exhibitor-materials/ or obtained from Equine Affaire. At the Ohio event the decorator will be based in the north-most office along the west wall of the Celeste Center. At the Massachusetts event the decorator will have a service booth in the southeast corner of the Better Living Center (below the exhibitor's lounge). The hours that their staff will be available during the event will be posted in these locations.

Drayage & Material Handling

Approximately six weeks before the event you will receive an email from the event decorator containing information on drayage/material handling services which include the receipt and storage of materials shipped to the event, the delivery of these materials to your exhibit space prior to and during move in, storing of your empty boxes/containers during the event, the returning of those stored items to you at the close of the event and the handling of your items on to your shipper. Please contact the event decorator for additional information regarding these services. Contact information for the decorator can be found at www.equineaffaire.com/exhibitor-materials/ or obtained from Equine Affaire. At the Ohio event the decorator will be based in the north-most office along the west wall of the Celeste Center. At the Massachusetts event the decorator will have a service booth in the

southeast corner of the Better Living Center (below the exhibitor's lounge). The hours that their staff will be available during the event will be posted in these locations.

Electrical Service

An Electrical Service Order Form will be mailed to you at least two months before the event for you to complete and return with full payment. You may also download an Electrical Service Order Form at www.equineaffaire.com/exhibitor-materials/. Electrical service for the Ohio event is ordered through Expo Services which can be reached at (740) 454-1201; electrical service for the Massachusetts event is ordered through Equine Affaire. Pre-show discounted fees are available on orders placed prior to the deadline on the form.

Telephone/Internet Service

Information on ordering Telephone and Internet Service along with any service order forms will be mailed to you at least two months before the event. Order forms may also be downloaded at www.equineaffaire.com/exhibitor-materials/ for you to complete and return with payment prior to the specified deadlines. Internet service is ordered through a secure site at the Ohio event and is complimentary for all exhibitors at the Massachusetts event.

Golf Car Rental & Use

The use of golf cars outside of the buildings is permitted at each event. You may rent a car through the event supplier; contact Equine Affaire for information on the event golf car supplier. Cars may not be parked adjacent to event entrances or in fire lanes during show hours. Any exhibitor who operates a golf car at an excessive speed or in any manner that may endanger any person at the event will lose golf car privileges at the discretion of Equine Affaire or the facility management.

Shipping

All shipments must be arranged through the official event decorator and addressed according to their instructions. Neither the facility nor Equine Affaire, Inc. can accept or be held responsible for any shipments on behalf of exhibitors. If you elect to utilize any carrier other than the official decorator that "drops" shipments without a manifest, you must be available to sign for your delivery or it will be returned to the sender. If you have any questions regarding shipping and drayage, contact the event decorator directly. Contact information for the decorator can be found at www.equineaffaire.com/exhibitor-materials/ or obtained from Equine Affaire. At the Ohio event the decorator will be based in the north-most office along the west wall of the Celeste Center. At the Massachusetts event the decorator will have a service booth in the southeast corner of the Better Living Center (below the exhibitor's lounge). The hours that their staff will be available during the event will be posted in these locations.

Planning Your Promotional Materials & Activities for the Event

Sales & Promotional Activities at the Event

You will not be permitted to engage in any product sales and/or promotional activities beyond the confines of your exhibit space. The general posting or distribution of brochures, pamphlets, leaflets, newspapers, magazines, banners, or other promotional materials of any kind or character beyond your exhibitor space is strictly prohibited; materials posted or set out anywhere in the event (except as approved by Equine Affaire) will be removed and discarded.

Program Listing

Each exhibitor receives one free alphabetical listing by product/service category in the event program. The list of categories can be found on the Exhibits & Product Summary you completed and submitted with your contract. If you did not select a category, the staff of Equine Affaire will use its best judgment to select a category for you. You may purchase listings in additional product categories for a fee of \$35.00 per listing and/or an alphabetical listing for \$100 up until 60 days before the event. Please contact the Trade Show staff to arrange for additional listings.

Advertising in the Program

Event programs are distributed for free to adult attendees and serve as an invaluable source of information about the exhibitors, event layout, and the schedule of clinics, seminars, and activities featured at the show. The event program is also the least expensive and most effective way to provide information on your products or services to every adult who attends the event. The deadline for reserving an ad space in the program is 10 weeks prior to the event, and the deadline for submitting ad copy is nine (9) weeks before the event. Contact the staff of Equine Affaire, Inc. for information on ad dimensions, rates, submission deadlines, specifications, formats, and placement opportunities or consult www.equineaffaire.com.

Distribution of Candy or Other Food or Beverage Items

The event facility holds all rights to food and beverage concessions during the event. You must obtain written permission from the management of the event facility in order to distribute any free candy, food, or beverage item within your exhibit.

Raffles & Drawings

Contests, raffles, drawings and other "games of chance" are expressly prohibited at the event unless a detailed written description of the proposed activity is submitted to Equine Affaire, Inc. for review and approval at least two weeks prior to the event. Raffle drawings that are free to enter and that do not require the winner to be present to win are

generally permitted at Equine Affaire as long as they are in compliance with all local and state gaming laws. Equine Affaire, Inc. reserves the right to approve or disapprove the conduct of any contest, drawing, or raffle conducted in whole or in part at Equine Affaire and will not permit the use of any live animal as a raffle prize. Please contact Equine Affaire for specific details regarding raffle requirements. For information on Ohio gaming laws call the Department of Charitable Organization Gaming Law at (614) 466-3180; for information on Massachusetts laws call (617) 727-2200.

Adhesive-backed Stickers/Signs

Adhesive-backed stickers/signs are prohibited by the facility management and may not be distributed or sold at the event. You will be responsible for paying for the repair of any damage to the event facility resulting from the distribution, sale, or posting of adhesive-backed items at the event.

Use of Duct and Adhesive Tapes

Because duct and other similar tapes can leave a residue on the floors and other surfaces of the facility, the use of duct tape on the floors and walls of the facility buildings is prohibited by facility management. If you need to tape down carpet in your space, you may use a low-residue double-sided carpet tape. This type of tape is readily available at local home improvement and hardware stores.

Balloons

Because balloons have the potential to frighten a horse and helium-filled balloons may get loose and become trapped in the ceiling of a building, the distribution or sale of balloons is forbidden by both Equine Affaire and the event facilities.

Use of the Equine Affaire Name/Logo

The name "Equine Affaire" and the name "Equine Affaire" with the horse logo are registered trademarks of Equine Affaire, Inc. No one may use these registered trademarks on materials or merchandise without the written permission of Equine Affaire, Inc. Any exhibitor who violates this policy may be removed from the event at the discretion of Equine Affaire, Inc.

Distribution Areas

At each event there are designated areas at which approved publications, flyers, and other promotional materials are set out on tables for attendees to peruse and pick up. These areas are supervised by Equine Affaire personnel and are intended for the distribution of materials from companies and associations that are not exhibiting at the event. A fee is charged based on the size and quantity of materials distributed. For information on the Distribution Areas contact Equine Affaire's Marketing Manager.

Support of the Event

It is important for all exhibitors to work together with Equine Affaire to enhance and maintain attendance at the event for the benefit of all participants. Please do not engage in any promotional efforts, nor supply any transportation that has the effect of drawing event attendees away from the show to a local showroom or hospitality suite or any non-event area. In order to protect the business interests of Equine Affaire, you may not promote by any means or in any way any other horse expo or horse-related trade show within Equine Affaire without the written consent of Equine Affaire, Inc.

Setting Up at Equine Affaire

Move-In Schedule

Move in for all exhibitors takes place on the Wednesday before the show from 7:30am-8:00pm. A few of the large bulk exhibitors are scheduled to set up on Monday or Tuesday with the approval of Equine Affaire. All exhibits must be set up by 8:00pm on Wednesday at which time the buildings will be locked down. Please note that Thursday is not a move-in day. On Thursday you may not be able to drive up to your trade show building to park and unload (in Ohio), and you will not have access to the building until 8:00am. Equine Affaire does not provide equipment or labor for move in, set-up or tear down.

Equine Affaire assigns each exhibitor a specific date and time for move in based on the decorator's schedule for setting pipe and drape, the size and location of the exhibitor's space, and the amount of time the exhibitor has indicated on his contract that he needs to set up. Because the decorator must have ample time to set up the floor and the need to stagger the move-in process to avoid congestion, we ask that you please adhere to the move-in day and time that have been assigned to you. If you attempt to move in prior to your assigned day and time, you may be assessed a \$250.00 fee and/or lose the opportunity to exhibit at future events. All of Exhibitor's packing materials must be removed from the trade show floor no later than one hour prior to opening of the Event.

Trailer exhibitors may begin staging their trailers in a designated "trailer drop off" area prior to Wednesday; Equine Affaire will advise trailer vendors of the date they may begin delivering trailers to the site and of the drop off area. Equine Affaire does not provide equipment or labor to move trailers.

Accessing the Ohio Expo Center

The Ohio Expo Center is at 717 E. 17th Ave. in Columbus. To access the event facility from the south take I-71 north to 17th Avenue (Exit 111) and go west. From the north take I-71 to Hudson Street (Exit 12), cross over Hudson Street and go south on Silver Drive. Follow Silver Drive to enter the OEC at Gate 3 on 17th Ave.

Accessing the Eastern States Exposition

The Eastern States Exposition is at 1305 Memorial Avenue in W. Springfield, MA. You should access the facility grounds at Gate 1 at the west end of the facility and then follow signs to Gate P to enter the event within the grounds. This route should be followed both during move in and during the event. (Gate 9 at the east end of the facility is the attendee entrance.)

Late Arrival & Forfeiture of Exhibit Space

If you fail to set up your display within your exhibit space by 8:00pm on Wednesday, your space will be considered to be forfeited by default and will be subject to rental or other use as determined by Equine Affaire. If you are not able to arrive at the facility to set up as scheduled, please call the Trade Show staff at (740) 845-0085 to advise them of your situation on Monday of the event week at (740) 845-0085 or beginning Tuesday of the event week at the show office numbers listed on page 7.

Checking In Before Setting Up

Upon arriving on the grounds on Wednesday, please check in at the Information Booth in the Bricker Building (Ohio) or Better Living Center (Massachusetts) to receive your exhibitor packet before setting up. It is important to check in before setting up your booth in order to receive updated pertinent information about the event, your complimentary event program, and your badges and tickets. The Information Booth will be open from 10:00am to 7:30pm on Wednesday for exhibitor check in.

Picking Up Your Badges

Equine Affaire will provide you with a specific number of badges based on the size of your exhibit space. Additional badges may be purchased in advance of or during the event, but Equine Affaire reserves the right to limit the number of badges sold to any exhibitor. Your badges will not serve as credentials for admission to Equine Affaire; they serve only as a means of identifying exhibitors on the trade show floor and allowing you access to the trade show buildings one hour prior to the show opening each morning.

Four single-day tickets will be provided with each badge issued; the tickets are tucked into the back of the badge holder. Please present these tickets to the staff at the event entrance gate to enter the show each of the four mornings of the event. If you do not have your ticket with you, you will be charged daily admission to enter the event. There will be no refunds.

Badges/tickets should be picked up when you check in on Wednesday. If you do not pick up your badges/tickets on Wednesday, please contact trade show staff through the show office for instructions on how to receive them. Telephone numbers for the respective show offices are listed on page 7.

Parking Passes & Fees

Parking at Equine Affaire is managed by each event facility which will charge their prevailing rates for parking during Equine Affaire. The facilities offer four-day parking passes which are available for purchase during move in on Wednesday, either at the main vehicle entrance gate on 17th Avenue (Ohio event) or from facility staff at exhibitor check at the Information Booth (Massachusetts). Equine Affaire is not authorized to sell parking passes and does not receive revenue from parking fees. No parking fees will be charged during move in on Wednesday.

Parking of Trailers & Required Trailer Tag

There are designated exhibitor parking areas at each event where you must park your merchandise trucks and trailers after you move in. It will be necessary to obtain a trailer tag from Equine Affaire for any truck/trailer you plan to park in either lot. Trucks and trailers not marked with tags and/or parked in the wrong locations are subject to being towed by the facility at the owner's expense. Please check in at the Information Booth during move in for details on the locations of the exhibitor trailer parking lot(s) and to obtain the necessary tag for your truck/trailer. You may not park any truck or trailer anywhere around the perimeter of any building at either event.

Ohio – You must park large trucks and “empty” trailers in the Black & Gold lot on the north side of 17th Avenue. If you need to have access to merchandise in a trailer or small box truck during the event, you may park it between Gates 3 and 4 on the south side of 17th Avenue at the north end of the main parking lot.

Massachusetts – If you need to have access to merchandise in a trailer or truck during the event, you must park your truck or trailer in the designated exhibitor parking area to the east of the Better Living Center.

Lost/Damaged Shipments

Neither Equine Affaire, Inc. nor the event facility or any of its service contractors shall be liable or otherwise responsible for any lost shipments to or from Equine Affaire or for any type of moving cost, including damages incurred in the course of moving. If your exhibit fails to arrive on time, you will be still be responsible for the payment of all exhibit space and service fees.

Smoking

Smoking is prohibited inside all buildings (including the barns) at all times from the event set up through the event tear down. The staff of Equine Affaire along with representatives of the Franklin County and W. Springfield Fire Departments will enforce this policy. Your complete cooperation is expected.

While at the Event

Event Hours & Access to the Buildings before and after the Show

The show will open each morning at 9:00am. You will be given access to the trade show buildings beginning at 8:00am via the designated exhibitor entrance(s) for each building. You must show your badge to enter the building prior to the show opening at 9:00am.

The show will close either at 7:00pm or 7:30pm (depending on the event location) on Thursday through Saturday and at 5:00pm on Sunday. The trade show staff will advise you of the Thursday-Saturday show closing hours prior to the event. You may remain in your building until one hour after the show closes on Thursday through Saturday nights.

Show Office Hours & Phone Numbers

Ohio – The Show Office is located in the Bricker Building; phone (614) 291-9112.

Massachusetts – The Show Office is located in the Better Living Center; phone (413) 205-5061.

If you need assistance during move in, event hours, or move out, please stop by the Information Booth in the Bricker Building (Ohio) or the Better Living Center (Massachusetts) and we will be happy to help you. The Show Office phones will be operational beginning at 9:00am on Tuesday; the phone will be monitored until the close of the show each evening on event days. You may leave a message on this line after hours. You may also reach the staff at Equine Affaire's corporate office in Ohio at (740) 845-0085 on Monday of the event week, 9:00am to 5:00pm Eastern.

Information Booth

The Information Booth is staffed each day of the event and is a one-stop location for lost and found items, lost children, important information about local services, and general information about the event. It is also the best place to go to reach a member of the event staff. Please stop by the Information Booth to speak with our staff and share your questions, ideas, thoughts, and comments about the event. The Information Booth at the Ohio event is located at the east end of the Bricker Building. The main Information Booth at the Massachusetts event is inside Door 7 on the south side of the Better Living Center.

Admission to the Event

Four single-day tickets will be provided with each badge issued; the tickets are tucked into the back of the badge holder. Please present these tickets to the staff at the event entrance gate to enter the show each of the four mornings of the event. If you do not have your ticket with you, you will be charged daily admission to enter the event.

There will be no refunds. If you need to leave the event and return later the same day, have your hand stamped for re-entry at the Information Booth or by the attendant at the exit gate prior to exiting the event. Please advise all of your staff of this protocol for event admission.

Badges

We ask that you pick up your badges at the Information Booth on Wednesday during exhibitor check-in and wear your badge at all times during the event. The badges are to be used solely by you and your personnel and are meant to facilitate the activities of legitimate exhibitors within the trade show. Any misuse of badges may result in the badge being withdrawn and not replaced. Lost or "forgotten" badges/tickets will not be replaced.

Hospitality

Complimentary coffee and tea will be available for exhibitors from 8:00-9:00am each morning of the show at hospitality stations in the trade show buildings.

Exhibitor Restaurant in Massachusetts

There is an Exhibitor's lounge with a restaurant and restrooms on the upper floor of the Better Living Center. This area is accessed via stairs at the southeast corner of the building (above the restrooms) and will provide exhibitors with a place to take a break from the busy trade show floor, purchase food and beverages without waiting in long lines, and sit and meet with clients.

Exhibitor & Sponsor Parking Areas

Exhibitor and sponsor parking areas are designated for each event. The locations of these parking areas are noted on the map included in the move-in materials sent to you before the event and on the map featured in the complimentary event program you receive when you check in on Wednesday.

Pet Policy

Because of the nature of the event, the large number of people in attendance, and liability restrictions imposed by both the facility and Equine Affaire's insurance company, no pets or companion animals will be permitted inside any building at any time during move in, event hours, or move out with the following exceptions:

Ohio – Working service animals and service animals in training in accordance to Section 955.43 of the Ohio Revised Code.

Massachusetts – Working service animals or service animals in training in accordance with Chapter 355 of the Massachusetts Acts 2002, Section 39E).

Any exhibitor who brings a companion animal into any building at Equine Affaire will be asked to remove his exhibit and leave the event. There will be no refund of exhibit fees.

Security

Uniformed security personnel will be on duty in the exhibit halls during event hours and will be circulating in the trade show buildings when buildings are closed to the public. In addition, officers with the Ohio State Highway Patrol and Columbus and W. Springfield Police Departments are also on or adjacent to the grounds during the events.

If you should experience a security issue, contact our staff in the Information Booth in the Bricker Building (Ohio) or Better Living Center (Massachusetts) or a security officer in your building. You are fully responsible for the security of your possessions and are advised to keep a careful watch over them—especially during move in and move out, as the doors will be open and many people will be coming and going. Neither Equine Affaire, Inc. nor the event facility assumes any responsibility for your property or consigned property before, during, or after Equine Affaire.

Smoking

Smoking is prohibited inside all buildings (including the barns) at all times from the event set up through the event tear down. The staff of Equine Affaire along with representatives of the Franklin County and W. Springfield Fire Departments will enforce this policy. Your complete cooperation is expected.

Emergency Medical Services

EMTs are on duty at the event during show hours (but not during exhibitor move in or move out.) If you experience or witness a medical emergency, please immediately contact one of the roving security officers, the fire department officer in your building (at Massachusetts event), or any member of the Equine Affaire staff so that they can contact the EMT on site by radio and/or other emergency service providers. ***Please refrain from using your cell phone to call 911 as this may actually delay or interfere with the arrival of the appropriate and closest emergency service providers.*** Use your cell phone ONLY if the emergency is extremely urgent and you are unable to quickly reach a security officer or member of the staff; please advise the staff of Equine Affaire immediately of any 911 call that you make so that we may take appropriate action.

Trash Disposal

In order to manage the large volume of trash generated at the event and maintain the professional appearance of the show, you are responsible for breaking down your boxes and disposing of your trash in designated trash receptacles. At the Ohio event dumpsters will be located outdoors at the southwest and northwest corners of the Bricker Building and on the east side of the Celeste Center. At the Massachusetts event dumpsters will be located outside of: Door 4 of the Better Living Center, Door 2/3 of the Mallary North, Door 4 of the Mallary South, and Door 4 of the Young Building. If you do not break down your boxes and

dispose of trash as instructed, you will be subject to a fine of up to \$500.00 and risk losing the opportunity to exhibit at future events.

Exiting the Ohio Expo Center during the Event

If you plan to leave the event and return the same day, please have your hand stamped prior to exiting the event. Use one of the following routes to exit the Ohio Expo Center: (1) From the top of the Gilligan Complex or adjacent to the Voinovich Livestock & Trade Center, drive along the viaduct (elevated train track on west side of property) and exit onto 11th Avenue at Gate 9. (2) From the exhibitor lots along 17th Avenue exit via Gate 4 onto 17th Avenue eastbound to I-71.

Exiting the Eastern States Exposition during the Event

If you plan to leave the event and return the same day, please have your hand stamped prior to exiting the event. Use one of the following routes to exit the Eastern States Exposition: (1) If you entered the event through Gate P, use **Gate P** to exit from the event and then continue straight to Gate 1A to leave the grounds at Gate 1. (2) If you entered the event through Gate 10, please avoid the congestion at Gate 10 by exiting the event at Gate 11 and driving westbound to leave the grounds at Gate 1. Gate 11 may be used for EXIT ONLY and will be the most convenient way to leave the show.

Dismantling & Moving Out Post Event

Dismantling of Exhibits

You may not bring in packing materials or dismantle, pack, or remove any portion of your exhibit, equipment, or property associated with your exhibit until the event closes at 5:00pm on Sunday. If you fail to comply with this policy, you may lose the opportunity to exhibit at future events.

Move Out

Dismantling of exhibits and exhibitor move out will be from 5:00pm to midnight on Sunday (unless otherwise approved by Equine Affaire). Your entire exhibit and all of your property must be removed from the Equine Affaire venue by midnight on Sunday unless otherwise instructed and approved by Equine Affaire. In the event that you fail to vacate your exhibit space by midnight on Sunday, Equine Affaire, Inc. will be authorized to act as your agent to remove your exhibit and all property and store it at a cost to you of not less than \$500 per day for each day that your property remains at the venue after Sunday. Should circumstances warrant an early departure from the event, Equine Affaire may arrange for an exhibitor to move out prior to 5:00pm on Sunday. During move out trailer

exhibitors may stage trailers in the "Trailer Drop-off" area used prior to move in until the date and time specified by Equine Affaire for the event.

Renewal Policy

Exhibitors which Equine Affaire invites back for the next year's event will be given an opportunity to renew their booth spaces or apply for new exhibit space locations before available spaces within the trade show are made available to new exhibitors on the waiting list. Any booth or bulk space not renewed by an exhibitor by the renewal deadline specified in the Invitation to Renew will be made available to new exhibitors.

Helpful Telephone Numbers

Massachusetts Event:

Big Sky Communications (Phone Service)	(413) 205-5018
Commonwealth of Massachusetts (Raffles, Prizes)	(617) 727-2200
Mass. Department of Revenue – Vendor's License	(508) 792-7300
WaveSpan Communications (Internet)	(413) 315-0928

Ohio Event:

Expo Services (Electrical Service)	(740) 454-1201
Ohio Department of Taxation - Vendor's License	(888) 405-4039
Ohio Department of Charitable Organization Gaming Law	(614) 466-3180
Net Steady Communications (Phone & Internet Service)	(888) 295-0567
Standard Parking (Camping)	(614) 294-9336

Event Facility Addresses & Phone Numbers

Ohio

Ohio Expo Center
717 East 17th Ave
Columbus OH 43211
GPS Coordinates: 40.0010493,-82.9875838
Ohio Expo Center phone: (614) 644-3247

Massachusetts

Eastern States Exposition
1305 Memorial Ave
W. Springfield, MA 01089
GPS Coordinates: 42.1070383,-72.6203675
Eastern States Exposition phone: (413) 737-2443

