



# Exhibitor Rules and Regulations

Rules and regulations governing the show have been briefly written to advise exhibitors of their privileges, restrictions and requirements. Any changes to the rules and regulations must be made prior to the opening of the show. Southern Equine Expo will be referred to as "SEE" in the following.

1. **BOOTH ASSIGNMENT-** Stall/ booth space will be assigned and given priority according to the date on which the application and payment is received and will be assigned at the discretion of the show management. Exhibitor agrees to accept the booth or stall space assigned and further agrees to accept reassignment to create a more effective SEE or for safety purposes. Subletting of stall/booth space is prohibited. Two or more firms may not exhibit in a single space unless approved by show management.
2. **RIGHT TO REFUSE-** Show management reserves the right to reject any applicant for space at any time, and reserves the right to regain possession of any space by refunding to the applicant or exhibitor the amount paid for the space. SEE reserves the right to limit the number of exhibitors due to limited space or type of product.
3. **BOOTH DETAIL-** Typical display booths are 10 feet x 10 feet. There are several 8'x10' and oversized spaces available depending on need. Ample electrical outlets are available for vendors. All electrical extension cords must be 3-wire with ground. Tables, chairs carpet, or other booth furnishing are **NOT** included with any booth, but may be supplied by the exhibitor or ordered prior to the show through the show management 30 days prior to the show. Order forms for furniture and accessory rental can be found online or will be emailed directly to you. Please complete the appropriate forms and mail them to Southern Equine Expo, P.O Box 10636, Murfreesboro, TN 37129.
4. **OFFICE-** Exhibitor Office will be set up on the main concourse. Vendor packages will be available in the office beginning Wednesday at 12:00 p.m. (Noon CST).
5. **SET UP-** Booth may be set up after exhibitor has checked in with show management and within set up hours. Any specialty electricity, carpentry, wiring connections shall be installed at exhibitor's expense. All booths must be set up by 9:00 p.m. on Thursday February 22, 2024.
6. **LABOR-** All labor necessary in setting-up or removing exhibits must be supplied by exhibitor. If additional labor is needed, Show Management, if arranged in advanced, may provide a list of potential laborers. Vendor is responsible for all wages and costs. Exhibitor must comply with building labor requirements.
7. **EXHIBIT STAFFING-**You must staff your booth at **all times during the complete run of the show** to insure additional protection of equipment and valuables. Vendors are requested to arrive 15 minutes prior to the show daily. **Vendors who pack or move out prior to 3:00 pm on the final day of the show without prior approval may be declined space at future Expos.**
8. **EXHIBIT CARE-** All aisles must be kept free of equipment, displays, etc. Facility janitorial services will sweep and clean aisles and empty trash canisters. Exhibitors are responsible for keeping exhibits clean and orderly. Trash cans must be placed in aisles in order to be emptied after show hours.
9. **SECURITY-** Security will be provided to patrol after the show hours. The exhibit hall must be vacated within one hour after show closing. Exhibitors will be allowed to enter the exhibit hall upon presentation of an Exhibitor badge only. Management is not responsible for theft or damage.
10. **FOOD -** Food and beverages may not be sold except for licensed food vendors. If food or beverages are given away, they must be approved, in writing, by management. Exception will be for approved food service vendors.
11. **LIVE ANIMALS -** No pets will be permitted in the Exhibit area with the exception of registered service animals.
12. **REMOVAL OF EXHIBITS -** **Exhibits must remain intact until 3:00 p.m. on Sunday, February 25, 2024.**
13. **PROMOTIONS -** Raffles, donations, or other promotional measures that require guests to be present at a specified location and time or any other unusual promotional plans, must be approved, in writing, by SEE.
14. **PHOTOGRAPHY -**All video or still photography of any show exhibit and/or exhibit staff by SEE personnel become property of SEE for use in promoting the current and future events or for use of any other purpose and exhibitors/vendors hereby consent to and authorize any such use.



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15. **INSURANCE** - Exhibitor is required to obtain and maintain in full force and effect throughout the event the following insurance: For Trade Show Booth: Commercial General Liability written with limits of at least the following: Each occurrence—\$1,000,000; Personal & Advertising injury—\$1,000,000; General Aggregate—\$1,000,000; Products/Completed Operations Aggregate—\$1,000,000; Fire Damage (any one fire) - \$50,000; Medical Expense (any one person) - \$5,000. Coverage shall include: premises/operations, contingent liability for subcontractors, products/completed operations, personal injury, and contractual liability to insure the indemnification (hold-harmless) clauses contained in this contract. A Certificate of Insurance for the exhibitor showing policy numbers, limits of liability and coverage, and expiration dates must be received by the Show Management prior to the show or stall/booth fees are subject to forfeiture. Insurance shall be made out to Southern Equine Expo at the Tennessee Miller Coliseum, 304 W. Thompson Lane, Murfreesboro, TN 37130. Certificates will be sent to Peak Equine Productions, LLC., P.O. Box 10636, Murfreesboro, TN 37129
16. **TERMINATION** - If exhibitors fail to make payment required by the contract in a timely manner, SEE may terminate that contract and exhibitor's participation in the event without further notice and without obligation to refund monies previously paid. SEE is expressly authorized, but has no obligation, to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such a manner, as it may deem best, and without releasing exhibitor from any liability there under. SEE may also terminate the contract without any obligation on SEE's part to refund any payments previously made and without releasing exhibitor from any liability arising as a result of or in connection with such breach. If SEE removes or restricts an exhibit which SEE considers to be objectionable or inappropriate, no refunds will be due to Exhibitor. Notwithstanding the foregoing, if SEE cancels the event due to circumstances beyond the reasonable control of SEE (such as acts of God, acts of war, pandemic, governmental emergency, labor strike, or unavailability of Exhibit Facility), SEE shall refund to each exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of organizer to exhibitor.
17. **CANCELLATION** - A WRITTEN notice of cancellation is required and a cancellation fee of 25% of reserved booth space rental will be charged. Exhibitor is responsible for full payment of booth space contract if not canceled in writing before February 1, 2024. NO REFUNDS OR CREDITS.
18. **NON-GUARANTEE** - SEE makes no representations or warranties regarding the number of persons who will attend the show. Exhibitor/vendor understands that neither SEE nor its agents or representatives guarantees attendance at SEE nor any financial gain to any exhibitor participating in the show. Each exhibitor also understands that tickets to the show will be sold exclusively by SEE and the exhibitor is not entitled to any proceeds from ticket or concession sales.
19. **COMPLIANCE WITH LAWS AND REGULATIONS** - Exhibitor shall abide by and observe all federal, state, and local laws, codes ordinances, rules and regulations and all rules and regulations of the Exhibit Facility (including any union labor rules). All decorative materials used in displays must meet the flame proofing regulations of the Fire Department.
20. **TRANSIENT VENDOR PERMIT:** "Transient vendor" means any person who brings into temporary premises and exhibits stocks of merchandise to the public for the purpose of selling or offering to sell the merchandise to the public. Transient vendors fee of \$50 for each 14-day period in each county and/or municipality in which such vendors sell or offer to sell merchandise or for which they are issued a business license. Transient vendors will pay their tax liability prior to the first day of engaging in business. It is your responsibility to pay Transient Vendor fee to the Rutherford County Clerk via [www.rutherfordcountyttn.gov/countyclerk/business\\_transientvendor.htm](http://www.rutherfordcountyttn.gov/countyclerk/business_transientvendor.htm)
21. **COLLECTION** - If suit is instituted to collect past due amounts, Exhibitor/Vendor agrees to pay actual costs and expenses of collection in addition to court costs and reasonable attorney fees and interest at the maximum prevailing rate. If credit card payment is denied or a check is returned for insufficient funds, there will be a \$50 fee imposed and payment must be made with cash, cashier's check or money order within 7 days.
22. **ENFORCEABILITY** -In any term of provision of this agreement is determined to be void or unenforceable, the remainder of this agreement shall remain enforceable and in effect, as if that void or unenforceable provision was not included.

# EXPO Summary

Southern Equine Expo  
February 23-25, 2024  
Tennessee Miller Coliseum  
Murfreesboro, Tennessee

## SHOW MANAGEMENT

Peak Equine Productions, LLC.  
P.O. Box 10636  
Murfreesboro, TN 37129  
Phone: 615-606-2112  
Fax: 615-225-8719  
equineexpo@comcast.net

## SHOW HOURS

Friday, February 23 9:00 a.m. - 7:00 p.m.  
Saturday, February 24 8:00 a.m. - 7:00 p.m.  
Sunday, February 25 8:00 a.m. - 4:00 p.m.

## SHOW LOCATION

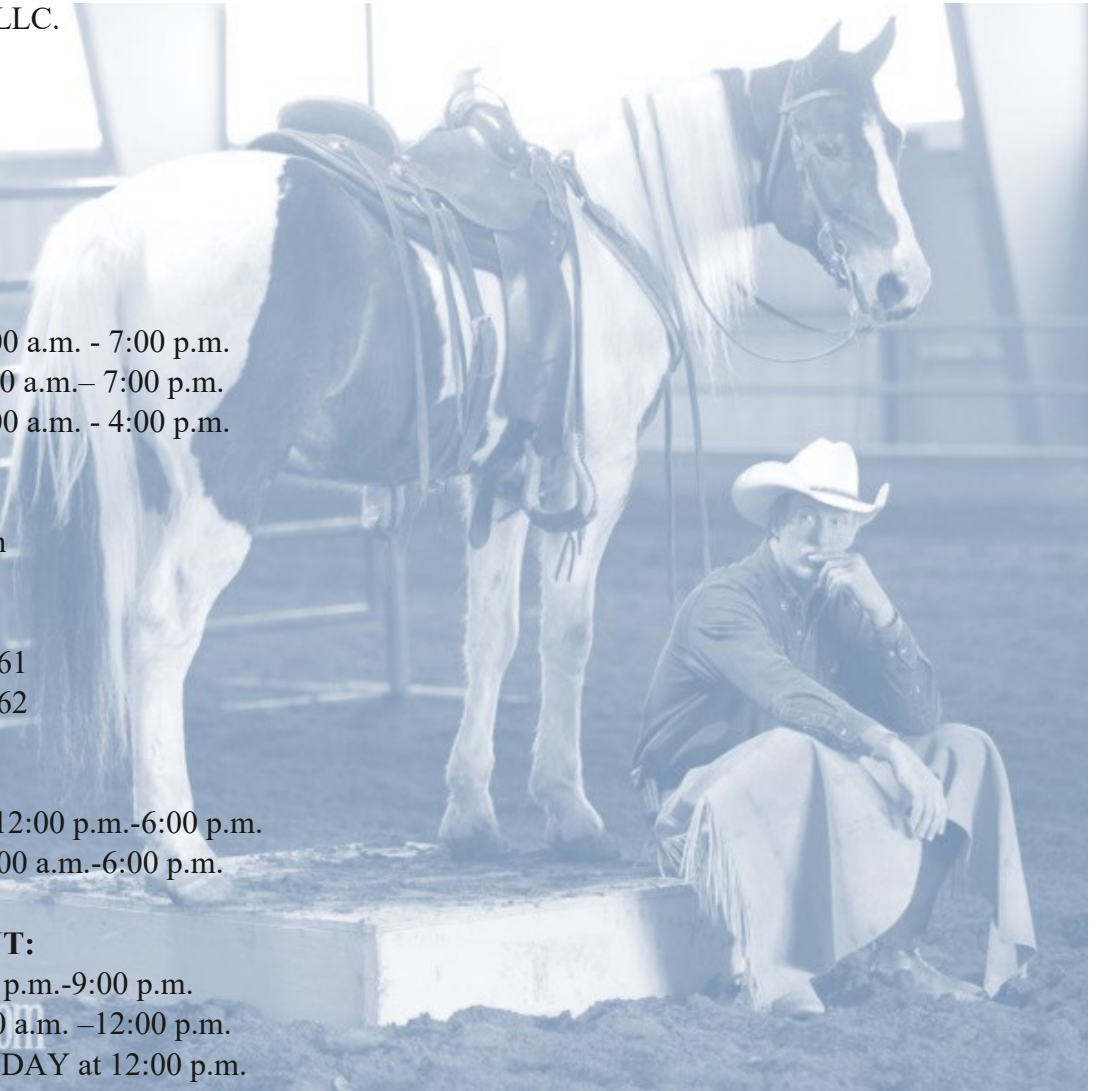
Tennessee Miller Coliseum  
304 W. Thompson Lane  
Murfreesboro, TN 37129  
Phone: 615-494-8961  
Fax: 615-494-8962

## EXHIBITOR MOVE IN:

Wednesday, February 21: 12:00 p.m.-6:00 p.m.  
Thursday, February 22 9:00 a.m.-6:00 p.m.

## EXHIBITOR MOVE OUT:

Sunday, February 25: 3:30 p.m.-9:00 p.m.  
Monday, February 26: 8:00 a.m. -12:00 p.m.  
MUST BE OUT BY MONDAY at 12:00 p.m.



Please send sponsorship payment and completed form to:

Southern Equine Expo

P.O. Box 10636, Murfreesboro, TN 37129

For questions contact Patrick Kayser 615-606-2112 or email [Info@SouthernEquineExpo.com](mailto:Info@SouthernEquineExpo.com)