



**FOR THOSE WHO DO IT OUTDOORS**  
**Kentucky Horse Park Alltech Arena**

**August 25, 26, 27 2017**

**EXHIBITOR /SPONSOR APPLICATION FORM**

Business Name: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ Office Phone: \_\_\_\_\_  
 City: \_\_\_\_\_ Email: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Web Address: \_\_\_\_\_

Office Use Only:

Map \_\_\_\_\_  
 Scan \_\_\_\_\_  
 QB/Trans. \_\_\_\_\_  
 Deposit \_\_\_\_\_

PAYMENT INFORMATION:

# Booths: \_\_\_\_\_  
 Space Price: \_\_\_\_\_  
 Deposit: \_\_\_\_\_  
 Balance Due: \_\_\_\_\_  
 CC Type: \_\_\_\_\_  
 CC # \_\_\_\_\_  
 Exp: \_\_\_\_\_ SC \_\_\_\_\_

Booth No. \_\_\_\_\_

Type of Business: please include details.

<u>Indoor Space</u>	<u>Outdoor Space</u>	
10' x 10' = \$500.00	Less than 500 sq. ft. = \$2.50 per ft	<input type="radio"/> Hunting _____
20' x 10' = \$900.00	501 to 1000 sq. ft. = \$2.00 per ft	<input type="radio"/> Fishing _____
20' x 15' = \$1350.00	1001 to 2000 sq. ft. = \$1.50 per ft	<input type="radio"/> Boating _____
20' x 20' = \$1800.00	2001 to 9999 sq. ft. = \$1.15 per ft.	<input type="radio"/> ATV _____
***Add \$50 for Corner Booth	10,000 + sq. ft. = \$1 per ft.	<input type="radio"/> Tractors _____
		<input type="radio"/> Apparel _____
		<input type="radio"/> RV _____
		<input type="radio"/> Camping _____
		<input type="radio"/> Travel _____
		<input type="radio"/> Auto _____
		<input type="radio"/> Other _____

**TERMS:**

- 50% down with contact and balance due July 1<sup>st</sup> NO refunds for Cancellations.
- Booths come with an 8' backdrop, 42" side panels and access to electric (must bring cords and covers).
- Tables, Chairs, Carpet, extension cords, electric and etc are available through decorator (see website for details)
- No Exhibitor will be allowed to set up until balance is paid in full
- Show times: Friday 4-8, Saturday 9-8, and Sunday 10-5
- The terms set forth in this contract are acknowledged and accepted, Subject to confirmation by Show Management.
- Space is allotted subject to availability. Decision of the Show Management is final.
- Set up will be from 8am-8pm Thursday and 8am to 2pm Friday..
- All booths are to remain set up until closing time on Sunday 5:00 pm, no exceptions!
- All food needs to be prepackaged for retail sales only.
- No Out of State Checks after August 1, 2016 See Rules & Regulations Attached for more details.

**RETURN APPLICATION WITH DEPOSIT TO:**

**The Ultimate Outdoor Expo**  
 9646 Lexington Road  
 Lancaster, KY 40444 ~ Phone: (859) 433-3138  
 Or (859) 329-8727  
 Email: sales@ultimateoutdoorexpo.com

**Show Program:**

Full Page Ad \$450  
 ½ Page Ad \$350  
 1/3 Page Ad \$250  
 ¼ Page Ad \$200  
 Business Card \$125

**Banners Installed:**

\$6.75 per Sq. Ft.  
 \$25 Setup Fee  
 ie. 3x10 banner =  
 \$202.50 plus set up

I agree to the terms set forth in this contract:

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date

Requested Booth # \_\_\_\_\_ Assigned Booth # \_\_\_\_\_ Show Rep: \_\_\_\_\_

\*All space will be assigned according to the date received, longevity of exhibit activities at the show, practicality and advisability of space in relation to competitive lines. All space will be considered on the basis stated and assigned at the discretion of the Show Management. We will not recognize any exhibit outside of the designated area of the Kentucky Horse Park and reserve the right to unilaterally terminate the exhibitors space contract at any time before or during the show for violation of the exhibitor rules and regulations.