



TRADE SHOW EXHIBITOR GUIDE

Show Dates
July 17-24, 2021

Show produced by:



4100 N. 84th Street, Lincoln, NE 68507

Version 2.0 released November 17, 2020

We reserve the right to correct errors, omissions at any time to this guide which all exhibitors agree to abide by when signing their Exhibitor Contract.

TRADE SHOW EXHIBITOR RULES AND REGULATIONS

Thank you for your interest in commercial exhibit space at the 2021 National High School Finals Rodeo. If you decide to submit a formal application, complete the online form at NHSFRLincoln.org (ABOUT US/Be a Vendor). Submit your application as soon as possible for consideration on a first-come, first-served consideration with first round priority applications due no later than February 1, 2021. All booth applications are due no later than the May 1, 2021 final booth application deadline. All online applications will be complete and considered when the deposit is received whether online or by mailed check.

This is only a booth application; it does not guarantee a space will be offered. Credit cards will not be charged for final payment for unapproved booths. All space and locations are assigned at the sole discretion of the Lancaster County Agricultural Society, Inc., d/b/a Lancaster Event Center (LEC), NHSFR Lincoln and NHSFR Lincoln Rodeo & Horse Expo staff with input from the National High School Rodeo Association (NHSRA). Successful applicants will be notified no later than May 20, 2021 by email to fill out contract online. Thanks in advance for your patience, we are working hard to provide you a successful vendor selling opportunity.

NHSFR LINCOLN RODEO & HORSE EXPO MANAGEMENT:

Lancaster Event Center
NHSFR Lincoln Rodeo & Horse Expo
Hoyt Kraeger, Trade Show Manager
4100 N 84th Street, Lincoln, NE 68507
Phone: 402.441.1814
Email: HKraeger@LancasterEventCenter.org

After Hours/Urgent Needs Contact: 402.429.4536 to contact LEC Manager on Call or see posted managers onsite on LEC office door.

EXHIBIT SPACE LOCATION & RATES:

Indoor booths will be located in Pavilion 1 and the Multi-Purpose Arena at LEC. Outdoor horse trailer/equipment exhibitors will be located on the North side of the same buildings. No other outdoor exhibitors are planned.

10' x 10' standard indoor booth space is \$875 each.

10' x 10' corner/edge booth space is \$1000 each.

400 sq. ft outdoor display space is \$900 each.

LEC will determine final layout after receiving booth applications and make final determination of classification of standard vs. corner/edge spaces. Large booths that cross over aisles shown on initial trade show map will be charged for these aisle spaces as part of their booth and will need to maintain reasonable traffic flow through their custom booth layout per any Fire Marshall requirements.

DEPOSIT

The 25% application deposit (25% of booth space and facility services ordered with application) is **due no later than May 1, 2021**

Early Submission deposit 15% (15% of booth space and facility services ordered with application) if application is **submitted before February 1, 2021.**

The application deposit will be applied towards the booth fees if selected for the show, and will be refunded after May 20, 2021 if not selected for the show. The application deposit will be applied towards the booth fees if selected for the show.

Application will not be considered submitted until Application Deposit received. Deposits are non-refundable, if booth is accepted by NHSFR Lincoln.

CONTRACTS AND PAYMENTS

Terms of the Exhibit Contract require the **signed contract to be received by May 25, 2021** and the **full balance to be paid by June 11, 2021.**

Payments may be made by mailing a check or using your credit/debit card online with a 4% added card fee to cover card company processing fees. **Make all checks payable to the Lancaster Event Center** (see address above) and include "NHSFR Trade Show/Company name booth application" in the check notes. Final booth fees due will automatically be charged to your credit card on June 12, 2021 if not paid by June 11, 2021 deadline to hold your booth spot.

Exhibitors are encouraged to have a credit card on file with the Lancaster Event Center via the online LEC portal when filling out and paying for booth application. If paying application fee by check, you may call the LEC Trade Show Manager, Hoyt Kraeger with your credit card number at application time so if you forget to make your final payment by June 11, 2021 your card will be charged on June 12, 2021 for your final payment due instead of potentially losing your booth space.

The original 25% (15%) booth application deposit for accepted exhibitors will not be refunded if the Exhibit Contract is not returned by May 25, 2021 and final payments received by June 11, 2021. Original 25% (15%) application deposits are non-refundable on contracts canceled by Exhibitor after June 11, 2021 and balance of booth payments will be refunded only if space is resold. No refunds of payments will be made on contracts cancelled by Exhibitor after July 1, 2021. All Exhibitors must have a fully negotiated and paid contract for space prior to setting up exhibits. LEC management reserves the right to determine final location of any exhibit which is subject to change at any time. All Exhibitors must be approved by the NHSRA and LEC management. NHSFR Sponsors and Licensees will be given priority in the purchase and selection of exhibition space in the NHSFR Lincoln Rodeo & Horse Expo. No signage, advertising or other display of a National Sponsor's competitor's name, products or services will appear outside the exhibition booth space provided. LEC management and NHSRA shall have the sole authority to determine compliance with this provision relating to National Sponsor competitors. No signage, advertising or exhibit space will be allowed for an automotive company other than NHSRA's National Sponsor.

If the NHSFR Lincoln Trade Show takes place and exhibitor decides not to participate for any reason (including health) the deposit is non-refundable. If a vendor decides to cancel on or after June 12, 2021 the balance of booth payments will be refunded only if space is resold. All cancelations will be officially received only after notifying the LEC Trade Show Manager in writing by mail or email.

Should the NHSFR Lincoln Tradeshow be forced to cancel, all payments including deposits will be refunded in full, less any credit card processing fees not recoverable from credit card companies and 2% of base booth rental to cover lost facility operational costs.

The official and exclusive embroiderer selected by the NHSRA will be the only embroiderer allowed to offer embroidery services in the NHSFR Lincoln Rodeo & Horse Expo and upon the grounds during the NHSFR.

LATE PAYMENT FEE SCHEDULE

If LEC chooses to accept late payments after the June 11, 2021 final booth space payment deadline instead of assigning booth space to an Exhibitor on the wait list then the following late fees will be assessed on booth space cost for final booth payments received by:

June 12-19, 2021 5% late fee
June 20-26, 2021: 10% late fee
June 27-July 3 15% late fee
July 4-11: 25% late fee

Booth Services, if still available, will be charged according to date ordered. Note late pricing starts on June 12, 2021. We appreciate your prompt payment of your booth fees as an unsubsidized, non-profit organization.

LOGOS:

Any use of the wording "National High School Rodeo Association" or "National High School Finals Rodeo", initials NHSRA, NHSFR, NHSFR logo and the NHSRA "Boot Logo" or any combination of, or similar reference, to any of the above logos or service marks which may be deceptively similar is granted through sponsorship agreement by and with the National High School Rodeo Association only. Any Exhibitor wishing to utilize the logo must contact the NHSRA office at 12011 Tejon, Street, Suite 900, Denver, CO, 80234, and telephone (303) 452-0820. **NO EXHIBITOR IS PERMITTED TO UTILIZE THIS LOGO OR WRITTEN VERBIAGE WITHOUT SPECIFIC NHSRA APPROVAL.**

The LEC and NHSFR Lincoln logos and names are exclusive to the Lancaster Event Center and no Exhibitor is allowed to use them except to publicize location of their NHSFR Lincoln Rodeo & Horse Expo booth. See LancasterEventCenter.org and NHSFRLincoln.org websites for logos under ABOUT Us/Media Kit.

EXHIBITOR SCHEDULE:

PRE-SETUP TRAILER STORAGE

See Parking rules below.

PRE-SETUP SHIPMENTS

See Freight Storage & Handling rules below.

ARRIVAL DURING SETUP

Starting noon July 14, 2021 upon arrival of your staff and trailers/vehicles at the LEC during below set-up hours, please report to the exhibitor check-in at the NHSFR Lincoln Trade Show Office located in the Business Center entrance on the North side of Pavilion 1. You can verify your space and parking locations and receive your credentials required to enter buildings and other Exhibitor information.

SET-UP TIMES

(prior to show opening)

Wednesday	July 14	12 noon to 5pm
Thursday	July 15	8am to 5pm
Friday	July 16	8am to 10pm

All exhibits must be setup and fully operational by 10pm Friday, July 16, 2021 to allow for final trade show cleanup or Exhibitor subject to \$100 fine per 10x10' booth space. Since the trade show will be busy with shoppers immediately upon opening on Saturday, July 17, 2021 **ALL SETUP MUST BE COMPLETE BY FRIDAY JULY 16, 2021.** No loading/unloading parking will be available by buildings for Exhibitor trailers/vehicles starting Saturday July 17, 2021.

PARKING

Exhibitor parking near pavilions only allowed during published setup/teardown hours while actively unloading/ loading to protect fire lanes and parking for shoppers. When active unloading/loading is completed and during all show days, Exhibitor trailers/vehicles must be immediately moved away from buildings and parked in the designated Exhibitor trailer or vehicle parking areas. Any Exhibitor trailers or branded truck/trailers parked in unauthorized areas during show hours will be towed at owner's expense. Limited visible parking locations are available for local NHSFR Lincoln sponsors, contact Hoyt Kraeger, LEC Trade Show Manager, if interested no later than June 11, 2021. Most parking lots will be utilized for shoppers and spectators for NHSFR Lincoln so any trailers arriving during the show after setup must join other trailers in designated Exhibitor trailer parking and cannot move near buildings until time noted in Tear Down.

Trailer storage on grounds is included no charge with your Exhibit Contract in designated Exhibitor Trailer lot. For storage before or after these dates, see online LEC portal to reserve extended parking spot.

TRADE SHOW HOURS OPEN TO PUBLIC

10am to 7pm, Saturday, July 17, through Saturday, July 24

EARLY ENTRANCE INTO TRADE SHOW PAVILIONS

Exhibitors may enter the NHSFR Lincoln Rodeo & Horse Expo at 8am (at the designated doors only) which is two hours prior to opening each day and may stay in the building until 8pm which is one hour after closing.

The Trade Show Office will be open as well during these Exhibitor-accessible hours (or a phone number for on-site staff will be posted) in the front lobby of Pavilion 1 if you have any questions.

Exhibitor badges must be worn to gain early or late access. Exhibitors will be issued badges for themselves and their employees only. It is the Exhibitor's responsibility to make sure all employees have badges. Everyone working within a commercial booth location is required to wear a badge of identification. Exhibitor identification badges are not recognized as admission to rodeo performances or other paid events.

TEAR DOWN & LOAD OUT PARKING

All exhibit booths must remain totally intact and operational until 7pm, July 24, 2021. Any Exhibitor that does not keep their booth intact until 7pm, July 25 and does not have written prior permission from LEC Trade Show Manager may not be invited back. **No trailers may be moved up to the building before 7pm on Saturday, July 24.**

Tear down hours:

Saturday, July 24, 7pm to midnight

Sunday, July 25, 8am to 12 noon

Note that LEC has a tight turn around to our annual county fair opening on Thursday after the NHSFR. Exhibitor cooperation with tear down deadline is appreciated in advance. The only storage available after noon on Sunday, July 25 will need to be reserved and paid for on the online LEC portal and will be located off grounds in unsecured grass lot North across Havelock Avenue. No security will be provided and storage is at Exhibitor's own risk.

EXHIBIT DISPLAY--SIZE AND CONSTRUCTION

All space requested must include total footage needed by applicant for awnings, tanks, trailer tongues, overhangs, etc. Displays must fit in the assigned booth space without entering aisles. All blocked exhibit areas must include a wall and are at the discretion of the LEC. No signs will be hung from the ceiling or outside assigned booth unless permission is granted by the NHSRA Marketing Manager and LEC Trade Show Manager. National Sponsors are the only Exhibitors who may have signs or other features that exceed 8 feet high in booth space.

Signs must be professionally done. Custom displays should be about 6" narrower than actual space specifications to insure proper fit. Any Exhibitor display that has an unfinished side facing another Exhibitor's display must have it either finished or draped. Written permission must be obtained in advance if there is to be any masonry or unique construction. Exhibitors will not apply paint, lacquer, adhesive or any other coating to the LEC, or its floors, walls, etc. Nothing will be attached to the floor. All exposed edges of carpeting or floor covering must be taped down. All sharp or dirty/leaking portions of an exhibits on provided carpet in Multi-Purpose Arena must be on plywood or cardboard to avoid damaging LEC carpet. Absolutely no chemicals/paint to be sprayed on concrete floor or carpet other than water. Professional standards pertaining to appearance, materials and signage eliminate the use of used or scrap lumber, "blue tarps"/tarpaulins and handwritten signs.

EXHIBIT OPERATION

Exhibitors must confine all transactions to the space leased and shall not sublet space or display signs, placards, brochures, advertisements, or solicit prospective customers in any location on the grounds except within the contracted space. Exhibitors with demonstrations must plan their display so that those watching do not block aisles or interfere with neighboring exhibit areas. Do not block aisles, outside fire exits, inside people doors, electrical panels, fire extinguishers & hoses, fire alarms, AEDs or light switches which may happen to be in your assigned space.

Combustible products cannot be used without prior written approval of LEC. All flammable material must be fire-proofed. Any fuels, display vehicles, gas grills or fireplaces in use must meet the pre-approval of LEC management by June 11, 2021. LEC management reserves the right to ask Exhibitor to adjust any display for safety and overall smooth operation of trade show. Each exhibit will comply with the laws of the State of Nebraska and with all ordinances and regulations of the City of Lincoln and LEC.

Exhibitor agrees that no vulgar, offensive, controversial or obscene material of any type or nature will be displayed, exhibited, presented or offered for sale. The LEC and NHSRA shall be the sole judge of what is vulgar, offensive, controversial or obscene and their judgment shall be final. All material must be distributed from within the boundaries of the assigned booth space.

No material may be distributed from aisles and/or outside on the grounds.

Exhibitor agrees to display only products and services which are sold by their organization in the regular course of business. LEC and NHSRA officials reserve the right to eject or prohibit any exhibit, in whole or in part, or any Exhibitor or their representatives which it considers not in keeping with the character of the National High School Finals Rodeo or that interferes with or infringes any rights granted by the NHSRA to any National Sponsor, with or without giving cause. If cause is not given for ejection of an exhibit or Exhibitor, liability shall not exceed the return to the Exhibitor of the amount of pro-rated rental unused at the time of the ejection. If ejection is for violation of these rules and regulations or for a stated cause, no return of rental fees shall be made.

Failure of the Exhibitor to abide by any LEC Trade Show Manager decision so made shall constitute forfeiture of all rights obtained by the provisions of the Exhibit Contract and forfeiture of all rentals paid by the terms of the Exhibit Contract.

FOOD AND BEVERAGE

On-site Food & Beverage Services. LEC will be providing a variety of affordable food & beverage services (including healthy options & rotating daily specials) convenient to all parts of trade show. **No outside food or beverages can be brought inside LEC buildings or performance/practice arena areas** including coolers and deliveries of prepared food from **off-grounds** food establishments due to health, fire, and liquor code rules and due to competing with LEC's cafes **and authorized food vendors** as an unsubsidized non-profit organization. See LEC online portal to order convenient LEC pre-paid café vouchers for your staff to use at up to seven LEC food & beverage service locations on grounds including a café conveniently located inside each trade show building.

Alcohol. **Alcoholic beverages will not be sold on grounds and are not permitted inside buildings or performance/practice arena areas during the National High School Finals Rodeo for this youth event.**

Samples. No sales or sampling of food products prepared on grounds from exhibits will be permitted without prior approval from the LEC and NHSRA. As required by the LEC, any Exhibitors giving samples of their (made or purchased) food product must have a level IV food handlers permit and/or catering permit on file at the LEC and a signed agreement and/or statement stating that it shall be 2oz. sample ONLY with one sample per customer and said statement on file at the LEC. Food samples that are being handed out must be made in a commercial kitchen. All vendors who are handing out food samples must have a hand washing station. No bottled water, soda or full cups of coffee may be given. Exhibitors are restricted to less than 2oz. pre-approved samples only. Pre-packaged food products prepared in a commercial food preparation facility off grounds may be sold if accepted in your booth application.

Outside Food Vendors. Outside food vendors must complete a separate, different LEC Outside Food Vendor application with LEC no later than June 11, 2021 (posted under [NHSFRLincoln.org](https://nhsfrrlincoln.org), Contact Us/Be a Vendor).

CLEAN-UP

Each Exhibitor is responsible for cleaning its own exhibit area throughout each day. Exhibitors must break down/flatten all boxes and place them in the designated containers outside during setup/tear down or during show place flattened cardboard next to (not inside) indoor trash receptacles. Per City of Lincoln ordinance all corrugated cardboard must be recycled and may NOT be mixed with trash.

Custodial personnel will not enter booth areas. Please help keep your area neat and attractive, and please note our many recycle containers located throughout the building.

SET-UP SERVICES

LEC is the sole provider and authorizer of setup services and equipment for the trade show to facilitate a smooth operating trade show. **Once you have received a contract, all final facility set-up services must be requested before June 11 to get best pricing.** Late pricing (usually double priced) will be charged for items requested after June 11, 2021, and will only be provided if available. Facility services orders after June 11 must still be placed online through July 1, 2021 when online ordering will close. If you miss online ordering you must email LEC Trade Show Manager Hoyt Kraeger at hkraeger@LancasterEventCenter.org to place your order for services still available. If you have special setup needs not offered by LEC, please contact the LEC Trade Show Manager to arrange no later than June 11, 2021.

ELECTRICAL SERVICES

LEC management is responsible for getting the requested electricity to your booth space. Exhibitor is responsible for extension cords or power strips within space and must be UL-listed and in good condition and may be used up to outlet electrical capacity without tripping breakers.

Type of Connection (priced per connection regardless number of connections on particular drop, outlet)	Standard Pricing through June 11, 2021	Late Pricing starting June 12, 2021
20-amp connection (one plug that would fit it into standard outlet in your home)	\$150 each	\$300 each
50-amp connection (one plug like your clothes dryer plug-in at your home)	\$300 each	\$600 each

BOOTH FURNISHINGS/SERVICES

LEC is exclusive provider of booth services to allow for smooth operation of the trade show setup to teardown. If you have additional needs, please contact LEC Trade Show Manager ideally before June 11, 2021 to avoid late charges.

Item	Standard Pricing through June 11, 2021	Late Pricing starting June 12, 2021
Tables - 8' Banquet Table	\$10 each	\$20 each
Chairs	\$2 each	\$4 each
Linens - 8' rectangular, choose black or white	\$5 each	\$10 each
Pipe and drape – 10' length x 8' tall (black)	\$40 each	\$80 each
Pipe and drape – 10' length x 3' tall (black)	\$30 each	\$60 each

Other available services that can also be ordered on the LEC online portal include:

- forklifting
- temporary setup/teardown labor
- LEC pre-paid café vouchers
- wireless and hardline internet
- dry camping
- bulk cold water filling
- trailer storage before July 15 or after July 25

Order LEC facility services by June 11, 2021 to receive best pricing, many prices double after this point and may or may not be available. Late orders accepted online through July 1, 2021.

INTERNET SERVICE

LEC is sole provider of internet services other than personal cell phone data plans. Both high-speed wireless and hardline internet services are provided from a recently-installed, state of the art system with on-site technical support during all show and setup hours. Save up to 80% on wireless connections by pre-ordering Full Rodeo packages on the LEC online portal. Also allows you to pay once and use the same login your entire stay. Single day, single device options will be offered onsite simply by connecting device to LEC_Vendor wireless network upon arrival and opening internet browser. Note that cell phone coverage in our metal buildings can be problematic based on your location, in high attendance events and/or based on your particular cell provider's tower coverage.

WATER

Bulk cold-water fill service is available during setup – see LEC online portal. Exhibitors requiring occasional and small use of water may haul water from outdoor spigots.

CAMPING ON GROUNDS

The only camping allowed on Lancaster Event Center grounds will be in the campground which is reserved for NHSFR contestants and staff.

There are two dry camping options for vendors below. Without a dry camping reservation, there is no camping of any kind allowed anywhere on grounds, parking lots, inside or outside of the trade show. There is no sleeping allowed overnight inside the trade show. An ABSOLUTELY no dry camping rule will be enforced on LEC grounds due to need to reserve space for parking.

Vendor trailers, RVs, and delivery trucks (any vehicle that won't fit in a single vehicle parking spot) must have a reserved free parking spot during the NHSFR which will designate which lot it is assigned, or make a reservation in the Dry Camping Lot across the street. (see the Trailer/Equipment Parking Tab or the Dry Camping option on NHSFR Lincoln Trade Show online portal).

NEARBY DRY CAMPING OPTION

If you prefer to be closer to the NHSFR Lincoln site, we have leased ample dry camping available directly across Havelock Avenue to the north on grounds planted with a cover crop for this event. Dry camping means no installed utility services. We are arranging with an exclusive NHSFR Lincoln vendor that will be providing water and honey wagon services for added fees TBA soon on the NHSFR Lincoln Trade Show online portal and emailed to dry camping reservation holders. Reserve your dry camping spot no later than the final booth payment deadline of **June 11th**.

DRY CAMPING ON LEC GROUNDS---

ONLY ALLOWED FOR OUTDOOR TRADE SHOW VENDORS

If you are an outdoor living quarters trailer vendor that would like to dry camp in your living quarters trailer on display in your paid outdoor trade show vendor spot you may dry camp **ONLY** if you pay the additional dry camping reservation fee.

- This dry camping fee in addition to your booth fee covers grounds services you will be using such as restrooms, showers, garbage, security/emergency planning, coordinating water/sewer dump truck services if requested & possible in your booth location.
- Please note in your dry camping reservation that you intend to camp in your outdoor vendor spot. No electric or other services are included for dry camping in your outdoor vendor spot unless you order separately as needed for both your booth and for dry camping.
- If you need access for water truck or sewer truck service during the show, please note in your dry camping reservation so we can place your outdoor vendor spot accordingly and we will share the details of this service with you by email shortly.

SECURITY

The LEC will make every effort to provide adequate building and grounds security during the NHSFR. In addition to roving grounds personnel, **night security will be provided in the buildings from 5pm July 14 through 8am July 25.** However, the LEC cannot be held responsible for any loss or damage or for injury for any cause. Exhibitors must make provisions for the safeguarding of their displays including securing of easy-to-carry valuables at all times whether show is open to public or not and are urged to insure themselves against property loss or damage and against liability for personal injury. Exhibitors are not allowed to remain overnight with their exhibits within the building.

SOUND DEVICES

All sound devices such as radios, stereos, speakers, organs and any attention-getting devices are subject to the approval of the LEC management and must be controlled so as not to interfere with other Exhibitors. Flashing lights and sirens are prohibited in all areas.

ADVERTISING NOVELTIES, GIVEAWAYS

Distribution of advertising novelties or other giveaways, discounts, promotions of any kind must be approved by the LEC and NHSRA staff at least thirty (30) days prior to the NHSFR. Name and addresses of winners as well as prizes awarded must be submitted to the LEC management prior to leaving the grounds. Bumper stickers and other self-sticking items will not be approved for free distribution. The LEC management and the NHSRA staff prohibit free distribution by trade show vendors of promotional gifts, giveaways, discounts or gift-with-purchase promotions bearing the name, logo or other reference to a competing company of any NHSRA National Sponsors.

RODEO PERFORMANCES

Conducted in 4 arenas:

Grandstand (Timed & Rough Stock Arenas) and Pavilions 3 & 4 Arenas

Sunday, July 18 - One performance at 7pm

Monday – Saturday, July 19 – 24, Two performances daily, 9am and 7pm

Performances in Pavilions 3 & 4 for Cutting and Reined Cow Horse events may vary from these times.

NEBRASKA SALES TAX

All merchandise, service, food & beverage and vehicle/trailer/equipment sales at the National High School Finals Rodeo are subject to Nebraska state sales tax, occupation taxes and/or permit fees relevant to your category of sales.

All unlicensed and licensed, resident and non-resident vendors must apply for a state sales tax license at least one month before event. Forms available online at <http://revenue.nebraska.gov>

Click on: "Forms" under Quick Links

Click on: Sales and Use Tax

Click on: Nebraska Tax Application, with Information Guide (02/2018) – Form 20

For questions, call 402.471.5729

If you have any doubt on taxes or permits required for your type of vending, please send us an email.

NEBRASKA MOTOR VEHICLE SALES LAWS

Nebraska law requires all motor vehicles, including trailers, be sold by a Nebraska-licensed dealer to protect consumer needs for after sales service. Out-of-state trailer/vehicle dealers will need to partner with a Nebraska dealer with a license to sell ideally the same brand. Then this Nebraska dealer will need to fill out the necessary State of Nebraska paperwork (off-site sales permit) to allow you to do sales at NHSFR Lincoln using their Nebraska dealer's number. If there is no same brand Nebraska dealer, you can partner with a licensed Nebraska motor vehicle dealer of any type. Your Nebraska dealer partner will use their dealer number to fill out the off-site premise show permit with the State of Nebraska. If you need referral to a Nebraska motor vehicle dealer to partner with for this show, please let us know on the booth application online when you order your outdoor booth space and we'll be happy to refer you. If you have any questions on this process, please call NHSFR Lincoln Trade Show Manager Hoyt Kraeger at cell 402-618-9426.

LOCAL LAW COMPLIANCE

Exhibitors must comply with all applicable state and local laws and regulations, including but not limited to laws and regulations concerning taxation, gambling including fundraisers, vehicle/trailer sales, health, safety, fire, labor, employment & permits/licensing.

INSURANCE REQUIREMENTS

Each Exhibitor is required to provide a Certificate of Insurance to the LEC Trade Show Manager **by June 11, 2021** in the amount of \$1,000,000 for a Commercial General Liability policy per each occurrence. The description field of the certificate must have the following verbiage: **Lancaster County Agricultural Society, Inc. d/b/a Lancaster Event Center, NHSFR Lincoln and NHSFR Lincoln Rodeo & Horse Expo as additional insured.** The Exhibitor shall also include any other additional insured as may be required in compliance with applicable law or in order to secure any needed permits for operation. The insurance coverage must be valid from July 1 – 30, 2021 to include setup/teardown and trailer storage times. The insurance carrier must provide all applicable additional insureds with thirty days written notice of any policy cancellation or material change in policy terms.

If you need assistance with insurance, you may contact the Lancaster Event Center's insurance provider to get a very reasonably-priced policy for your booth.

UNICO Group Inc.

1128 Lincoln Mall, Ste 200

Lincoln, NE 68508

402-434-7200

800-755-0048

Marci Elam direct 402-434-7237

melam@unicogroup.com

Tracy Yost direct 402-434-7232

tyost@unicogroup.com

An insurance certificate evidencing the above coverage should be sent by June 11, 2021 to:
Lancaster Event Center
Attn: NHSFR Trade Show COI
Hoyt Kraeger, Trade Show Manager
4100 N 84th St.
Lincoln, NE 68507
Or email to: HKraeger@LancasterEventCenter.org or fax to Hoyt Kraeger's attention at 402.441.6046.

FREIGHT STORAGE & HANDLING

Boxes. The LEC will accept Exhibitor individually boxed shipments (no pallets) on grounds beginning July 1, 2021. ALL SHIPMENTS MUST BE PREPAID. All shipments must be made on straight bills-of-lading. Include correct weights, number of pieces, classification of shipments, and detailed information and instructions for handling of machinery or heavy materials. The LEC is not liable for shipped freight. Please insure your freight against damage or loss. Shipments will go to a storage building at the LEC near the trade show; it is a secure area that will be staffed for pickup.

Pallets. Pallets will ONLY be accepted before the trade show opens starting Monday, July 12 to Friday, July 16, 2021 from 8am to 4:30pm. If you need to receive pallets after the trade show opens on July 17, 2021 arrange with LEC Operations Manager Nate Dowding before sending. (see Forklifting for contact info)

Forklifting. All shipments that will require forklifting service upon delivery BEFORE SETUP BEGINS ON WEDNESDAY NOON OR AFTER SETUP ENDS AT 10PM FRIDAY must contact LEC Operations Manager Nate Dowding (402.441.1817) in advance no later than June 11, 2021 to avoid late fees to schedule special forklift and operator services.

If reserved on the online LEC online portal by June 11, 2021, these forklifting/labor services will be offered during published setup/teardown hours. Keep in mind that our equipment operators are often the same crew who prepare the arenas for the rodeo; therefore, advanced scheduling is key to avoid you having to wait for assistance.

MANDATORY Ship-To Address format:

Exhibitor Company Name

NHSFR Booth #

Lancaster Event Center

4100 N. 84th Street

Lincoln, NE 68507

(Include cell number on bill of lading or box)

EVENTUALITIES

In the case the LEC, or any portion thereof, shall be destroyed by fire, other elements, or by any other cause, or in case other circumstances make it impossible for the LEC officials to permit the contracted space to be occupied by the Exhibitor, the Exhibit Contract shall terminate and the Exhibitor shall waive any claim for damages or compensation. In case of strikes, acts of God, the authority of law or any cause beyond their control, the LEC and NHSRA officials, LEC and NHSRA and their employees shall not be held liable for the fulfillment of the rental contract of space. Exhibitors hereby waive any claim for damages or compensation.

LIABILITY

Neither the Lancaster County Agricultural Society, Inc., d/b/a Lancaster Event Center, NHSFR Lincoln and NHSFR Lincoln Rodeo & Horse Expo, nor the NHSRA will be responsible for any injury, loss or damage that may occur to the Exhibitor or to the Exhibitor's employees or property from any cause whatsoever prior, during or subsequent to the period covered by the Exhibit Contract. Upon signing the Exhibit Contract, the Exhibitor expressly releases the foregoing named except if and to the extent directly attributable to the fault, negligence, error, omission or action of Lancaster County Agricultural Society, d/b/a LEC, or the NHSRA, or any of their subcontractors, employees or representatives.

The Exhibitor agrees to defend, indemnify and save harmless the Lancaster County Agricultural Society, Inc., d/b/a Lancaster Event Center, NHSFR Lincoln and NHSFR Lincoln Rodeo & Horse Expo, its appointed officials and elective officers and employees, NHSRA, and its officers and employees, from and against any and all liability, loss, cost, damage and expense including costs and attorney's fees in defense thereof, because of actions, claims or lawsuits for damages because of personal or bodily injury, including death at any time resulting there from, sustained or alleged to have been sustained by any person or persons and on account of damage to property including loss of use thereof, asserted or arising or alleged to have arisen directly or indirectly out of or in consequence of the performance of the Exhibit Contract, whether such injuries to person or damage to property is due to the negligence of the LEC or NHSRA as their interest may appear, their subcontractors or agents, successors or assignees, or the Exhibitor, its employees, or its agents.

BREACH OF CONTRACT

The Exhibitor shall comply with the following conditions. In the event the Exhibitor fails to comply with any of the conditions of the Exhibit Contract, the LEC may treat the Exhibitor as being in breach of this contract and at its option, may re-let the space to an alternate Exhibitor for the remaining term of this contract, remove the Exhibitor from the premises, placing any exhibits, supplies and materials in storage to be disposed of as the LEC deems fit and/or retain all consideration paid as forfeiture.

AMENDMENTS

LEC and NHSRA officials shall have full power to interpret or amend these rules and to make additional rules in the best interest of the LEC and NHSRA. The Exhibitor agrees to accept and abide by such rules.

ANIMALS

No animals except service animals are allowed on the show floor.

CHANGES, CORRECTIONS & OMISSIONS

LEC reserves the right to make changes, corrections and additions to this Exhibitor Guide including pricing at any point and will make best efforts to inform impacted Exhibitors as soon as possible primarily through email and/or by signs on site as well as posting updated Exhibitor Guide at NHSFRLincoln.org (Contact Us/Be a Vendor).

Thank you for your interest in the NHSFR Lincoln Rodeo & Horse Expo!

Please contact the NHSFR Lincoln Rodeo & Horse Expo trade show manager with any questions (see page 2).

4844-3062-7245, v. 2