



APPLICATION INFORMATION

SAN ANTONIO STOCK SHOW & RODEO

FEBRUARY 6-23, 2025



INVITATIONAL SHOW

The San Antonio Livestock Exposition (SALE), DBA San Antonio Stock Show & Rodeo is an "Invitational Show".



ANNUAL SELECTION

The San Antonio Stock Show & Rodeo reserves the sole right to select vendors they deem appropriate for the vendor mix on an annual basis. This includes new and returning vendors.



HOW WE JURY

Once available space has been determined, applicants are juried based on overall quality, booth display, and product diversity. Upon acceptance, space will be assigned by availability and category.



PHOTOS/SAMPLES

All applicants must submit photos of their retail booth display and the products to be sold. Samples of proposed items are acceptable; however, they will not be returned to vendor.



INCOMPLETE APPLICATIONS

Incomplete applications will be disqualified. Applications will not be considered complete without:

- (a) all information completed on the form
- (b) submission of photos or brochure of products to be sold
- (c) a written description of products with percentage of product within booth
- (d) pictures of booth display
- (e) copy of Texas Sales and Use Tax Permit.



DON'T FORGET

An application does not guarantee the applicant booth space.



PRODUCT GUIDELINES

The San Antonio Stock Show & Rodeo reserves the right to reject certain products and displays. Items and displays that are unacceptable may include, but are not limited to the following: Any item that includes offensive language, the sale or display of laser lights, tobacco products, tattoos, body piercing, live animals, reptiles and fish, food items that compete with our concessionaire, amusement/mechanical type rides, selfie-sticks, drones, displays used for political messaging, raffles, and weapons (including but not limited to guns and ammunition, knives, swords, spears, arrows, etc. whether real, toy, or replica). The San Antonio Stock Show & Rodeo reserves the right to deem products unacceptable at any time during the application process or while vendor is on rodeo grounds. Unacceptable items must be removed from the booth space on demand and vendor may be expelled from the property for non-compliance with vendor rules or request to remove an unacceptable item.

NOTIFICATION

Space at the San Antonio Stock Show & Rodeo is limited and all decisions to license booth space shall be at the sole discretion of the Retail Director. Applicants who are selected for the 2025 event will be notified no later than September 15, 2024. All products and services included in the application will be reviewed. Applicants will be notified of any products or services that have not been granted approval for display or sale. Licensed space will only include the area stipulated in the License Agreement.

WAITLIST

If you are not selected for retail booth space you will be notified by mail or e-mail no later than September 15, 2024, and placed on a waitlist in the event of a cancellation. We encourage all vendors who are not selected to consider other shows and events during this time as there are no guarantees that space will become available. The waitlist will be cleared at the conclusion of the 2025 Show. Vendors interested in participating in the 2026 event must re-apply as a new vendor. We begin accepting new applications for vendors in May of each year.



BASIC BOOTH GUIDELINES

1. Vendors are strongly encouraged to incorporate a Western or Southwestern type theme in their booth. How you plan to achieve this can be done in your use of backdrop, fencing, props, or accents. We encourage you to get creative!

2. All vendors must supply their own hard backdrop and sides for their booth. The booth must be free-standing and may not rely on building structure for support. Vendors may not rely on neighboring backdrop or side walls as their own. Pipe and drape is not provided and pop-up tents are not allowed inside buildings.

3. The back height for each indoor booth must be at least 8' and not to exceed 10'. This includes signage and displays for the booth. A solid back wall is required- no free standing mannequins or overstock may be displayed if unaccompanied by a solid back wall.

4. Vendors must supply all of their own display equipment, including tables and chairs. Vendors may rent display equipment from the decorator service at their own expense.

5. All merchandise, displays, fixtures, signs, chairs, and property of retail vendor must fit into the designated booth space and may not extend into the aisle in any way.

6. Vendor must display their booth name within the 8'-10' height of the booth. All signage must be of professional quality.

7. Tentative hours of operation (subject to change):

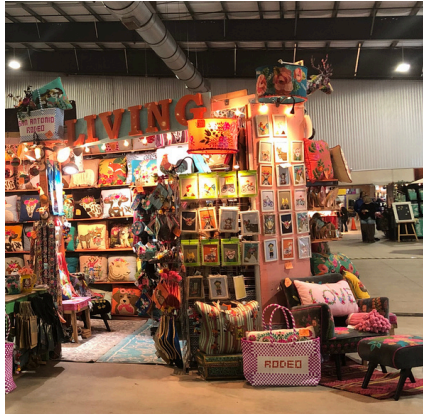
Sunday - Thursday 10 AM - 8 PM

Friday & Saturday 10 AM - 9 PM

Closing Day 2/23/25 10 AM - 6 PM



BOOTH EXAMPLES



CANCELLATION POLICY

A cancellation fee of \$100.00 will be deducted from all refunds requested in writing prior to December 13, 2024

Refunds will not be issued for any reason after December 13, 2024.

For questions please contact Kelby Bellows

kelby@sarodeo.com