



**NATIONAL HIGH SCHOOL
FINALS RODEO**

**COMMERCIAL
EXHIBITOR GUIDE**

**Trade Show
July 12-19, 2025**



Rock Springs, WY

COMMERCIAL EXHIBITOR RULES AND REGULATIONS

Thank you for your interest in commercial exhibit space at the 2025 National High School Finals Rodeo.

TRADE SHOW MANAGEMENT:

Sweetwater Events Complex
Erika Koshar
3320 Yellowstone Road, Rock Springs, WY 82901
Phone: 307-352-6789, ext. 101

EXHIBIT SPACE RATES:

Indoor booths are located within the midway tents at Sweetwater Events Complex. Pipe and drape are the only items included in the prices. Outdoor horse trailer exhibitors will be located on the West side of the pavilions. No other outdoor exhibitors are permitted.

10' x 10' standard indoor booth and outdoor space is \$900 each.

10' x 10' corner indoor booth is \$1050.

Outdoor space is available for horse trailer sales only.

CONTRACTS:

A completed Exhibitor Application will be required for all exhibitors, including NHSFR National Sponsors, to reserve booth space(s). All balances are due upon completion of the Exhibitor's Application. Application is subject to cancellation if payments are not made upon completion. There is a \$250 cancellation fee on applications canceled prior to June 19, 2025, and balance will be refunded only if space is resold. No refunds of payments will be made on canceled contracts on or after June 19, 2025. All exhibitors must have a zero balance before setting up booth space. SEC staff reserves the right to determine the final location of all exhibitors.

All exhibitors must be approved by the NHSRA and SEC management. NHSFR Sponsors and Licensees will be given priority in the purchase and selection of exhibition space in the Commercial Trade Show. 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. No signage, advertising or exhibit space will be allowed for an automotive company.

The official and exclusive embroiderer selected by the NHSRA will be the only embroiderer allowed to offer embroidery services in the Trade Show and upon the grounds during the NHSFR.

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 Sweetwater Events Complex logo and name are exclusive to SEC and no exhibitor is allowed to use them.

ARRIVAL:

Upon arrival at Sweetwater Events Complex for set-up, please report to the Exhibitor Check-In located in the East side of the Trade Show Center. You can verify your space location and receive your credentials and other exhibitor information.

EXHIBITOR SCHEDULE:

SET-UP TIMES - (prior to opening)

Wednesday	July 09	12:00 p.m. to 5:00 p.m.
Thursday	July 10	8:00 a.m. to 5:00 p.m.
Friday	July 11	8:00 a.m. to 10:00 p.m.

Vehicles are **not** allowed to drive inside the building at any time. When unloaded, and once the show begins, exhibitor trailers must be parked in the designated parking areas. Any exhibitor trailers or display trailers parked in unauthorized areas during show hours will be towed at owner's expense.

All exhibits must be fully operational by 10:00 a.m., Saturday, July 12, 2025.

HOURS OF OPERATION -

Saturday, July 12, through Friday, July 18, 10:00 a.m. to 7:00 p.m. and Saturday, July 19, 10:00 a.m. to 4:00 p.m.

EARLY ENTRANCE INTO TRADE SHOW HALL

Exhibitors may enter the Trade Show Center at 8:00 a.m. (at the designated doors only) - two hours prior to opening each day and may stay in the building until 8:00 p.m. - one hour after closing. **Exhibitor badges must be worn to gain early 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 –

Saturday, July 19, 4:00 p.m. to midnight. Sunday, July 20, 8:00 a.m. to 5:00 p.m. All exhibit booths must remain totally intact and operational until 4:00 p.m., July 19, 2025. Any exhibitor that does not keep their booth intact until 4:00 p.m., July 19, will not be invited back. No trailers moved up to building before 4:00 p.m. on Saturday, July 20.

EXHIBIT DISPLAY:

SIZE

All booths have an 8' high back drape and 3' high side drapes. 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. All blocked exhibit areas must include a wall and are at the discretion of Sweetwater Events Complex. No signs will be hung from the ceiling or outside assigned booth unless permission is granted by the NHSRA Marketing Manager. National Sponsors are the only exhibitors who may have signs or other features that exceed 8 feet high in booth space, with NHSRA approval.

OPERATION

Exhibitors must confine all transactions and consumer conversations 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 outside exits, electrical panels, AEDs or light switches.

CLEAN-UP

Each exhibitor is responsible for cleaning his own exhibit area throughout each day. Exhibitors must break down all boxes and place them in the designated containers outside. 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 ITEMS:

Once you have received a contract, all set-up items must be requested before June 1.

ELECTRICAL

Sweetwater Events Complex staff are responsible for getting the requested electricity to your booth space. Exhibitor is responsible for extension cords within space.

20 amp (one plug, like standard outlet in your home)	\$ 55 each
50 amp (like your clothes dryer plug-in at your home)	\$110 each

TABLES AND CHAIRS FOR RENT

Tables - 8' long or 30"/72" round available	\$15 each
Chairs	\$ 6 each

INTERNET SERVICE-

Wi-Fi High Speed Wireless Internet is FREE with a password and covers all SWEETWATER EVENTS COMPLEX buildings.

WATER -

There are no spigots in the Pavilions. Exhibitors requiring occasional and small use of water must haul water into the building.

Phone Lines & Wired Internet Connections

These services are NOT provided on-site, unless specifically requested. Activation charges will be passed to vendor.

SECURITY:

SWEETWATER EVENTS COMPLEX 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 Pavilions from July 13 through July 20 (8:00 a.m.) However, SWEETWATER EVENTS COMPLEX 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 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 SWEETWATER EVENTS COMPLEX 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 SWEETWATER EVENTS COMPLEX 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 SWEETWATER EVENTS COMPLEX staff prior to leaving the grounds. Bumper stickers and other self-sticking items will not be approved for free distribution. SWEETWATER EVENTS COMPLEX staff 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.

SALES TAX:

All product sales at the National High School Finals Rodeo are subject to State & local sales tax of 6%.

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.wyoming.gov>

Click on "Forms"

In the third section down, you will see Excise (Sales, Use, Cigarette and Estate Tax),

Click on; Sales/Use Tax License Application Forms

Click on; Application for Temporary Business Operations (ETS Form 001.1)

For questions, call (307) 777-7961

STATE COMPLIANCE:

Exhibitors must comply with all state and local laws and regulations, including but not limited to laws and regulations concerning taxation, health, safety, labor, employment and licensing.

INSURANCE REQUIREMENTS:

Each exhibitor is required to provide SWEETWATER EVENTS COMPLEX a Certificate of Insurance by July 1, 2025 in the amount of \$500,000 combined bodily injury and property damage per each occurrence. The description field of the certificate must have the following verbiage: **Sweetwater County Fair Board/Sweetwater Events Complex and Sweetwater County are additional insured.** The insurance coverage must be valid from July 10 – 21, 2025. The insurance carrier must provide the additional insured with thirty days written notice of any policy cancellation or material change in policy terms. If you wish to go through a local insurance company, contact Wyoming Financial Insurance Inc., phone: 307-362-3743.

An insurance certificate evidencing the above coverage should be sent to: SWEETWATER EVENTS COMPLEX, Attn: Erika Koshar, 3320 Yellowstone Road, Rock Springs, WY 82901. Fax to 866-899-6787 or email to: elee@sweetwaterevents.com

FREIGHT STORAGE:

SWEETWATER EVENTS COMPLEX will accept exhibitor shipments on grounds beginning July 1, 2025.

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.

SWEETWATER EVENTS COMPLEX is not liable for shipped freight. Please insure your freight against damage or loss.

Contact Richard to schedule forklift and operator for any freight that will require off-loading by our staff. Keep in mind that our equipment operators are the same guys who prepare the arenas for the rodeo; therefore, we appreciate advanced scheduling.

Ship To:

Exhibitor & Company Name

NHSFR Trade Show

SWEETWATER EVENTS COMPLEX

3320 Yellowstone Road

Rock Springs, WY 82901

Shipments will go to a storage building at the Sweetwater Events Complex; it is a secure area.

Thank you for your interest in the NHSFR Commercial Trade Show
Please contact the following trade show coordinators with any questions:

Erika Koshar, (307) 352-6789, ext. 101, or elee@sweetwaterevents.com