

# **Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021**

# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

*Fort Worth Stock Show & Rodeo...* It means different things to different people. Tradition, innovation, rodeo, western heritage, livestock... and shopping! We are grateful for the ability to gather once again, to bring you an audience to sell your goods, and thanks to exhibitors such as yourself, our Show will continue to be known for new products, innovative displays & merchandise and cutting edge technology.

From the latest in farm and ranch equipment to designer western wear and fabulous art, you have been instrumental in making this Show a destination for more than 1.2 million guests. As we continue to grow this LEGENDARY SHOW into new and exciting territory, we do not take for granted that our exhibitors have been a huge part of our successes now and into the future. This is Fort Worth's oldest and largest annual event, and we thank you for exhibiting at the 2022 Fort Worth Stock Show & Rodeo.

Together the information contained in your signed Commercial Exhibitor Booth Contract, this Exhibits Guide will answer many of your questions and help you prepare for our Show. There may be additional questions about your particular situation that are not answered in this guide. We welcome your questions anytime, so please feel free to send an email to, [ashley@fwssr.com](mailto:ashley@fwssr.com) or call 817-877-2413.



Bradford S. Barnes  
President  
General Manager

## 2022 Show Information

### Show Dates:

January 1 – February 5

### Website:

[fwssr.com](http://fwssr.com)

### Grounds Admission:

\$12 Adults, \$6 Children 6-16, 5 and under Free!

### Grounds Open Daily:

8 a.m. – 10 p.m.

### Commercial Exhibits Hours:

Monday – Sunday 10 a.m. – 7 p.m.

*Exhibits Halls will open each day regardless of weather conditions.*

### Show Contacts:

Bradford S. Barnes, President / General Manager:  
817-877-2400 - [brad@fwssr.com](mailto:brad@fwssr.com)

Ashley A. Davis, Special Events & Exhibits Director:  
817-877-2413 - [exhibits@fwssr.com](mailto:exhibits@fwssr.com)

### Exhibits Show Offices January 13 - February 10:

Amon G. Carter Jr.: 817-877-2445  
Brown-Lupton South: 817-877-2447

The Stock Show Exhibitors Guide was revised September of 2021. Many policies and procedures have changed. Please ensure all booth staff is familiar with the policies outlined in this guide. The guide is not intended to answer all aspects of every situation. For specific questions, contact the Commercial Exhibits Department.

# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

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# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## Exhibitor Dates & Deadlines

<b>March 1 – October 31</b>	<b>Applications for booth space will only be accepted during this time.</b>
<b>May 1</b>	<b>Invitations sent to returning Exhibitors via Formstack.</b>
<b>June 1</b>	Deadline for returning Exhibitors to complete and return Formstack paperwork. Applications not received in our office by this date will not be under consideration for an invitation to return as a 2022 Commercial Exhibitor. Phone calls will not suffice. If you do not have access to a computer or smart phone, contact us and we will mail you a form.
<b>June 15</b>	Those not invited to return will receive an email and general delivery mail correspondence of why they are not invited to return.  Contracts will be <b>emailed</b> to returning exhibitors that have submitted their returning exhibitor application.
<b>August 15</b>	Contracts are due in the Commercial Exhibits office with 50% or 25% deposit depending on your payment selection. Contract will be void if Deposit is not received on or before this date. Once your initial deposit is received, installment payments will be accepted. However, your final booth payment is due by December 15 by Cash, Check or Credit Card. In order to make additional installment arrangements, you must contact the Commercial Exhibits Manager.
<b>November 1</b>	<b>*NEW</b> - Exhibit Guides will be posted online. No hard copies will be printed in 2022.
<b>December 15</b>	<b>Final Balance due on all contracts and all insurance payments or paperwork is due. All Cash or Check payments must be postmarked December 15 or in the Exhibits Office by December 15. No exceptions will be made.</b>
<b>January 3</b>	<b>Forklift Form Due</b> - If you require forklift assistance from Freeman Decorating Service to unload heavy equipment, we must have your forklift form in our office on this date. If we do not, you will not be scheduled for unloading assistance which will cause delays in both our move in processes and your move in.  <b>*NEW</b> – Forklift Forms will be emailed in December to all exhibitors. It is your responsibility to ensure the email address on file is correct and get your form to us on time.
<b>General Contract Information</b>	Invitations to participate as a commercial exhibitor at the Fort Worth Stock Show & Rodeo are issued on an annual basis. Space and location is subject to change at the sole discretion of the show. Exhibitors who receive an invitation to participate must complete the Interest Invitation & Survey, Annual Contract and return both by their required due dates as listed above. Only complete contracts will be accepted. The deposit must accompany the Contract and the balance must be paid in full by the date specified in the contract. Within each agreement the Exhibitor is required to: <ul style="list-style-type: none"> <li>• Execute the Contract and verify all information within.</li> <li>• Complete and update all Contract information, including contact information, email addresses and website.</li> <li>• Provide accurate and complete (including brands) product information and pricing.</li> </ul> <p>Failure to meet the deadlines for submitting required forms and payment may result in forfeiture of the invitation to participate in the Fort Worth Stock Show &amp; Rodeo as an Exhibitor. Partial or invalid (e.g., a returned check or declined credit card) may also result in forfeiture of the invitation to participate and any contracts.</p>
<b>Product and Merchandise Selection/Info</b>	All items available for sale or distribution in your booth must be on your contract as approved to sell and signed off on by the Commercial Exhibits Manager. <b>If an unapproved item is found in your exhibit space, the Show may require the unapproved items to be removed from the exhibit space.</b> When selecting merchandise for your booth space, please consider the following: <ol style="list-style-type: none"> <li>1. Merchandise with any of the FWSSR logo or name, even strictly for display purposes, is not allowed in any exhibit space.</li> <li>2. No copyrighted merchandise may be displayed or offered for sale without proper authorization.</li> <li>3. No selling, dispensing or displaying any item with vulgar or offensive wording, including items referring to alcohol abuse, drug use, and violence or any sexually explicit or suggestive in nature is prohibited. SWELS will determine what is vulgar or offensive, in the SWELS sole and absolute discretion. Any booth selling, displaying or dispensing items of this nature will be closed immediately, forfeiting all fees and monies paid.</li> <li>4. Is it sold by your immediate neighbor? If so, it may not be the best idea to carry it. There are no exclusivity on products, unless one is a sponsor, however our goal is to spread out similar products as to not oversaturate the exhibit hall. Please consider your neighbors and give both of you the opportunity to have a great show.</li> <li>5. The following is not permitted in any booth: Stickers, helium balloons, Frisbees, skateboards, candy, scooters or any projectile items. This includes items that are to be "given" away as promotional items.</li> </ol>

# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## Facts & Information

**Grounds: Open Daily 8:00 a.m. – 10:00 p.m.**

**Admission: \$15 Adults, \$6 Children (6-16), 5 & under Free**

**Souvenir Grounds Pin:** \$50 Good for General Admission and Stock Shows all 23-days, (Does not include Rodeo Performances or Mustang Magic events and will not allow access to Exhibit Halls for restocking or early access (prior to being open to the public) to booth spaces.

**Commercial Exhibits Inside & Outside Hours:** Monday - Sunday 10 a.m. – 7 p.m

**Commercial Exhibits Locations:** Amon G. Carter Jr. Exhibits Hall, Brown-Lupton North Exhibits Hall, Brown-Lupton South Exhibits Hall, Cattle Barns and Outside Exhibits on Burnett-Tandy Drive and Rip Johnson Drive.

**Public Parking:** Car \$15, Bus or Van \$20 (No in and out)

## FOOD OPTIONS WITHIN THE RODEO GROUNDS

**La Espuela:** Mexican Cantina located in the Moncrief Bldg./Centennial Room, Serving Lunch and Dinner Daily.

**Reata At the Rodeo:** Call 817-336-5766 for Reservations (located inside the Amon G. Carter Jr. Exhibits Building.)

**REATA at the BACKSTAGE:** No membership required, open to the public: 817-336-0500 X22 or 817-821-7331 (after 12/1 call 817-348-0642)

**Round Up Inn Food Court:** Located in the Amon G. Carter Jr. Exhibits Hall Building, Open 11 a.m. – 8 p.m. daily.

**Concessions Stands:** Located throughout the grounds for a quick and tasty meal or sweet treat.

**Stockman's 24-hour Café:** Located inside Cattle 1. Climate controlled, more seating and new menu options!

**Outdoor Patio Food Court:** Located Between Cattle 3 and 4

## Fun – Multiple Days

**Mattress Firm Petting Zoo:** Open daily 9 a.m. – 7 p.m. located north of the Coliseum, next to the Pony Rides.

**Bud Light Roadhouse:** Returning an exciting live music line up! Your exhibitor pass allows you free access. Located on Simmons Bank Plaza outside Dickies Arena – Open Tuesday, Wednesday, and Thursday 6 -11 p.m.; Friday 6 p.m.- 1 a.m.; Saturday, Noon – 1 a.m. (Closed Sunday and Monday, except January 19 for Best of Mexico Celebración and January 20 for Cowboys of Color Rodeo hours will be 4 – 11 p.m.)

**The Corkyard** – Different & unique daily music line-up, Wine, craft beer and laid back evenings. Stop by on your way to the rodeo or just enjoy a beautiful evening on the Simmons Bank Plaza as you savor a glass of your favorite wine. See FWSSR for special event days! Entry is complementary with your Stock Show grounds admission.

**Cowboy Church:** Provided by Shepherd's Valley Cowboy Church in the Will Rogers Auditorium; Sunday, January 17 at 9 a.m., January 24 and January 31 at 10 a.m.

**FFA Children's Barnyard:** Open daily 9 a.m. – 7 p.m.

**Milking Parlor:** Open daily 10 a.m. – 6 p.m. located in Tower Promenade.

**"Moo-seum Experience" presented by Central Market:** Located on the west end of complex. Your exhibitor pass allows you free access to three museums: **Cowgirl Museum and Hall of Fame, Fort Worth Museum of Science and History and Texas and Southwestern Cattle Raisers Museum.** Hours: Monday through Saturday, 10 a.m. - 5 p.m. and Sunday, Noon - 5 p.m.

**Mustang Magic:** Mustang Showcase - January 20 & 21, Rising Stars Freestyle – January 21, Mustang Celebrity Freestyle, January 22

**Doorways to Agriculture:** 9 a.m. to 7 p.m. presented by Texas Farm Bureau Insurance®.

**Senior Citizen Days:** All Day Friday, January 14, 21, 28 and Feb. 4.

**GO TEXAN Exhibit Hall:** Sample the best that Texas has to offer in the newest exhibit area, "GO TEXAN" (next to the Midway) presented by Texas Agriculture Commission. Exhibitors will be rotating weekly bringing you back again and again to see what is new and made in the Lone Star State!

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## Wine Wednesdays!

Vine 2 Wine is available so Stock Show guests can explore the world of viticulture and winemaking while taking their palates on a sampling journey in fun and relaxed settings. Vine 2 Wine Camps( Jan. 27 & Feb. 3 only.) at 3:30 and 5:30 p.m. Sip & Shop in Amon G. Carter, Jr. Exhibits (Jan 19 & 26) 4 p.m. – 7 p.m.

## **FUN One-Day Activities**

**All Western Parade:** Saturday, January 15, 11 a.m. Downtown Fort Worth. After parade, crowds arrive on the grounds starting about Noon.

**Dickies Day:** Tuesday, January 18, all visitors wearing Dickies apparel get free grounds admission! (Does not include rodeo performance.)

**"Kids Gone Wild!" Exhibit:** Sunday, January 23 starting at 11 a.m. - 6 p.m. in the Cattle Arena, in partnership with Texas Wildlife Association.

**Stock Show Goes Pink:** Tuesday, January 25, Stock Show will donate 50% of the day's rodeo ticket proceeds to the Careity Foundation helping local cancer patients!.

**TCU Day:** Thursday, January 27, Rodeo Purple. All visitors wearing TCU apparel, on that Thursday, get free general admission on that day (Does not include rodeo performance). Show your current TCU Student or Faculty ID and receive a half price Rodeo Tickets on January 31.

**Cook Children's Day at the Stock Show:** Wednesday, February 2, Stock Show will donate 50% of the day's rodeo ticket sales to Cook Children's Hospital NICU.

**Military Appreciation Day:** Monday, January 31, **Thanks to Rebecca and Jon Brumley and Lori and Jonny Brumley**, we are able to offer active and retired military personnel and their immediate family a complimentary day at the Stock Show including rodeo performance at 7:30 p.m. Please present your military **ID (active or retired) at the Rodeo Box Office, located at Dickies Arena, beginning December 2.**

## **Legal Enforcement Summary**

The Fort Worth Stock Show & Rodeo management reserves the final, absolute right to interpret rules and regulations and to arbitrarily settle and determine all matters, questions, or differences in regard thereto, or otherwise arising out of, connected with, or incident the Fort Worth Stock Show & Rodeo. It further reserves the right to determine unforeseen matters not covered by these rules and amend or add to these rules as in its judgment as it may determine necessary.

1. Failure of an exhibitor to abide by all rules, regulations, specifications, guidelines and requirements as set forth in the Commercial Exhibitor Handbook, Contract, and Move-in / out Guide may, at the sole discretion of the Fort Worth Stock Show & Rodeo, result in forfeiture of all monies, rights and privileges.
2. By the reference, the Commercial Exhibit Handbook and Move In/Out Guide is incorporated and becomes a part of the Contractual agreement. By signing and executing the Contract, the Lessee (exhibitor) agrees to abide by the provisions of this Commercial Exhibit Handbook.
3. Any incidence of non-compliance with any part of this Handbook is considered a breach of agreement and may be cause for expulsion from the Show.
4. The various logos and slogans of the Fort Worth Stock Show & Rodeo and SWELS are registered trademarks and may not be used under any circumstances (even for display purposes) without prior written permission from the Fort Worth Stock Show & Rodeo.
5. The Fort Worth Stock Show & Rodeo management reserves the right to establish and enforce whatever rules are necessary for the regulation of exhibit spaces.
6. Exhibitors must comply with all rules, regulations and requirements or warranties expressed or implied as to the number of visitors or estimated sales of exhibitors.
7. Each party shall comply in all respects with all applicable legal requirements governing the duties, obligations, and business practices of that party and shall obtain any permits or licenses, or licensing agreements necessary for its operations or sales.

## **2022 RULES AND REGULATIONS**

Exhibitor is responsible for knowing and complying with all policies, rules, and regulations contained in these Rules & Regulations (the "Rules") which are incorporated into Exhibitor's Commercial Exhibit Booth Contract. SWELS may immediately cancel Exhibitor's Contract if Exhibitor or any person employed by Exhibitor or under Exhibitor's control fails to comply with any Rules after being notified of the violation. Non-compliance with the Rules is also cause for SWELS to refuse to allow Exhibitor to exhibit at future Shows. SWELS reserves the right to require modifications to Exhibitor's booth design and/or selling techniques, and Exhibitor shall immediately comply with any modifications requested by the Commercial Exhibits Manager.

# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## ACCESSIBILITY:

The Southwestern Exposition and Livestock Show (SWELS), dba the Fort Worth Stock Show & Rodeo, is accessible to our guests and exhibitors with disabilities.

Equipment: Any mobility equipment required (such as wheelchairs) must be brought with the guest. Wheelchairs, crutches, etc. are not available to rent on the Show grounds.

Parking: Exhibitor parking in the Justin Garage offers handicapped parking spaces. Handicapped parking spaces are NOT reserved. Additional handicapped parking spaces are available in the public parking lots. Public lots are NOT accessible via the exhibitor parking pass.

Buildings: All buildings on the Show grounds are accessible. The Amon G. Carter Jr. Exhibits Hall offers elevator service to the west entrance and parking garage. All other buildings are street-level and accessible via ramps. Accessible restrooms are located throughout the grounds.

Rodeo: Dickies Arena is committed to providing a memorable and safe experience for all our guests, including those with disabilities and special needs. If for any reason reasonable modification of policy or procedure is needed or additional aids or services are required, please contact us at [guestservices@dickiesarena.com](mailto:guestservices@dickiesarena.com) or dial 817-402-9802.

## AGREEMENTS:

Commercial Exhibitor Booth Contracts ("Agreements") for booth space are for the contracted period only and do not carry over to the next year. SWELS reserves the right to refuse to renew any Agreement.

## AMPLIFIED SOUND IN BOOTH:

The use of amplified sound is discouraged. If used, it must be regulated so as not to interfere with persons or activities in surrounding areas. SWELS Commercial Exhibits Department's prior approval is required for any entertainment presented in Exhibitor's space (autograph signings, etc.) SWELS reserves the right to enforce any noise adjustments deemed necessary by SWELS.

## ATM:

Utilize the Stock Show's mobile friendly website for ATM Locations. There you'll also find pertinent information regarding First Aid, Lost & Found with maps and information to navigate the Stock Show Complex. The Grounds Map also features these important details is one is included in your Merchant packet you receive when you complete the move in process.

## AUDIO / VIDEO:

Video/slide presentations, music, loud speakers and public address systems are permitted to be operated when it is a necessary part of the exhibit or demonstration. However, SWELS may require that all amplified sound be discontinued if, **in the sole judgment of SWELS**, the operation interferes with or is annoying to other exhibitors and/or Show patrons.

## AUTOMOBILES / TRACTORS:

Exhibitor must comply with all applicable Texas statutes and regulations regarding motor vehicle public liability on every motor vehicle unit used by Exhibitor on the SWELS grounds. The following regulations will be adhered to for all display vehicles:

1. Vehicle dealers must comply with all TxDOT and Texas Department of Motor Vehicles requirements.
2. Key for each vehicle must be left with SWELS management.
3. All batteries must be disconnected.
4. Fuel caps must be taped closed and secured against tampering.
5. Vehicles must NOT be displayed in a manner that could cause fuel to leak from the vehicle.
6. Vehicles with any flammable liquid leak may be required to be removed immediately at Exhibitor's expense.
7. No repair work on vehicles and/or equipment is allowed inside any building.
8. No vehicle and/or equipment refueling is allowed inside any building.
9. **Equipment displaying hydraulic lifts must be secured with a stopper or device to prevent lift from sliding down.**

# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## CARPET:

Carpet not installed by Freeman decorating, must be adhered to the floor with double sided tape only. **No other adhesives may be used.** The liquid adhesives cause extensive labor and chemicals to remove and the additional costs to do so may be incurred by the exhibitor if another adhesive is used without prior approval.

## CHECKS (RETURNED NSF):

NSF checks to the SWELS will incur a returned check fee of \$30. The Exhibitor will be subject to any rules that apply if payment is not received by the scheduled deadline. Returned check reimbursement must be in the form of cash, cashier's check, certified funds or money orders. Failure to comply, or if an Exhibitor has more than one returned check, may result in that Exhibitor's Agreement(s) being cancelled immediately with Exhibitor being barred from future SWELS Shows.

## CLEANING / TRASH DISPOSAL / DAMAGE TO PREMISES:

Exhibitor is required to clean its booth area daily and to keep its booth space and surrounding area clean and free of all garbage, rubbish and litter during move-in and as booths are restocked during the Show.

- **Recycling Cardboard** – Please use designated recycling dumpsters for all cardboard and boxes. Exhibitor is responsible for breaking down its own boxes and disposing of them in the recycling dumpster.
- **Bagged Trash** – Bagged trash is to be disposed of in trash dumpsters outside the exhibits areas.
- **Trash Cans** – Do not place trash into or next to containers provided for the general public throughout the exhibits areas.

## CONFLICTS:

Nothing shall be sold or given away or otherwise disposed of by Exhibitor which will in any way conflict with, or which is the subject matter of, any privilege or concession granted or sold by SWELS. (For example booth space subleasing, food & beverage products including candy, petting zoo etc.)

## CONSUMER COMPLAINTS:

Any unusual prices or discounts advertised during the Show must be honored by Exhibitor and deliveries must be made as promised. Consumer complaints will be kept on file and taken into consideration when deciding if an Exhibitor is invited to participate in future SWELS Shows. No discounts may be added after the Show starts. (Example – no 50% off this rack on the last day)

## COUPONS & PROMOTIONS:

**Buy 1, Get 1 Free Rodeo Ticket Coupon for all Monday – Thursday PRCA performances. Special vouchers will be issued to each Commercial Exhibitor with 2022 credentials. This special offer is made possible through the support of the 2022 Stock Show Major Sponsors.**

## CREDENTIALS:

Exhibitor's Check-In Packet will contain the passes and parking permits as provided below that are included with the booth fee. Exhibitor may purchase additional passes and permits, if available, using the Order Form provided prior to the Show at FWSSR or at the Exhibit Office beginning on 1/10. Lost or stolen credentials will not be replaced or refunded. Credentials must be signed for and picked up after booth inspection. For security purposes, all booth personnel are asked to wear the official Exhibitor badge provided by SWELS.

If you are coming **in prior to doors being open to the public** you must have the following:

- A Commercial Exhibitor Badge in either hard copy or paper ( shown below)
- **NOT ALLOWED FOR ENTRY PRIOR TO DOORS OPEN TO THE PUBLIC.**
  - A Commemorative Stock Show Pin
  - A One-Day Pass that is not an Exhibitor One-Day Pass
  - Your logo shirt from your company.
  - Company badge

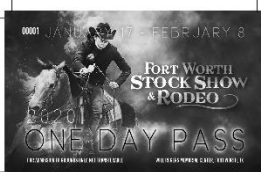
**Approved**  
CE Credential



**Approved**  
CE paper Pass



**NOT Approved**  
ANY ONE-DAY PASS



**NOT Approved**  
2021 Souvenir Pin



**NOT Approved**  
**ANY COMPANY**  
**BADGE or LOGO**  
**SHIRT or**  
**SEASON**  
**GROUND PASS**



# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

Credentials **must** be displayed for admittance to the SWELS grounds **and** for admission into the exhibits areas for restocking before opening each day. Season passes do not include admission into the rodeo or parking. Resale or transfer of any credential **is prohibited**. Any Exhibitor found selling passes or permits may have its Agreement cancelled immediately and may not be allowed to exhibit in future Shows. Ticket Offices, Will Call windows, and SWELS staff **may not be used** to transfer season passes or parking permits to booth staff or other persons.

**Credentials cannot be handed off to temporary day-laborers working only move in or move out.** Giving them one of your badges means they have access to the exhibit hall prior to opening daily and therefore their actions will directly reflect on you as an exhibitor. If they are not going to work for you DURING the show do not give them a badge.

Exhibitor will receive general admission one day grounds passes for special customers or clients to return to the Show with free general admission, parking not included. Exhibitors needing to park a trailer in the Commercial Exhibitor Trailer Parking Lot, just outside the grounds 3817 Rutledge, Fort Worth 76107) must have a Commercial Exhibitor Trailer Permit, with these permits available during move-in. Exhibitor's credentials are as follows:

• 100-300 square feet	4 Season Grounds Passes	4 One Day Grounds Passes	2 Parking Permits	2 Trailer Permits
• 301-700 square feet	5 Season Grounds Passes	5 One Day Grounds Passes	3 Parking Permits	2 Trailer Permits
• 701-900 square feet	6 Season Grounds Passes	6 One Day Grounds Passes	3 Parking Permits	2 Trailer Permits
• 901+ square feet	8 Season Grounds Passes	8 One Day Grounds Passes	4 Parking Permits	2 Trailer Permits

## DECORATOR:

Official Show Decorator for SWELS: Please see the Freeman Kit, located on our website, for additional items not provided by FWSSR and please note the Forklift Information, Rules and Regulations on page 11-12.

Freeman  
8801 Ambassador Row  
Dallas, TX 75247  
Phone: 214-634-1463  
Fax: 469-621-5601  
Web: [www.freemanco.com/store](http://www.freemanco.com/store)

## DELIVERIES, DRAYAGE AND MAIL

SWELS will not accept freight for Exhibitor prior to move-in day. Exhibitor must be present in its booth to accept deliveries. Deliveries received before the Show begins or after completion will be returned to sender. USPS will not deliver mail to a booth.

**Mail sent in care of the Stock Show will be returned.** Use UPS or FedEx to ensure delivery to your booth and make sure they have a lift on their delivery truck and their own pallet jack for booth delivery. Any delivery that requires assistance will be subject to fees from Freeman. For deliveries that require Forklift assistance – Please see refer to page 12 for pricing and additional information.

During the Show, include the following for all deliveries for your booth:

**Company and/or Booth Name**  
**Fort Worth Stock Show & Rodeo**  
**Building Name & Booth Number**  
*Amon Carter & Outdoor Booths add:*  
**3400 Burnett-Tandy Drive**  
**Fort Worth, TX 76107**

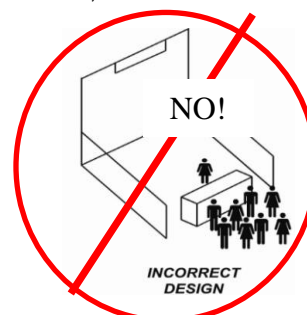
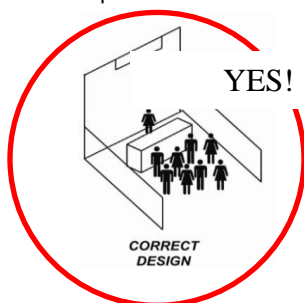
*Brown-Lupton (indicate North or South) Booths add:*  
**1501 Rip Johnson Drive**  
**Fort Worth, TX 76107**

Prior to move-in day, drayage arrangements may be made with Freeman for storage and delivery. Additional fees apply.

Freeman  
5130 Cash Road  
Dallas, TX 75247  
Phone: 214-634-1463

## DEMONSTRATIONS AND OBSTRUCTIONS:

Each Exhibitor has the responsibility to assure proper flow of pedestrian traffic through the exhibit buildings. Aisles will be kept clear and free of obstruction at all times. **(See page 17 for Exhibit Booth specifications).** Booth design and/or selling techniques may be required to be modified at the request of the Commercial Exhibits Manager. This applies to the display area, noise level, etc.



# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## DICKIES ARENA:

There are no plans for exhibit space during FWSSR at Dickies Arena. Additionally there will be restrictions on what items can enter the arena. It is important that as you sell merchandise your customers understand that it is their responsibility to know the restricted items prior to arrival at the rodeo and that merchandise (depending on size and scope) may not be allowed into the arena.

The bag / purse, size restriction is 12 x 12 x 6. A complete list of restricted items will be listed on Dickies Arena website, <https://dickiesarena.com/event-policies-and-faqs/>

## DISPLAY MATERIALS (PROHIBITED):

Exhibitors **MAY NOT USE nails, staples, hooks, tacks, screws, paint, tape, adhesives or any item that may deface any wall, ceiling, floor, facility or equipment** contained within the SWELS premises. Exhibitors violating this policy must pay all fees associated with any repair or painting and are subject to dismissal from the Show in future years.

## DRAPING:

Indoor booths are provided the following: one (1) eight (8) foot tall backdrop, two (2) eight (8) foot side drapes, and a company identification sign. If you have NOT indicated that you do not want the drape and drape is damaged or stolen as a result of your removing the drape and leaving it lying in the floor, you may be subject to additional costs from SWELS or the decorator.

## DRAWINGS / RAFFLES:

Any contest, raffle, drawings, or other plan to solicit names and personal information must be submitted for SWELS approval by **December 1** and must comply with all applicable federal, state and municipal laws. SWELS consent or denial will be provided to Exhibitor in writing. A sample of the entry form and terms and conditions must be on file with the Commercial Exhibits Department. All conditions that must be met in order to be awarded the prize (such as listening to a sales presentation) must be clearly and prominently displayed and available to patrons if requested. Any promotional prizes and giveaways must be drawn at the Show. The winner name(s), address, and phone number must be given to SWELS at the conclusion of the drawing.

## ELECTRICAL SERVICE:

Lone Star Electric is the exclusive provider of electrical service for SWELS. *For additional information call: 817-335-8044*

Existing house power is included in booth rental fee for inside Exhibitors only. Please respect this convenience. This is not intended to be sufficient for all Exhibitors. Exhibitors are responsible for providing GFCI protected extension cords to power.

- *Indoor Booths:* A maximum of 1,000 watts per Exhibitor, **110 volts a.c. 60-cycle single phase within 20' of each inside booth will be available.** This is not enough to run a microwave, your booth lights/needs, refrigerator etc. NO Microwaves, Hot Plates or Cooking equipment will be allowed in your booth. **You will also be charged for any additional power requirements.**
- *Outdoor Booths:* Limited electrical power is available. **It will be necessary for outdoor Exhibitors to pay Lone Star Electric for electric service.**

Contact Lone Star Electric with questions in advance of the Show; waiting until you move in only makes you pay more money and have delays receiving service. Talking to Lone Star Electric, in advance, enables them to have your booth space (inside or outside) ready for you upon arrival and enables you to save money. Exhibitors needing additional service, higher voltage, three phase power, etc. are responsible for making arrangements with Lone Star Electric at their own risk and expense. **NO MICROWAVES, CROCK POTS OR COOKING EQUIPMENT IN YOUR BOOTH SPACE.** The exception to this rule is booths that require this equipment to demonstrate their products. They pay for their additional needs. We have had many issues in recent years with power, burnt food and overall presentation. All on-site electrical needs must be provided by Lone Star Electric. No outside electrical contractors will be permitted to work on the grounds. Floor boxes – Electrical boxes in the floor of the Amon G. Carter Jr. Exhibits Building are for use by more than one (1) booth space. Exhibitors must have access to such boxes at all times. **Do not cover or block electrical boxes with any item of your booth set up. You will be asked to move it. No exceptions!**

## EMERGENCY CONTACT INFORMATION:

SWELS must have reliable emergency contact information for all booths. A Medical Emergency Contact information form must be submitted with **all staff, booth representatives and all persons associated with the booth** including but not limited to deliveries, contractors, set up, etc. Anyone doing business for Exhibitor at the Show must provide emergency contact information. Please click the link below and complete the included form. Send the link to each person working for you. The results will come directly to FWSSR when the form is completed. After December 15, a late fee of \$20 will be invoiced and must be paid prior to move-in and Credentials will not be released until fee and form is submitted. [https://fwssr.formstack.com/forms/assumption\\_of\\_risk\\_liability\\_commercial\\_exhibits](https://fwssr.formstack.com/forms/assumption_of_risk_liability_commercial_exhibits)

# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## EXHIBIT BOOTH SPACE:

Subject to the conditions of the 2022 Commercial Exhibit Booth Contract ("Agreement"), SWELS leases to Exhibitor a certain exhibit area described and numbered on the Agreement and as shown on the floor plan included in this Exhibitor Rules and Guidelines (see layout within map section), for the term of January 14 - February 5, 2022. Exhibitor may use the leased space exclusively for the stated purpose on the Agreement, and only the merchandise or services as described on the Agreement or as agreed to with Show Manager may be exhibited, displayed and/or sold. Exhibitor must confine all exhibit activities to within the limits of space allotted to the booth. Sales personnel and demonstrators are prohibited from operating in the aisles and extending their activities into areas other than the Exhibitor's booth space.

## EXHIBIT BOOTH SPECIFICATIONS:

See pages 17-18 for detailed booth specifications.

## EXHIBIT FLOOR PLAN / LAYOUT:

Every effort is made to ensure the accuracy of all information contained on all floor plans. However, no warranties, expressed or implied, are made with respect to the floor plan. If the location of building columns, utilities, or other architectural components of the facility is a consideration in the construction or usage of an exhibit, it is the **sole responsibility of Exhibitor to physically inspect the facility to verify all dimensions and locations.**

## FEES:

All fees must be paid in full including any booth rental fee, late fee and/or insurance fee by December 15, 2021. No refund shall be paid to Exhibitor for any deposit, payment, or prepayment of rental fee made to SWELS. Any payments or forms submitted after December 15 will incur a late fee of \$20 will be invoiced and must be paid prior to move-in and Credentials will not be released until fee and form is submitted.

## FIRE DEPARTMENT:

The Fort Worth Fire Department is located in the southwest corner of the Burnett Building, at the corner of Burnett-Tandy Drive and Tower Drive. The Fort Worth Fire Department is on the Show grounds for public protection. In the event an emergency situation is declared, it is critical that all Exhibitors remain calm and follow all instructions provided by SWELS management and the Fort Worth Fire Department and/or the Fort Worth Police Department. (Fire Marshall Regulations on Pages 19-20) ( double check page AD)

## FIRE EQUIPMENT:

Some booth spaces have permanent building structures such as columns, within the space. Columns have fire extinguishers attached, which **may not be blocked.** No lessee may restrict access to any permanent fire control equipment. **If you place booth equipment or cover this in any way, both the Exhibits Manager and Fire Marshal will ask it to be moved even if the Show is up and running.**

## FIRE MARSHAL REGULATIONS:

See page 18-19 for detailed Fire Marshal Regulations specifications.

## FIRST AID:

The First Aid Office is located in the east concourse of the Coliseum. Please contact the Exhibits Office or a Commercial Exhibit representative for assistance. If a person is injured and should not be moved, the paramedics will be contacted at the Fire Department Station on the Show grounds (Phone 817-877-2483). If it is necessary to call for an ambulance or paramedics, make sure they are given a full and accurate description of the exact location within a building and the Exhibits Office is notified.

## FOOD SAMPLING:

Booths authorized to sell / sample (1 oz. or less) food products must adhere to the following guidelines:

- Prices: All product prices will be clearly posted. Deviation from posted prices will not be permitted.
- Sample Form: Booths wishing to sample must fill out a sample form, prior to December 1, in order to be authorized to sample.
- Permits: Booths must obtain a City of Fort Worth permit before event. Permit must be displayed in booth. All food workers must obtain a food handler's certificate from City of Fort Worth Health Department. *Permit and Food Handler Class Information can be obtained by contacting the Fort Worth Consumer Health Department at 817-392-7255.*

## FORKLIFT RENTAL:

Exhibitors requiring forklift service are responsible for making all arrangements **IN ADVANCE** via Freeman Decorating or a rental company **pre-approved** by SWELS. Exhibitor is responsible for delivery and return. Absolutely no unauthorized use of any forklift will be tolerated. Vendors are unable to bring in their own forklift unless **pre-authorized by SWELS** and if allowed to do so are not allowed to "share" the use of that forklift for another exhibitor.

# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## FORKLIFT SERVICES

Freeman will be available to unload and then load out materials at show site by appointment only.

This service will be \$172 per hour each way - in/out (one hour minimum charge).

The dates for receiving freight delivery appointments will be Monday, January 11, 2021 for move in and Monday, February 8, 2021 for move out. To schedule your appointment please email:

- Ashley Davis with Fort Worth Stock Show & Rodeo at [exhibits@fwssr.com](mailto:exhibits@fwssr.com)
- **PLEASE PUT FORKLIFT as the subject line of your email.**
- Forklift forms will be emailed with your move in guide.

**Freeman will charge Material Handling rates when the following applies with shipments that are consigned to Freeman or shipped to the Freeman warehouse:**

1. Shipments to Freeman Warehouse - Freeman will accept all crated, boxed or skidded materials up to 30 days in advance of the Expo and will deliver to the designated booth space. (Charges include in/out services)
2. All show site shipments which are consigned to Freeman.
3. Freeman will be onsite only Monday, January 10, 2022 to receive show site consigned freight to Freeman and unload any "scheduled" merchandise as stated above. If you do not schedule forklift use, you will have to wait.
4. FREEMAN material handling & forklift service.

## HANDOUTS:

Material may only be distributed from within an Exhibitor's booth. Distribution outside any booth is not permitted. Balloons, frisbees, any projectile item, and material with any adhesive surface are not permitted on the Show grounds. SWELS retains the right to eliminate any and/or all handouts that become a nuisance. SWELS will be the sole judge in determining a nuisance.

## HEIGHT RESTRICTIONS:

Exhibit booth may not exceed an overall height of ten (10) feet and must be freestanding. Booths may extend to eight (8) feet high on the sides of the exhibit, but this height extension MAY NOT extend more than 50% from the back of the booth (*for a standard 10'x10' booth, the sides may extend five (5) feet from the back of the booth*). **DO NOT HANG OR PLACE ITEMS ABOVE 10'. YOU WILL BE ASKED TO REMOVE THEM.** If any portion of anything in your booth shows in the persons booth beside or behind you, draping, or an appropriate covering, must be provided for this any additional height. All exposed sides of booth must be draped or covered appropriately. Side walls MAY NOT be taller than four (4) feet. Do NOT place, hang, or set ANYTHING in this opening. Nothing in, or about, the exhibit booth may interfere with the sightline of any other booth. *Exceptions to this rule exist in some locations and are subject to pre-approval by SWELS staff. Check with Show management for your booth location.* (See Page 18 for diagram)

## HOURS:

Exhibitor's booth must be in position, completed and staffed not later than 9 a.m. on the opening day of the Show. SWELS may cancel the Contract for any booth not completed and occupied at that time and require the booth to be removed, with Exhibitor forfeiting all fees paid. Exhibitor must have its booth fully prepared and ready for the public 15 minutes prior to opening each day of the Show. Exhibitor should verify daily opening and closing times (as shown on Page 1 of the *Commercial Exhibitor Rules and Guidelines*). Exhibitor must staff its booth continually during exhibit opening hours. Restocking is permitted one hour prior to opening. **All booth staff must exit the exhibit halls no later than 30 minutes after closing time. If you are making a large sale and need additional time, please notify the exhibits staff monitoring exit. You must be in the midst of a sale in order for this to be applicable.** All large item pick up must occur between 8 and 8:45 a.m. Large item pick up cannot be after show hours or after the exhibitor has left for the evening. We will **not** accept the liability of after-hours pick-ups and it will not be allowed. No exceptions will be made to this rule.

## INTELLECTUAL PROPERTY:

The Exhibitor represents and warrants to FWSSR that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Exhibitor agrees to indemnify, defend and hold FWSSR, its officers, directors, employees, agents, successors and assigns harmless from and against all losses, damages and costs (including attorney's fees) arising out of or related to claims of infringement by Exhibitor of the trademarks, copyrights and other intellectual property rights of any third party. Notwithstanding the foregoing, FWSSR shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of any Exhibitors. The terms of this provision shall survive the termination or expiration of this Contract. (ie: upcycled items, fakes/misrepresentations of trademarked items)

# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## INSURANCE:

Exhibitor Insurance Certificate, with proper coverage limits and wording as outlined below, is due in the Stock Show office no later than December 1, 2021. Failure to provide a complete certificate of insurance that fully complies with the standards outlined below places the exhibitor in violation of the Fort Worth Stock Show & Rodeo Commercial Exhibit Contract, and the Show has the right to:

1. Remove the contract and the exhibitor forfeits all monies paid; or
2. Exhibitor may purchase a short-term commercial general liability insurance policy through SWELS for a fee of \$100 by submitting a request for insurance coverage and the payment due on or before December 1, 2021.
3. Exhibitor will NOT be allowed to move in if the Commercial Exhibits office has not received money or a copy of valid insurance is not on hand.

Please see FWSSR.com for a complete list of insurance requirements or email [ashley@fwssr.com](mailto:ashley@fwssr.com) if you do not already have them.

## INTERNET SERVICE (WIRELESS OR HARD WIRED):

Wireless Internet access is available by BelWave. The system is accessed via PC & laptop wireless cards. Wireless access at WRMC is available within all areas of the Amon G. Carter Jr. Exhibits Hall, Justin Arena and facilities, West Arena, W. R. Watt Arena and common areas in proximity to these locations. Outdoor availability extends primarily to the southeast quadrant of WRMC near the Watt Arena and Cattle Barn Show Area. To help ensure this resource is available to everyone who purchases it, SWELS prohibits Exhibitor from using devices and systems that interfere with or disrupt BelWave's wireless internet access service, including without limitation, wireless routers, wireless access points, cell phone WiFi tethering (personal MiFi), tethering/hotspot WiFi, WiFi printers (with built in access points), and smart TVs. **All internet services must be contracted through BelWave.** SWELS may investigate any use of devices or systems that violate this policy, and SWELS reserves the right to cancel Exhibitor's Contract or refuse Exhibitor booth space in the future if SWELS determines, in its sole discretion, that Exhibitor has violated this policy. To avoid delays on move in day and first day of show, please fill out the BelWave form provided by SWELS and/or contact BelWave for additional service needs beyond standard wireless internet access. BelWave: 817-737-3124.

## INTERPRETATION AND VIOLATION OF RULES:

SWELS, acting by and through its Executive Committee, reserves the final and absolute right to interpret these Rules and to determine all matters, questions, and differences regarding these Rules. These Rules may be amended upon notice to Exhibitors as SWELS in its judgment may determine. An Exhibitor who violates any of the Rules will forfeit all privileges and premiums and will be subject to cancellation of its Contract.

## LANDSCAPING:

Plants add to the visual appearance and warmth of a booth and can make it feel more inviting. If Exhibitor chooses to provide its own plants within its booth and watering is required, provisions must be made to prevent water runoff. Water accessibility is very limited. Please ensure you remove all plants you wish to keep at the conclusion of the show.

## LIABILITY RELEASE AND INDEMNITY:

*All merchandise, equipment, fixtures, supplies and all other personal property brought into the Will Rogers Memorial Center by Exhibitor or located in Exhibitor's booth are at the risk of Exhibitor only and Exhibitor waives all claims against Southwestern Exposition and Livestock Show, its officers, directors, employees, agents, volunteers, contractors, sponsors and co-producers (each a "SWELS Party") for any damage to or theft of personal property in Exhibitor's booth or in any portion of the Will Rogers Memorial Center buildings and grounds, whether or not due in whole or in part to the negligence of any SWELS Party.*

*Exhibitor shall indemnify, defend, and hold harmless each SWELS Party from and against all liabilities, damages, claims, suits, costs (including court costs, attorneys' fees, and costs of investigation), and actions of any kind (collectively, "Claims") for personal injury, death, or property loss arising out of the activities and operations of Exhibitor and its employees, contractors, and agents in or around Exhibitor's booth and in any portion of the Will Rogers Memorial Center buildings and grounds, even if the Claims are caused in part by the alleged negligence of a SWELS Party.*

## LIGHTS:

Lighting is permitted and encouraged to enhance display. Signs are not permitted to blink, pulse or revolve. Any other lighting, such as neon, must be approved by SWELS.

## LOST & FOUND:

Patrons looking for a lost item should be instructed to check with the onsite Fort Worth Police Department. Found items should be turned in as soon as possible to the Exhibits Office or to the Fort Worth Police Department. The **Police Department is located** directly underneath "Pioneer Tower." This 200' tall landmark is on the north side of the grounds between the Coliseum and Auditorium.



# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## MERCHANDISE APPROVED & PROHIBITED ITEMS:

SWELS reserves the right to approve or disapprove exhibit material without recourse. Items approved for display will be reflected on the Commercial Exhibit Booth Contract. Any changes or deviations from the listed items must be approved prior to January 1 by SWELS. Deviation from items approved on the agreement will not be tolerated. Selling or displaying non-approved items may result in immediate termination of Exhibitor's Commercial Exhibits Booth Contract and Exhibitor being barred from future SWELS Shows. Selling, dispensing or displaying any item with vulgar or offensive wording or items referring to alcohol abuse, drug use, or violence, or that are sexually explicit or suggestive in nature are prohibited. SWELS will determine what is vulgar or offensive, in SWELS sole and absolute discretion. Any booth selling, dispensing, or displaying items of this nature will be closed immediately, forfeiting all fees and monies paid.

The following are not permitted in any booth: stickers, helium balloons, Frisbees, skateboards, candy, scooters, or any projectile item. Please see "Dickies Arena" Page 10 for size restrictions for items that can enter Dickies Arena.

## MOVE-IN GUIDE:

**Our 2022 Move-in Guide will be emailed to each exhibitor by December 15. In addition, it will also be posted on our website under SHOP/ Rodeo Vendor Application & Forms.** Our move in procedures may change due to the construction progress of the Dickies Arena. Please pay particular attention to the Move In Guide and not only the staging location but driving directions. We will continue to implement timeline changes to continue expediting the move in process. **Both the Amon G. Carter Jr. Exhibits Hall AND Brown-Lupton Exhibitors WILL BE REQUIRED TO GO TO THE STAGING LOT. ANYONE TRYING TO BYPASS THE PROCESS WILL JEOPARDIZE THEIR BOOTH FOR 2022 AND IN THE FUTURE.** Exhibitors with large equipment or outside exhibits will get a separate Move-in Guide to ensure your move-in is smooth.

**MOVE-IN INFORMATION:** Any Exhibitor that has not sent their emergency contact forms, insurance, payments, and/or fees required by FWSSR Exhibits Department will not be allowed on the grounds. For scheduled move-in day/time, PLEASE SEE THE MOVE-IN GUIDE EMAILED TO YOU by December 15. Exhibitor check-in will begin at the staging lot one (1) hour prior to scheduled check-in time. Arriving earlier than this time is not recommended. We will coordinate the line up by booth location (row number), whether or not you need or intend to drive in to the facility to unload, traffic inside the complex, not by "first to arrive, first to enter". For all move in times and information, please refer to the Move-In information Guide posted on FWSSR on December 15. The Move-In Guide is an extension of the Commercial Exhibits Guide and therefore part of your contractual agreement. All rules and regulations must be followed during move in, set up and show days.

## NON-RELATED ITEMS:

Items **not** related to the booth theme or product(s) or that do not enhance the appearance of the booth or are not for sale must not be in public view. This includes any personal items, cardboard boxes, and all other non-booth-related items.

## OVERSIZED PURCHASE PICK-UP:

Oversized purchases that cannot be carried without assistance may be picked up during the restocking hour each morning (One (1) hour prior to opening) or if pedestrian traffic permits the EXHIBITOR may check with the Commercial Exhibits Manager or her designee to determine if a pick up during show hours is accessible. **No pick up after 7:30 p.m. will be allowed.** Exhibitor must make these arrangements for its customers with authorization and coordination by SWELS Commercial Exhibits management. Do not send customers to the exhibits offices in order make arrangements or to the Exhibits Hall after the rodeo concludes for the evening. They will be turned away. If you cannot leave your booth, call and we will come to you to discuss the situation and make arrangements.

## OVERSIZED VEHICLES:

Parking permits stickers are provided for oversized vehicles. Oversized vehicles may park in the Commercial Exhibits Trailer Lot - Oversized vehicles will not be allowed to park in any other parking area. RV Parking: Motor homes, travel or camping trailers are prohibited from parking on the SWELS grounds, including parking lots. Please call RV parks directly to make advance reservations. A List of Hotel and RV accommodations can be emailed to you upon request. To request a list, please email [ashley@fwssr.com](mailto:ashley@fwssr.com).

## PAINTING:

Painting floors / walls is not allowed. This includes "overspray." A \$200 minimum fee will be assessed to any exhibitor for any paint or adhesive cleanup.

## PARKING:

Please refer to the "Credentials" section for number of parking permits included with each booth fee. All parking permits are a book of daily parking tickets containing one (1) tear-out permit per day. Parking permits are for single space vehicles. They do not cover oversized vehicles or trailers regardless of the number of parking permits issued. If you need special onsite consideration for an "Oversized Vehicle" please contact the Exhibit Office prior to the show. This would be for Vans with wheel chair lifts etc., not RV's or motor homes. Exhibitors will receive parking permits.

# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## PERMANENT FIXTURES:

Permanent utility fixtures in the building, such as air-returns, fire extinguishers, fire pull boxes, fire hoses, etc., must never be blocked. **All fire equipment MUST ALWAYS stay visible and accessible.**

## PETS:

Service animals in compliance with the Americans with Disabilities Act (ADA) or similar Texas statutes are allowed on the Stock Show grounds. Pets and dogs whose sole function is to provide comfort or emotional support do not qualify as service animals under ADA and are not allowed on Stock Show Grounds including Stock Show parking lots and garages.

## PEOPLE'S CHOICE AWARD:

The public will, once again, have an opportunity to vote for their favorite Stock Show Vendor. This will be done through our FWSSR website and all vendors will be provided with a sign to display in their booth and a vendor will be awarded "2022 People's Choice" for Best Exhibitor on the final Friday of the Show. Please encourage your friends, shoppers and any patron to vote for you if they like your products, display or even your shining personality. We had almost 8000 people vote in 2020....tell people about where you are....encourage your friends, put it on social platforms, ask your family and supporters to go to fwssr.com and vote!

## POLICE:

The Fort Worth Police Department patrols the Show grounds 24 hours per day. **The Police Department Office is located directly underneath "Pioneer Tower."** This 200' tall landmark is on the north side of the grounds between the Coliseum and Auditorium. In the event an emergency situation is declared, it is critical that all exhibitors remain calm and follow instructions provided by SWELS Management, as well as, the Fort Worth Fire Department and/or the Fort Worth Police Department. The Fort Worth Police Department has officers available in exhibit halls during Show hours and restocking. If an officer is needed, please contact the Exhibits Office 817-877-2445 or 817-877-2447.

## POST OFFICE:

SWELS does not have a Post Office on the grounds, and we request that you DO NOT have mail sent to you by the USPS as it will not deliver to your booth. Mail sent in care of the Stock Show will be returned -- Stock Show Staff will not deliver mail to your booth. Please use UPS, FedEx or similar mail service to ensure delivery to your booth. **See Deliveries on page 9** for booth addresses and additional information.

## PROHIBITED DISPLAY MATERIALS:

Exhibitors **MAY NOT USE nails, staples, hooks, tacks, screws, paint, tape, adhesives, or any item that may deface any wall, ceiling, floor, facility or equipment** contained within the SWELS premises. Exhibitors violating this policy must pay all costs associated with any repair or painting and are subject to dismissal from the Show.

## RESTOCKING:

Restocking is permitted one-hour prior to Exhibits hall opening each day. Restocking throughout the day and after the Show closes each evening is not permitted. Carts, dollies and wheeled platforms are not allowed in aisles during Show hours. All boxes must be dropped within the booth and not in aisles, this includes any deliveries. Amon G. Carter Jr. Exhibits Hall Exhibitors may access the Exhibits Hall daily through the southwest doors (by the elevators) or the center north doors. Brown-Lupton South Exhibitors may enter through the west door next to the overhead door for early access.

## RETURNS / EXCHANGE POLICIES:

To maintain good relations with our visitors and promote good customer service, Exhibitors are encouraged to set a reasonable return, refund and exchange policy for use during the Show.

## RIGHT TO CANCEL:

SWELS reserves the right to cancel Commercial Exhibit Booth Contracts for any reason, at any time. Any violation of the terms and conditions of the Commercial Exhibit Booth Contract, including these Commercial Exhibitors Rules, may result in immediate cancellation of the Exhibitor's Commercial Exhibit Booth Contract, and Exhibitor may be denied participation in any future Shows. There will be no refund of any fees paid to date if a Commercial Exhibit Booth Contract is cancelled for cause.

## SAMPLES:

Exhibitor may not distribute, without the prior consent of SWELS, free samples of any kind, nor sell any confection, food, drink, tobacco, novelty or inexpensive jewelry items, except as specifically provided in this Contract.

## SCOOTERS, GOLF CARTS, ETC:

Exhibitors are not permitted to bring owned or rented scooters or golf carts onto the Show grounds. In addition, scooters are not an item approved for sale.

# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

**SECURITY:**

SWELS is not responsible for theft or damage to any display, product, or merchandise. Exhibitors are responsible for booth security. Limited building security is provided beginning Monday before Show opening. Indoor exhibit areas will be locked, and access will be restricted, with overnight show personnel assigned to the areas beginning Monday on move-in and running through Sunday night following the last day of the Show.

**SIGNAGE:**

Refer to page 18 (Exhibit Booth Specifications)

**SMOKING POLICY:**

Will Rogers Memorial Center is a non-smoking facility. Smoking is not permitted inside any building, parking garage, or within 20 feet of an entrance / exit door. This includes outside the North Exhibit Hall entrance. Please be respectful of those entering that direction during the day who do not wish to smell or walk through cigarette smoke.

**SOLICITING:**

Roving Exhibitors or solicitors, acting for either a for-profit or non-profit organization or on an individual basis will not be permitted on the grounds.

**STAFFING:**

Booths are required to be staffed during all operating hours. Failure to do so may result in expulsion from the Show. All booth staff members are responsible for complying with these rules and are held to the same standards as booth owners and representatives. All staff must have appropriate credentials to enter SWELS grounds, exhibits areas, and must have the correct parking permit to park on the SWELS grounds.

Booth staff are expected to conduct themselves in a professional manner at all times. Intoxication as well as behavior considered rude, lewd, or in poor taste, and detrimental to the purposes of the SWELS, will not be tolerated and can result in the immediate termination of Exhibitor's Commercial Exhibit Booth Contract without recourse.

**STOCK SHOW LOGOS:**

Unauthorized use of any Southwestern Exposition and Livestock Show Logo and/or theme is not permitted. This includes and is not limited to: Southwestern Exposition and Livestock Show; Fort Worth Stock Show & Rodeo; Fort Worth Stock Show; Fort Worth Rodeo; World's Original Indoor Rodeo™; This thing is legendary™; FWSSR; SWELS; Hoss and Elwood®; The Moos Brothers, or any derivative thereof. Exhibitor grants permission to SWELS and their designees to use Exhibitor's image and images of Exhibitor's booth in connection with any broadcast or other reproduction of SWELS events.

**STORAGE:**

Refer to Page 18 (Exhibit Booth Specifications)

**SUBLEASING:**

Subleasing of booth space is not permitted. Booth space is to be used only by the Exhibitor specified in the Commercial Exhibit Booth Contract. Exhibitors are not permitted to display any advertising, material, or signage except their own. Failure to comply may result in immediate termination of the Commercial Exhibit Booth Contract. If you choose to sell your business, the new proprietor must re-apply as a new vendor. Our exhibit space should be included in any sale contract as it is not guaranteed from year to year.

**TELEPHONE SERVICE:**

Telephone service is provided by AT&T. Phone service may be provided to booth spaces when ordered in advance. Exhibitors are responsible for ordering service and payment to AT&T. AT&T must have Exhibitor's business and billing address. Do NOT use SWELS address for billing. After receiving a booth phone number, please notify SWELS, so calls may be referred directly to the booth. The phone order form is provided with the official Rules and may be faxed directly to AT&T. Do NOT send order forms to SWELS. For additional telephone service questions, please contact AT&T: SARAH MALONE, by email: [sm5476@att.com](mailto:sm5476@att.com)

**TEXAS DEPARTMENT OF MOTOR VEHICLES REGULATIONS:**

All trailer dealers or manufactures displaying trailers at SWELS must apply for a "licensee participant application" or AS-RV-2 form with the Texas Department of Motor Vehicles prior to December 1. Faxed applications are accepted. For full regulations and additional information please, refer to the TxDMV link below; <http://www.dmv.tx.gov/whatyouneed/forms/dealer3.htm> or Contact: Doris Curl, 512-416-4801 [dcurl@dot.state.tx.us](mailto:dcurl@dot.state.tx.us)



# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## TEXAS SALES TAX PERMIT:

Texas Sales Tax is to be charged on all retail sales of merchandise and paid to the State of Texas. The State Comptroller's Office receives a complete Exhibitor list, and it is Exhibitor's responsibility to contact the State Comptroller regarding appropriate procedures for reporting and submitting all taxes due. Applications may be obtained online: <http://www.window.state.tx.us/taxinfo/taxforms/01-forms.html> Do **NOT** mail the application to SWELS. It must be mailed to the State Comptroller's Office. *For additional information:* Texas State Comptroller's Office, Phone: 800-252-5555

## TICKETS:

Exhibitor Badges are for season grounds admission to the SWELS grounds. They are not honored for admission to ticketed events. To purchases tickets you may order by mail through the SWELS office. An order form is available at [fwssr.com](http://fwssr.com). Beginning December 2, 2021 rodeo tickets may be ordered through the FWSSR Rodeo Ticket Office at 817-877-2420 or online at [FWSSR.com](http://fwssr.com).

## TRAILER PARKING:

Trailers are permitted to be unhooked in the "Commercial Exhibitor Trailer Parking Lot" only. (3817 Rutledge, Fort Worth 76107) Any trailer found unhooked outside of this lot will be towed at Exhibitor's risk and expense. Trailer parking is provided at no cost to Exhibitors. We will be returning to the Rutledge location in 2021. This will continue be monitored by event staff, gated, fenced and will require a permit to access. Permits are available at the Commercial Exhibits Office in either the Amon G. Carter or Brown-Lupton South. Trailers will not be allowed to park in parking areas within the Show grounds. Motor homes, travel or camping trailers are prohibited from parking on the SWELS grounds, including parking lot. Due to heavy daytime traffic please plan to access the Commercial Exhibitor Trailer Parking Lot prior to or after Show hours. Map will be supplied with move in instructions.

## VEHICLES:

Daily parking permit books containing one (1) tear-out permit per day for the Justin Garage will be issued to Exhibitors. Permits are for a single space vehicle and do not cover oversized vehicles or trailers regardless of the number of parking permits issued.

- Justin Garage is located east of the Justin Arena. Justin Garage permits offer a free parking space, not a reserved space, and are only valid when space is available. It is recommended that you arrive early on weekends as it may be necessary to park in an alternate lot due to heavy demand on these days. A limited supply of additional permits for the Justin Garage may be purchased prior to the Show.
- Carter or Western Heritage Garage: Exhibitors that are issued a reserved parking permit in either garage as part of their booth credentials are **only for that numbered space**. Failure to park in assigned space may void remaining parking permits. Additional garage permits may / may not be available for purchase in 2020 and are not a part of all Exhibitors' credentials. If any become available they will be sold on a first come, first served basis.
- If you arrive at your designated space and someone else is in that space, please do not park in another person's spot. Please call the Exhibits office for immediate assistance.

## VIEW OBSTRUCTION:

Exhibits shall be arranged so they do not obstruct the general view or hide the exhibits of others. Plans for specially built displays not in accordance with the Show regulations must be submitted in writing to the Show Management at least 30 days prior to Show opening. Exceptions to this rule exist in some locations. Check with Show management for your booth location. See "Booth Specifications" for diagram.

## EXHIBIT BOOTH SPECIFICATIONS

**BOOTH DESIGN:** Your booth set up and spacing **MUST BE INCLUSIVE** of the grid used to hold your walls upright. Example if your booth is a 10' x 10', your 100 square feet **MUST** include whatever display materials or bracing used to hold up your booth.. You may not extend into another's space. If your grid extends into another's space, you may be asked to remove whatever it is that is obstructing another's use of their contracted space.

## DRAPING:

Indoor booths are provided the following: one (1) eight (8) foot tall backdrop, two (2) 3 foot side drapes and a company identification sign. The 8' side walls or drape is an exception to the rule and must be requested in advance via email to [ashley@fwssr.com](mailto:ashley@fwssr.com).

**DISPLAY:** Any unfinished wall, sign or exhibit decoration facing the public or another booth must be masked and/or covered by the Exhibitor. Exhibitor may provide own masking, such as black cloth or rent draping from Freeman Decorating. This includes the **back of any signage that may be seen from another booth or aisle**. Please not you may **NOT** go above 10' unless you are a building or on the East or West wall. This has been a growing problem and vendors are no longer asking – they are doing. You will be asked to remove anything above the drapeline. If you have been approved in writing, to extend taller than 8', the back of whatever the display item is must be covered and not obstructive or infringing on the display behind you. IF it does, we will ask that it will be removed.

# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## ELECTRICAL BOXES:

Exhibitors and Lone Star Electric must have access to built-in electrical boxes at all times. Do not cover them with booth display materials.

## EXHIBIT FLOOR PLAN / LAYOUT:

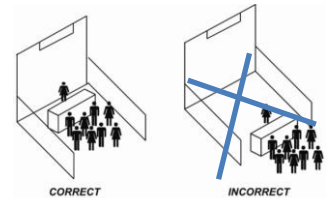
Every effort is made to ensure the accuracy of all information contained on all floor plans. However, no warranties, neither expressed nor implied, are made with respect to the floor plan. If the location of building columns, utilities, or other architectural components of the facility is a consideration in the construction or usage of an exhibit, it is the **sole responsibility of Exhibitor to physically inspect the facility to verify all dimensions and locations.**

## HEIGHT RESTRICTIONS:

Exhibit booth, **may NOT exceed an overall height of ten (10) feet and must be freestanding.** Booths may extend to eight (8) feet high on the sides of the exhibit but this height extension **MAY NOT** extend more than 50% from the back of the booth (*for a standard 10' x 10' booth, the sides may extend five (5) feet from the back of the booth*). Draping, or an appropriate covering, must be provided for this additional height. All exposed sides of booth must be draped or covered appropriately. Side walls **MAY NOT** be taller than four (4) feet. Do **NOT** place, hang or set **ANYTHING** in this opening. **Nothing in, or about, the exhibit booth may interfere with the sightline of any other booth.** *Exceptions to this rule exist in some locations. Check with Show management for your booth location. If you have an existing variance nothing has changed until your neighbor changes and then the exhibit manager will open dialogue for an acceptable compromise.*

Solid 8' Side-Walls are permitted for  
**ONLY** the Back 50% of Booth Depth

Corner Posts for Support  
**ONLY – BOOTH MAY NOT  
BLOCK THIS OPEN AREA**



## LANDSCAPING:

If watering is required, provisions must be made to prevent water runoff. Water accessibility is very limited. Arrangements should be made in advance to ensure a booth will have access to water.

## OBSTRUCTIONS & DEMONSTRATIONS:

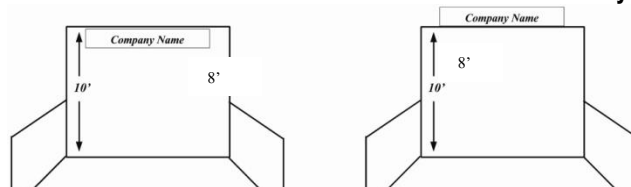
Each Exhibitor has the responsibility to assure proper flow of pedestrian traffic through the exhibit buildings. Aisles must be kept clear and free of obstruction at all times.

## PERMANENT FIXTURES:

Permanent utility fixtures in the building, such as air-returns, fire extinguishers, fire pull boxes, fire hoses, etc., must never be blocked. **All fire equipment MUST ALWAYS be visible and accessible.**

## SIGN / SIGNAGE:

Each booth is provided a courtesy sign by SWELS via Freeman Decorating. This sign will have the exact name as the contract unless specified differently by the exhibitor prior to December 1. After December 1, changes may be made with an Exhibitor fee to Freeman. **Booth Signage:** Absolutely no hand-drawn or marker signs are allowed. Signs must face the inside of the booth. Signs adjacent to any booth **must** be covered on the backside so they do not show in the other booth. **Exhibitors desiring to erect a sign over ten (10) feet must receive written approval from the Commercial Exhibits Manager 30 days in advance of the Show opening.** Signs will **NOT** be attached to the ceiling or any other attached facility item for suspension or support. Signs may be hung from the back wall of their booth as long as the method used does not damage booth draping material. Signs must be professionally made and fit within booth dimensions without blocking the view of any other exhibitor. Signs may not exceed ten (10) feet above the floor **without prior approval.** **If your sign or banner is approved to extend above your booth – signage must be one sided and not be visible in the booth behind you or you will be asked to remove it.**



**CORRECT  
DESIGN**

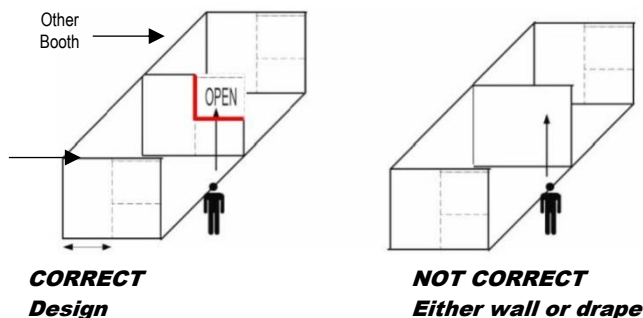
**Acceptable only if sign is covered from the back.  
DESIGN**

## STORAGE:

Storage is not allowed behind the back drapes, display wall or inside the display area unless the exhibit has a specific provision for lockable storage. Operational and advertising materials equivalent to a one (1) day supply and/or that amount that may be placed in the exhibit's lockable storage, may be stored inside a booth. Easels, signs, etc. must not extend beyond booth area into aisles.

# Fort Worth Stock Show & Rodeo Commercial Exhibitor Rules & Guidelines 2021

## VIEW OBSTRUCTION:



## FORT WORTH FIRE MARSHALL REGULATIONS

Exhibitors must comply with all Fire Department regulations. The Fire Marshall will be on-site throughout the Show and will be conducting periodic examinations. Any deviation from City of Fort Worth Fire Regulations must be submitted in writing for review by the Fire Marshall. Any fire or life safety issues not specifically addressed will be considered as necessary. For additional information, Exhibitors may contact the Fire Marshall directly: City of Fort Worth, 1000 Throckmorton St., Fort Worth, Texas 76102, 817-392-6835. The following are regulations of the Fort Worth Fire Department.

### **COOKING:**

Cooking is not allowed on the Show grounds at any time other than by food concessionaires. Only a pre-approved food booth may utilize small household appliances for heating and a Fire Extinguisher is required within the booth. For any booth using pre-approved grease or oil, a Type K Fire Extinguisher is required. SWELS may require any questionable situation be pre-approved by the Fire Marshall.

**DECORATIVE MATERIALS:** All decorative materials shall be fire retardant. Certificates of fire retardancy shall be made available prior to the event and upon request. Regular untreated hay bales are not permitted. No hay bales for decoration etc. unless they are from a decorator and have a certificate.

**ELECTRICAL:** All electrical equipment shall meet the provisions of NFPA 70, National Electrical Code. If extension cords are used at the Will Rogers Memorial Center complex, Ground Fault Circuit Interrupter Protection (GFCI) is required. This cord will be plugged into the outlet first with the extension cord plugged into the GFCI Protected cord. These devices are available at most building or electrical supply stores. They are easily recognized, as there is a test and a reset button on the cord. Most of these cords have the words "GFCI Protected" printed on the cord. All 120-volt extension cords shall be three wire grounding type cords (recognized by the three prong plug on the end of the cord). Frayed or damaged cords may not be used. Extension cords may not be spliced, stapled, installed through doors or placed in such a manner to compromise public safety. Multi-plug adapters shall not be used. City staff, including Fire Inspectors and Electrical Inspectors, will check the premises from time to time for compliance.

**EXITS:** Exits, access to exits and exit discharges shall not be obstructed in any manner and shall remain free from any material or matter where its presence would obstruct or render the exit hazardous.

**EXTINGUISHERS:** Fire extinguishers shall be of an approved type for the hazard presented and shall be supplied in sufficient number as deemed necessary by the Fire Marshall. (Type 2A10BC Please tape sales receipt to extinguisher to document effective date.)

### **FIRE LANES:**

Fire Lanes shall remain clear and unobstructed at all times.

### **HEATING DEVICES:**

Heating devices shall be equipped with automatic service disconnects. No liquid fueled heating devices shall be used. Heating devices of any type shall not be utilized in areas where hazardous conditions exist.

*All times and distances are approximate.  
Map not to scale.*