

2026

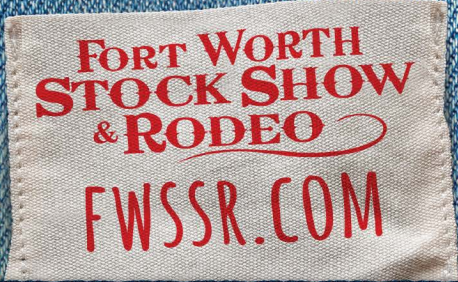


*Always a Perfect Fit.*

# COMMERCIAL Exhibitor

## RULES & GUIDELINES

JAN. 16



FEB. 7



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# GENERAL RULES & REGULATIONS

<p><i>Interpretation &amp; Violation of the Rules</i></p>	<p>FWSSR reserves the right and absolute right to interpret these rules and settle and determine all matters, questions and differences in regard to there to or otherwise arising out of or connection, or incident to, and to amend to add to these rules as its judgement may determine. Any vendor who violates any of the rules will forfeit any privileges and be subject to any such penalty as FWSSR may order.</p> <p>FWSSR shall further have the right to delegate any or all of the rights, authorities and responsibilities herein which it has under these rules to show officials as it deems appropriate.</p>
<p><i>General Rules</i></p>	<p>FWSSR has established rules for its Commercial Exhibitors, not to prohibit sales but to allow for a safe and attractive environment for its guests.</p> <p>Alcohol: FWSSR strictly prohibits the consumption or distribution of alcoholic beverages within or from exhibit spaces during operating hours, move in or move out. Notwithstanding other provisions included in this handbook, violation of this rule could result in immediate termination of the exhibitor's contract, requiring the exhibitor to vacate the leased space and forfeit all monies paid to date.</p>
<p><i>Prohibited Items</i></p>	<ul style="list-style-type: none"><li>• Any product containing CBD or THC.</li><li>• Food items that compete with our concessionaire agreement</li><li>• Home improvement or lead generation only booths, nonprofit organizations seeking donations or lead generation.</li><li>• Illegal substances</li><li>• Live animals</li><li>• Make-up or skin care products/devices, hair care products, nutritional supplements, any item that makes a health claim for persons or animals, tens units or muscle stimulation devices,</li><li>• Merchandise containing inappropriate slogans, graphics or suggestive or profane connotation</li></ul>

	<ul style="list-style-type: none"> <li>• Motorized bicycles, scooters or other</li> <li>• Novelty items TBD by FWSSR in accordance with our novelty agreement</li> <li>• Pornographic materials</li> <li>• Segway's</li> <li>• Tattoos/body piercing products or services</li> <li>• <b>Any item not listed on your contract will be asked to be removed at any time and can cost you space in current or future shows for failure to comply with FWSSR rules and regulations.</b></li> </ul>
<p><i>Pets</i></p>	<p>Service animals in compliance with the Americans with Disabilities Act (ADA) or similar Texas statues 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.</p>
<p><i>Background Checks &amp; Drug Testing</i></p>	<p>Vendor operators shall employ only personnel on the grounds who conduct themselves in a manner conducive to maintaining a wholesome family atmosphere. Vendor operators shall not employ, on the FWSSR grounds, any person who has been convicted or received deferred adjudication as a sex offender or of any crime related to abuse, assault or violence against any person.</p>
<p><i>Accessibility</i></p>	<p>The Southwestern Exposition and Livestock Show (SWELS), dba the Fort Worth Stock Show &amp; Rodeo (FWSSR), is accessible to our guests and exhibitors with disabilities.</p> <p><b>Equipment:</b> 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.</p> <p><b>Parking:</b> Exhibitor parking in the Justin Garage offers handicapped parking spaces. Handicapped parking spaces are NOT reserved.</p>

	<p>Additional handicapped parking spaces are available in the public parking lots. Public lots are NOT accessible via the exhibitor parking pass.</p> <p><b>Buildings:</b> 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.</p> <p><b>Rodeo:</b> 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 <a href="mailto:guestservices@dickiesarena.com">guestservices@dickiesarena.com</a> or dial 817-402-9802.</p>
<i>Agreements</i>	<p>Commercial Exhibitor Booth Contracts (“Agreements”) for booth space are for the contracted period only and do <u>not</u> carry over to the next year. SWELS reserves the right to refuse to renew any Agreement.</p>
<i>Amplified Sound</i>	<p>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.</p>
<i>Audio/Video</i>	<p>Video/slide presentations, music, loudspeakers 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, <b>in the sole judgment of SWELS</b>, the operation interferes with or is annoying to other exhibitors and/or Show patrons.</p>
<i>Autographs/ Appearances</i>	<p><b>Autographs/Appearances:</b> Exhibitor <i>must notify SWELS prior</i> to any autograph or celebrity appearance, and must coordinate all details including date, time, location with FWSSR oversight in order to adhere</p>

	<p>and preserve safety of all guests, as well as limit impact to surrounding booths.</p>
<p><i>Automobiles/Tractors</i></p>	<p>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:</p> <ol style="list-style-type: none"> <li>1. Vehicle dealers must comply with all TxDOT and Texas Department of Motor Vehicles requirements.</li> <li>2. Key for each vehicle must be left with SWELS management.</li> <li>3. All batteries must be disconnected.</li> <li>4. Fuel caps must be taped closed and secured against tampering.</li> <li>5. Vehicles must NOT be displayed in a manner that could cause fuel to leak from the vehicle.</li> <li>6. Vehicles with any flammable liquid leak may be required to be removed immediately at Exhibitor's expense.</li> <li>7. No repair work on vehicles and/or equipment is allowed inside any building.</li> <li>8. No vehicle and/or equipment refueling is allowed inside any building.</li> <li>9. <b>Equipment displaying hydraulic lifts must be secured with a stopper or device to prevent lift from sliding down.</b></li> </ol>
<p><i>Booth Design</i></p>	<p>Booth design and display must be inclusive of any grid used to hold your walls uprights. <i>Example: if your booth is a 10x10, your 100 square feet MUST include whatever display materials or bracing used to hold up your booth.</i> You may not extend into another's space. If your grid or any item extends into another booth space, you will be asked to remove whatever is encroaching on the other booth space.</p>
<p><i>Booth Display Signage</i></p>	<p>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 their own masking, such as blue cloth (to match</p>

	<p>drape color or rent draping from Freeman Decorating. This includes the back of any signage that may be seen from another booth or aisle. Please note 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 drape line. 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.</p>
<p><i>Carpet</i></p>	<p>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.</p>
<p><i>Cleaning or Trash Disposal During Show</i></p>	<p>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.</p> <ul style="list-style-type: none"> <li>· <b>Recycling Cardboard</b> – 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.</li> <li>· <b>Bagged Trash</b> – Bagged trash is to be disposed of in trash dumpsters outside the exhibits areas.</li> <li>· <b>Trash Cans</b> – <u>Do not</u> place trash into or next to containers provided for the general public throughout the exhibits areas. Remove your trash and take it to the dumpsters outside the North end of the Amon G. Carter or across the street from the Brown Lupton North/South.</li> </ul>
<p><i>Conflicts</i></p>	<p>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</p>

	<p>space subleasing, food &amp; beverage products including candy, petting zoo etc.)</p>
<p><i>Consumer Complaints</i></p>	<p>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. <i>(Example – no 50% off this rack on the last day)</i></p>
<p><i>Coupons / Promotions</i></p>	<p><b>Coupons &amp; Promotions: Buy 1, Get 1 Free Rodeo Ticket Coupon</b> for all Monday – Thursday PRCA performances. Special vouchers will be issued to each Commercial Exhibitor with their 2026 credentials packet. This special offer is made possible through the support of the 2026 Stock Show Major Sponsors.</p>
<p><i>Credentials</i></p>	<p>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 <a href="#">Show Preparation Form</a> provided prior to the Show at FWSSR or at the Exhibit Office before 12/01/25. 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.</p>
<p><i>Credentials for Access to Exhibit Areas</i></p>	<p>ENTERING ANY EXHIBIT HALL PRIOR TO 10 A.M. - If you are coming in prior to doors being open to the public you <b>must have</b> the following:</p> <ul style="list-style-type: none"> <li>· A <b>Commercial Exhibitor Badge</b> in either hard copy or paper.</li> </ul> <p><b>NOT ALLOWED FOR ENTRY PRIOR TO DOORS:</b></p> <ul style="list-style-type: none"> <li>• A Commemorative Stock Show Pin for your dedicated service to a committee and/or Board of Directors.</li> </ul>

	<ul style="list-style-type: none"> <li>• One-Day Pass that is not an Exhibitor One-Day Pass</li> <li>• Your logo shirt from your company.</li> <li>• Company badge</li> <li>• Dickies Arena all access pass</li> </ul>
<p><i>Credentials - Display</i></p>	<p>Credentials <b>must</b> be displayed for admittance to the SWELS grounds <b>and</b> for admission into the exhibits areas for restocking before opening each day. <b>Season passes do not include admission into the rodeo or parking.</b> Resale or transfer of any credential <b>is prohibited.</b> 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 <b>may not be used</b> to transfer season passes or parking permits to booth staff or other persons.</p> <p><b>Credentials cannot be handed off to temporary day-laborers working only move in or move out.</b> 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.</p>
<p><i>Credentials Breakdown by Exhibit Square Footage</i></p>	<p>Exhibitor will receive general admission one-day grounds passes for special customers or clients to return to the Show with free general admission, parking <i>not</i> included. Exhibitors needing to park a trailer in the Commercial Exhibitor Trailer Parking Lot, just outside the grounds at 4817 Rutledge Street) must have a Commercial Exhibitor Trailer Permit, with these permits available during move-in. Exhibitor's credentials, provided at check in are based on square footage listed below:</p> <p><b><u>· 100-300 square feet</u></b></p> <ul style="list-style-type: none"> <li>• 4 Season Grounds Passes</li> <li>• 4 One Day Grounds Passes</li> <li>• 2 Parking Permits</li> <li>• 2 Trailer Permits</li> </ul> <p><b><u>· 301-700 square feet</u></b></p> <ul style="list-style-type: none"> <li>• 5 Season Grounds Passes</li> <li>• 5 One Day Grounds Passes</li> </ul>

- 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

Additional parking/passes can be purchased through the [Show Preparation Form](#) on our website along with Insurance if you need/want it.

*Decorator*

The official Show Decorator for SWELS: Please see the [Freeman E Kit](#) for additional items not provided by FWSSR and please note the Forklift Information, Rules and Regulations on Page 16 of this guide.

**Freeman**

US or Canada: (888) 508-5054

[Freeman E Kit](#)

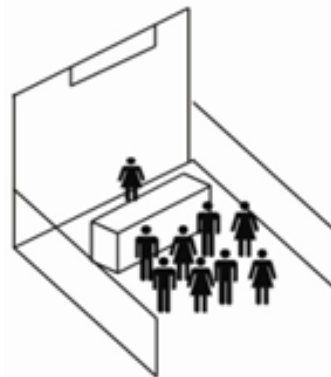
*Deliveries*

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.

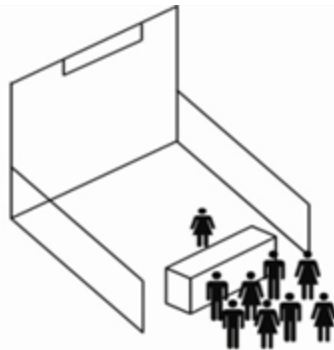
**Mail sent in care of the Stock Show will be returned.** Use UPS or FedEx to ensure delivery to your booth and make sure they have a lift on their delivery truck and their own pallet jack for booth delivery. Any delivery that requires assistance will be subject to fees from Freeman which can be forklift and/or weight shipment.

For deliveries that require Forklift assistance – Please see refer to page 16 of this guide for pricing and additional information.

<p><i>Deliveries, Drayage &amp; USPS Mail</i></p>	<p>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.</p> <p><b><u>Mail sent in care of the Stock Show will be returned.</u></b> 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.</p> <p>For deliveries that require Forklift assistance – Please see refer to page 16 of this guide for pricing and additional information.</p> <p><b><u>Advance Warehouse for Shipments Ahead of the Show:</u></b></p> <p>Advance Warehouse Fort Worth Stock Show and Rodeo 2026 C/O Freeman 5130 Cash Road Dallas, Texas 75247</p>
<p><i>Delivery Addresses</i></p>	<p><b>Your Company and/or Booth Name</b> Fort Worth Stock Show &amp; Rodeo North End Delivery <b><i>Building Name &amp; Booth Number</i></b></p> <p><i>Amon Carter &amp; Outdoor Booths add:</i> 3400 Burnett-Tandy Drive Fort Worth, TX 76107</p> <p><i>Brown-Lupton (indicate BL North (GO TEXAN) or BL South) Booths add:</i> 1501 Rip Johnson Drive Fort Worth, TX 76107</p>
<p><i>Demonstrations &amp; Obstructions</i></p>	<p>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. <b>(See Exhibit Booth specifications)</b>. 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.</p>



**CORRECT  
DESIGN**



**INCORRECT  
DESIGN**

***Dickies Arena***

There is no 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. (knives, food, etc.)

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

	<p>policy must pay all fees associated with any repair or painting and are subject to dismissal from the Show in future years.</p>
<p><i>Displaying Products/Sampling</i></p>	<p>If your product is best exhibited by using liquor or wine bottles to demonstrate, please do not bring bottles into the Will Rogers facility as it is against TABC regulations. You must reach out to the exhibit manager to work with the onsite caterer to provide you empty bottles for display purposes only. Wine – bottles, provided by the onsite license holder, may have water and juice or food coloring in them to assist in demonstration but no actual wine or liquor can be part of any display. All sampling of product must meet Fort Worth Health Department guidelines, and a permit must be in hand, along with food handlers and any other requirement outlined by the City of Fort Worth.</p>
<p><i>Drapes</i></p>	<p>Indoor booths are provided the following: one (1) eight (8) foot tall backdrop, two (2) either wing or eight (8) foot side drapes, Signs and drape changes by request only and must be received by 12/1/25 by submitting on the <a href="#">Show Preparation Form</a>. 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.</p>
<p><i>Drawings/Raffles</i></p>	<p>Any contest, raffle, drawings, or other plan to solicit names and personal information must be submitted for SWELS approval by <b>December 1, 2025</b> 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's name(s), address, and phone number must be given to SWELS at the conclusion of the drawing.</p>

### *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.

### *Electricity Distribution*

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

Inside Booths: 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: *Outdoor Booths:* Limited electrical power is available. It will be necessary for outdoor Exhibitors to pay Lone Star Electric for electric service.

Contact: [brad@lonestarelectricdfw.com](mailto:brad@lonestarelectricdfw.com) 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! You will be asked to dismantle and move any items blocking electrical access.**

***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 complete the form linked below and email by December 15 to [exhibits@fwssr.com](mailto:exhibits@fwssr.com). Exhibitor cannot move in and credentials will not be released until form is received by FWSSR.

[CLICK HERE](#)

***Exhibit Booth Space***

Subject to the conditions of the 2026 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 16 - February 7, 2026. 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 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.**

<p><i>Exhibit Floor Plan Layout</i></p>	<p>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 <b>sole responsibility of Exhibitor to physically inspect the facility to verify all dimensions and locations.</b></p>
<p><i>Fees</i></p>	<p>All fees must be paid in full including any booth rental fee, late fee and/or insurance fee by December 1, 2025. 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 1 will incur a late fee and will be invoiced and must be paid prior to move-in and Credentials will not be released until fee and form is submitted.</p>
<p><i>Fire Department</i></p>	<p>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 Page 32)</p>
<p><i>Fire Equipment</i></p>	<p>Some booth spaces have permanent building structures such as columns, within the space. Columns have fire extinguishers attached, which <b>may not be blocked</b>. No lessee may restrict access to any permanent fire control equipment. <b>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. A walk through inspection is done prior to the show starting and all adjustments will be made prior to opening day. There will be additional inspections throughout the show.</b></p> <p>For all detailed Fire Marshall Regulations - Please See Page 32.</p>

*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.
- 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.*
- If you are displaying a product that is used with or in conjunction with alcohol (ie: wine openers or cocktail mixers), you may not display bottles of wine or liquor due to Texas Alcohol and Beverage Commission Rules as there is a license on the premise. Contact the exhibit manager and she can work with the onsite caterer to provide you empty bottles that meet the requirement of the TABC (stickers from their business).

*Forklifts*

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**

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*Forklifts through Freeman*

and if allowed to do so are not allowed to “share” the use of that forklift for another exhibitor.

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

**This service is charged per hour each way - in/out (one hour minimum charge). Contact Freeman Below for Pricing.**

**The dates for receiving freight delivery appointments will be Monday, January 12, 2026 for move in and Monday, February 9, 2026 for move out. To schedule your appointment please email:**

**Amy Bagwell**

**407-470-6054**

**amy.bagwell@Freeman.com**

**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 12, 2026 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. [Freeman E Kit](#)

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*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

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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*). Draping, or an appropriate covering, must be provided for this additional height. All exposed sides of booth must be draped or covered appropriately. 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 9:45 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 the 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 9 a.m. and arrangements must be made through the exhibit office. 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.

### *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, 2025. 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 on the [Show Preparation Form](#) and the payment due on or before December 1, 2025.
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 [exhibits@fwssr.com](mailto:exhibits@fwssr.com) if you do not already have them.**

## *Internet*

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 not AT&T or other personal use devices, hot spots or other.** 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 contact BelWave for additional service needs beyond standard wireless internet access. BelWave: 817-737-3124. Wireless internet is by device.

To estimate hard wired or wireless services for multiple devices, please email [Brad@belwave.com](mailto:Brad@belwave.com)

To pre-order your wireless service, please email [josh@belwave.com](mailto:josh@belwave.com) or [jack@belwave.com](mailto:jack@belwave.com)

Be sure to have your booth number and building location.

## *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, and vendors may

	<p>not use a water spigot that is located in another vendor's booth. You must work with the Exhibit Manager to identify approved locations to obtain water.</p>
<p><i>Liability &amp; Indemnity</i></p>	<p><i>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.</i></p> <p><i>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.</i></p>
<p><i>Lighting</i></p>	<p>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.</p>
<p><i>Lost &amp; Found</i></p>	<p>Patrons looking for a <u>lost</u> 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 <b>Police Department is located</b> directly underneath "Pioneer Tower." This 200' tall landmark is on the north side of the grounds between the Coliseum and Auditorium. Items turned into the</p>

	<p>Exhibit Office are turned in to the FWPD in the Pioneer Tower within 24 hours.</p>
<p><i>Merchandise Approved or Prohibited Items</i></p>	<p>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.</p> <p>The following are not permitted in any booth: stickers, helium balloons, Frisbees, skateboards, candy, drink items, food, scooters, or any projectile item. Please see "Dickies Arena" Page 8 for size restrictions for items that can enter Dickies Arena.</p>
<p><i>Move-In</i></p>	<p><b>Our 2026 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 &amp; Forms.</b> 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. <b>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 2026 AND IN THE FUTURE.</b> Exhibitor move in is based on location. If you are on the South end of the exhibit hall or on the wall, you will likely be first in but last out.</p>

<p><i>Non-Related Items</i></p>	<p>Items <b>not</b> 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.</p>
<p><i>Obstructions &amp; Demonstrations</i></p>	<p>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. 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.</p>
<p><i>Oversized Purchases</i></p>	<p>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. <b>No pick up after 5:00 p.m. will be allowed.</b> Exhibitor must make these arrangements for its customers with pre-authorization and coordination by SWELS Commercial Exhibits management. <u>Do not</u> send customers to the exhibits office 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.</p>
<p><i>Oversized Vehicles</i></p>	<p>Oversized vehicles may park in the Commercial Exhibits Trailer Lot - Oversized vehicles will <u>not</u> be allowed to park in any other parking area.</p> <p><u>RV Parking:</u> 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 found on <a href="http://FWSSR.com">FWSSR.com</a></p>

<p><i>Painting</i></p>	<p>Painting floors / walls is not allowed. This includes “overspray.” A \$200 minimum fee will be assessed to any exhibitor for <u>any</u> paint or adhesive cleanup.</p>
<p><i>Parking</i></p>	<p>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 <u>do not</u> cover oversized vehicles or trailers regardless of the number of parking permits issued. <i>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 wheelchair lifts etc., not RV’s or motor homes.</i> Exhibitors will receive parking permits.</p> <p>Daily parking permit books containing one (1) tear-out permit per day per space for the vendors. Permits are for a single space vehicle and <u>do not</u> cover oversized vehicles or trailers regardless of the number of parking permits issued.</p> <ul style="list-style-type: none"><li>· <u>Justin Garage</u> 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. 7' clearance</li><li>· <u>Carter or Western Heritage Garage</u>: Exhibitors that are issued a reserved parking permit in either garage as part of their booth credentials are <b>only for that numbered space</b>. Failure to park in assigned space may void remaining parking permits. Additional garage permits may / may not be available for purchase in 2026 and are not a part of all Exhibitors’ credentials. If any become available, they will be sold on a first come, first served basis. 7' clearance.</li></ul>

	<p>· 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.</p>
<p><i>Permanent Fixtures</i></p>	<p>Permanent utility fixtures in the building, such as air-returns, fire extinguishers, fire pull boxes, fire hoses, etc., must never be blocked. <b>All fire equipment MUST ALWAYS stay visible and accessible.</b></p>
<p><i>Pets</i></p>	<p>Service animals in compliance with the Americans with Disabilities Act (ADA) or similar Texas statues 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.</p>
<p><i>People's Choice Award</i></p>	<p>This is your chance to promote!!! 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 "2026 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.... tell people about where you are.... encourage your friends, put it on social platforms, ask your family and supporters to go to <a href="http://fwssr.com">fwssr.com</a> and vote!</p>
<p><i>Police Department</i></p>	<p>The Fort Worth Police Department patrols the Show grounds 24 hours per day. <b>The Police Department Office is located directly underneath "Pioneer Tower."</b> 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</p>

	<p>Department. The Fort Worth Police Department has officers available in exhibit halls during Show hours and restocking.</p> <p>If an officer is needed, please contact the Exhibits Office 817-877-2445 or 817-877-2447.</p>
<i>Post Office</i>	<p>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 6 for booth addresses and additional information.</p>
<i>Prohibited</i>	<p>Exhibitors <b>MAY NOT USE</b> 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.</p>
<i>Restocking</i>	<p>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 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.</p> <p><a href="#"><u>RESTOCKING MAP</u></a></p>
<i>Return Policy</i>	<p>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.</p>

<p><i>Right to Cancel</i></p>	<p>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.</p>
<p><i>Samples</i></p>	<p>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. Sampling of food or drink must have approval of not only SWELS but the City of Fort Worth Health Department.</p>
<p><i>Scooters/Golf Carts</i></p>	<p>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.</p>
<p><i>Security</i></p>	<p>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 on move in and all 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.</p>
<p><i>Signage</i></p>	<p><b>Sign / Signage:</b> Any booth, upon request, 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.</p>

<p><i>Smoking / Vaping</i></p>	<p>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. This extends to E-cigs and vaping. That is considered smoking and is not allowed inside a City Facility.</p>
<p><i>Soliciting</i></p>	<p>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. This includes selling girl scout cookies in or around your booth, leaving your booth to hand out coupons or promotional items etc. It must be approved and be within the confines of your booth. All pitch products will be handed a code of conduct which is included in their agreement.</p>
<p><i>Staffing</i></p>	<p>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.</p> <p>Booth staff are expected to dress appropriately and always conduct themselves in a professional manner. 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.</p>
<p><i>Stock Show Logos</i></p>	<p>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 &amp;</p>

	<p>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.</p>
<p><i>Storage &amp; Restocking</i></p>	<p>No onsite storage will be allocated to any vendor. If you wish to build that within your booth space, you may but only if it is approved, only holds one-days' worth of additional product, does not block or cover an electrical box or fire extinguisher and all backstock is out of public sight. Restocking within business hours is strictly prohibited. Restocking is only allowed prior to doors opening in the morning.</p>
<p><i>Subleasing or Selling Your Business</i></p>	<p>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 and what has been approved by contract. 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 not be included in any sale contract as it is not guaranteed from year to year.</p>
<p><i>Texas Department of Motor Vehicles Regulations</i></p>	<p>All trailer dealers or manufactures displaying trailers at SWELS must complete the <a href="#">Exhibition and Show Notification Form (MVD-NFIOI)</a> with the Texas Department of Motor Vehicles prior to December 1.</p> <p>Completed form must be emailed or faxed to <a href="mailto:MVD-Show_and_Exhibitions@TxDMV.gov">MVD-Show_and_Exhibitions@TxDMV.gov</a> OR (512) 465-4135.</p> <p>For full regulations and additional information please, refer to the TxDMV link below:  <a href="https://www.txdmv.gov/dealers/services/exhibitions-shows">https://www.txdmv.gov/dealers/services/exhibitions-shows</a></p>

*Texas Sales Tax & Use*

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: [Texas Sales Tax & Use Form](#) 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.

*Ticketed Events*

Exhibitor Badges are for season grounds admission to the SWELS grounds. They are not honored for admission to ticketed events. To purchase tickets you may order through Ticketmaster or by going to a box office and using your Buy 1 Get 1 Free for Monday-Thursday performance. Call the box office at 817-502-0011 or online at 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 or on the grounds will be towed at Exhibitor's risk and expense. Trailer parking is provided at no cost to Exhibitors. 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. If you have an oversized vehicle that will NOT make the 7' clearance into either garage, you must fill out the [Show Participation Form](#) to obtain alternate parking before 12/15.

*No late exceptions can be made.*

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*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 by December 1, 2025. Exceptions to this rule exist in some locations. Check with Show management for your booth location. See “Booth Specifications” for diagram. If your neighbor changes, your circumstances might change if you have received an exception in the past. Please note, the Exhibit Manager will contact you if something has changed.

***FIRE  
MARSHAL  
REGULATIONS  
2026***

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

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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 2AIOBC 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.

**MOTOR VEHICLES:** Motor vehicles displayed within structures shall have fuel caps secured against tampering. Batteries shall be disconnected. See additional regulations under *Automobiles and Tractors* Page 5

**OPEN FLAMES:** No open flames shall be allowed within the City of Fort Worth facilities. This includes candles.

**ROOFING:** Roofing installed on-site may cover no more than 30% of the space and no portion of the roofing may be larger than 4' in width. All building constructed onsite must be assembled and unassembled by booth personnel who are insured under the listed policy. Buildings assembled and sold during the SWELS cannot be disassembled by person(s) who purchased the building or structure