

# FORT WORTH STOCK SHOW & RODEO

## GENERAL INFORMATION

### IMPORTANT TIMELINES

**3/1 - APPLICATIONS OPEN FOR NEW MERCHANTS**

**4/1 – RETURNING INTEREST SURVEY SENT TO 2024 MERCHANTS. THIS IS TO GAUGE THEIR INTEREST IN RETURNING, AS WELL AS ANY CHANGES IN PRODUCT OR DISPLAY THEY WOULD LIKE TO MAKE SHOULD THEY BE INVITED TO RETURN.**

**6/1 - 2024 MERCHANTS WISHING TO RETURN MUST HAVE THEIR SURVEY FILLED OUT PRIOR TO 6/1. IT IS A DIGITAL FORM AND IS AUTOMATICALLY SENT UPON COMPLETION. NO PRINTED OR MAILED FORMS WILL BE ACCEPTED.**

**ONCE ALL NEEDED SPONSOR SPACE OR MOVES HAVE BEEN SOLIDIFIED, ANY REMAINING OPEN SPACE WILL BE FILLED BY MERCHANTS WHO HAVE:**

- 1. FILLED OUT A COMPLETE APPLICATION IF NEW. IF RETURNING MUST HAVE PROPERLY FILLED OUT THEIR RETURNING INTEREST FORM.**
- 2. HAVE A UNIQUE OR DIFFERENT PRODUCT, OR MEET A NEEDED/MISSING CATEGORY**
- 3. HAVE GOOD REFERENCES FROM THEIR APPLICATION AND/OR SHOW TRACK RECORD FOR PAYING THEIR BOOTH TIMELY, OPERATING IN A PROFESSIONAL OR TIMELY MANNER, AS WELL AS HAVE A WELL-PRESENTED SPACE.**

**7/1 – 2025 CONTRACTS WILL BE SENT BETWEEN 7/1 AND 7/15**

**8/1 – 50% DEPOSIT DUE**

**10/31 – NEW MERCHANT APPLICATIONS CLOSE AND 2025 EXHIBIT GUIDE POSTED**

**12/1 – REMAINING BALANCE DUE**

**NOTIFICATIONS: SPACE AT FWSSR IS LIMITED AND ALL DECISIONS TO LICENSE BOOTH SPACE SHALL BE AT THE SOLE DISCRETION OF THE EVENTS & EXHIBITS MANAGER. APPLICANTS WHO ARE SELECTED WILL BE NOTIFIED PRIOR TO 10/1/2024 . SHOULD A LAST-MINUTE DROP HAPPEN, ONLY APPLICANTS RECEIVED PRIOR TO 10/31 WILL BE CONSIDERED.**

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## ADDITIONAL INFORMATION

### PRODUCT GUIDELINES

The Fort Worth Stock Show & Rodeo reserves the right to reject certain products and displays that are unacceptable and may include, but are not limited to: items that include or display offensive language, tobacco products, tattoos, piercings, live animals, food items that compete with our concessionaire agreement or novelty agreements, 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, home improvement or lead generation only booths, nonprofit organizations seeking donations or lead generation. 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.

### BOOTH GUIDELINES

## PLEASE SEE FULL EXHIBIT GUIDE FROM 2024

1. **PRESENTATION:** VENDORS ARE EXPECTED TO HAVE A CLEAN, WELL PRESENTED SPACE. WHILE WE APPRECIATE THE WESTERN FLAIR, WE REALIZE THAT OUR ENTIRE AUDIENCE IS NOT COMPROMISED OF A RURAL OR COUNTRY BACKGROUND. WE PROVIDE BACK DRAPE BUT YOUR EXHIBIT DESIGN, PROPS, ACCENTS AND DISPLAY FIXTURES ARE UP TO YOU.
2. **HEIGHT AND DISPLAY REQUIREMENTS:** THE BACK AND SIDE HEIGHTS OF ANY BOOTH ARE NO MORE THAN 10'. YOUR DRAPE IS 8' HIGH. NO BACKSTOCK OR MANNEQUINS MAY BE DISPLAYED ABOVE THE DRAPE LINE. IF YOUR SIGNAGE DISPLAYS ABOVE 8' A SOLID BACK WALL OR DRAPE IS REQUIRED AT YOUR EXPENSE.
3. **DISPLAYS:** ALL MERCHANDISE, DISPLAYS, FIXTURES, SIGNS, CHAIRS AND PROPERTY OF MERCHANT MUST FIT INTO THE CONTRACTED BOOTH SPACE AND MAY NOT EXTEND INTO THE AISLE IN ANY WAY.
4. **HOURS OF OPERATION:** ALL BOOTHS ARE REQUIRED TO BE OPEN AND MANNED THROUGH THE HOURS OF THE SHOW, 7 DAYS A WEEK FROM 10 A.M. – 7 P.M.
5. **NO VENDOR MAY SUBLEASE OR SUBCONTRACT THEIR SPACE TO ANOTHER MERCHANT NOR IS THEIR SPACE TRANSFERRABLE SHOULD THEY OPT TO SELL THEIR BUSINESS.**

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## BOOTH RATES:

2025 Fort Worth Stock Show & Rodeo Commercial Exhibits booth fees. Pricing below does not guarantee a particular size or location. All location selections are based on availability and product category.

### Square Footage

	2025 (Inline)	2025 (Corner)	(not likely avail.)
0-599	\$18.50	\$21.50	
600-1199	\$17.00	\$20.50	
1200-1499	\$13.75	\$17.50	
1500-1999	\$12.00	\$16.50	
2000 – up	\$ 11.00	\$15.50	

All inside and outside booths are priced the same.

Inside booths include basic electricity up to 1,000 watts. Additional electricity is billed directly through Lone Star Electric to you, the exhibitor.

Internet both wired and hardwired are exclusive through Belwave. Ordering in advance will save you money. Wireless internet is paid for by device not by one code for all users.

You may bring your own tables/chairs or you may rent from our decorator at their rates.



# FORT WORTH STOCK SHOW & RODEO

## **FWSSR IS AN INVITATIONAL SHOW**

**No vendor, past or present is guaranteed a spot in the show.**

## **VENDOR SELECTIONS**

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

## **HOW ARE SELECTIONS DETERMINED?**

Once sponsors have been solidified and all applicants reviewed, vendors will be selected based on providing a diversity of products to meet the needs of our diverse audience. Our goal is for everyone to have the best show possible. Acceptance will be granted by availability and category not first come, first serve.

**INCOMPLETE APPLICATIONS:** FWSSR will not consider any application that is deemed to be incomplete. All applicants must:

1. Make sure all fields are complete on the form.
2. Submit photos of both their booth space and their products.
3. Provide price examples or a price range.
4. Copy of their Texas Sales Tax and Use permit.

## **SAMPLES**

All applicants must submit photos of their booth display and products. We feel this gives us a good overview of your products. We do NOT ask for nor require samples. Samples sent will not be returned, but rather placed within an auction fundraiser, or other related event to raise funds for scholarships.

## **CANCELLATION POLICY**

**A CANCELLATION FEE OF 20% WILL BE DEDUCTED FROM ALL REFUNDS REQUESTED BY EMAIL PRIOR TO 12/1 AND NO CREDIT CARD PROCESSING FEES WILL BE REFUNDED. NO REFUNDS WILL BE GRANTED FOR ANY REASON AFTER 12/15/2024.**