



SAN ANTONIO STOCK SHOW & RODEO

# RETAIL VENDOR HANDBOOK

FEB 6-23

2025

KEEP YOUR EYES PEELED  
FOR THESE SYMBOLS!



New or different!



Hot topic or frequently asked  
about!



[SARODEO.COM/P/GET-INVOLVED/RETAILVENDOR](https://sarodeo.com/p/get-involved/retailvendor)







# OUR MISSION:

**"A VOLUNTEER ORGANIZATION THAT EMPHASIZES AGRICULTURE AND EDUCATION TO DEVELOP THE YOUTH OF TEXAS."**



The San Antonio Stock Show & Rodeo is a 501(c)(3) non-profit organization which has donated more than \$223 million to the youth of Texas through scholarships, grants, endowments, junior livestock auctions, western art, calf scramble program and show premiums.





RETAIL VENDOR HANDBOOK

# CONTACT INFORMATION



- RETAIL DIRECTOR OFFICE..... (210) 225-5851 EXT 1803
- RETAIL DIRECTOR CELL..... (210) 749-1588
- RETAIL VENDOR OFFICE (FEB 8-25 ONLY)..... (210) 953-7733
- RODEO POLICE/MEDICAL (FEB 8-25 ONLY)..... (210) 228-4837
- RODEO MAIN OFFICE..... (210) 225-5851

**RODEO MAILING ADDRESS:**

PO BOX 200230, SAN ANTONIO, TX 78220

**RODEO PHYSICAL ADDRESS (MARCH - JANUARY):**

723 AT&T CENTER PKWY, SAN ANTONIO, TX 78219

**SHIPPING ADDRESS FOR VENDORS (FEBRUARY):**

3201 E HOUSTON ST, SAN ANTONIO, TX 78219



# IMPORTANT DATES

WHAT?	WHEN?
Renewal Application Deadline (Returning Vendors Only)	June 30, 2024
New Vendor Application Deadline (New Vendors Only)	July 30, 2024
Formal Invitations/ Rejections Sent Out (Returning Vendors)	Early September
Formal Invitations/ Rejections Sent Out (New Vendors)	Early September
Deposit Deadline	October 18, 2024
Final Payment Deadline	December 13, 2024

If signed agreement and deposit are not received by October 18, 2024, vendor space will be forfeited and reassigned by the Retail Director. If any portion of the License Fee remains unpaid after December 13, 2024, SALE may terminate the agreement and booth space will be reassigned by the Retail Director.



## NOTICE

This handbook is part of the License Agreement. Non-compliance with any part of this book is considered a breach of the Agreement. A breach of the Agreement may be cause for Agreement termination and dismissal. Vendor will first receive a verbal warning with a reasonable amount of time to correct the situation. If the violation is not corrected, a written notice of correction will follow. Vendor will be given 24 hours to respond in writing with a plan to correct the matter to the satisfaction of the Retail Director. If the matter is not resolved, the Retail Director will determine what action will be taken to remedy the situation.



# 2024 GROUNDS MAP

(2025 Map will be updated as soon as it becomes available)



## EXPO HALL

- |                                       |   |                               |
|---------------------------------------|---|-------------------------------|
| 1 SAN ANTONIO STREET FAIR             | 4 PETTING FARM by <b>Honey Nut Cheerios</b> | 6 GENERAL MILLS FREE SAMPLING |
| 2 BUCKAROO FARMS by <b>HEB</b>        | 5 SHOPS AT THE RODEO                        | 7 INDOOR CARNIVAL             |
| 3 WHAT-A-LOUNGE by <b>WHATABURGER</b> |   |                               |

## Michelob ULTRA ROUNDUP

- |                                 |                              |   |
|---------------------------------|------------------------------|---|
| 1 MICHELOB ULTRA® ROUNDUP STAGE | 4 FAJITA CORRAL              | 8 GRUNT STYLE   |
| 2 HANK'S HONKY TONK BAR         | 5 MECHANICAL BULL            | 9 DOORWAYS TO AGRICULTURE by <b>TEXAS FARM BUREAU INSURANCE</b> |
| 3 PENDLETON® COWBOY CLUBHOUSE   | 6 RODEO LIVESTREAM           |   |
|                                 | 7 AG FIESTA AGRICULTURE DEMO |   |

## FOOD COURT & OUTDOOR ACTIVITIES

- |                                       |  |  |
|---------------------------------------|--|--|
| 1 WATERING HOLE by <b>HEB</b>         | 6 BUSTIN' IN THE BARN by <b>Cottonelle</b> | 10 DAIRY MAX                                 |
| 2 PONY RIDES                          | 7 PIG RACES                                | 11 HALL OF FAME                              |
| 3 WATERING HOLE STAGE by <b>HOOEY</b> | 8 COCA-COLA® ICEHOUSE                      | 12 FRONTIER RESTAURANT                       |
| 4 PURINA® INCREDIBLE DOGS             | 9 SURTIERRA™ CANTINA                       | 13 CHUCKWAGON FREE SAMPLING by <b>acosta</b> |
| 5 LONGHORNS OF TEXAS                  |  |  |

## FREEMAN COLISEUM COMPLEX

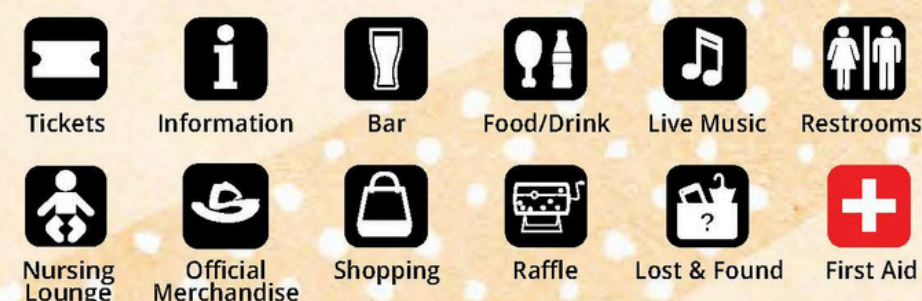
- |                                |  |                    |
|--------------------------------|--|--------------------|
| 1 ARENA EVENTS DAILY           | 4 SCHOOL TOURS HQ                        | 6 GARDOPIA         |
| 2 HORSE DISCOVERY              | 5 OUTDOOR HORSE ARENA by <b>SA Rodeo</b> | 7 CAMPFIRE THEATER |
| 3 WILDLIFE, TX EDUCATION TRAIL |  |                    |

## FROST BANK CENTER COMPLEX & CARNIVAL

- |  |                                  |  |
|--|----------------------------------|--|
| 1 TICKETED RODEO & CONCERTS                                  | 4 WINE GARDEN by <b>HEB</b>      | 8 RODEO STAR EXPERIENCE by <b>ENCHANTED ROCK</b> |
| 2 ULTRA CLUB by <b>Michelob ULTRA</b>                        | 5 WINE SEMINARS                  | 9 MECHANICAL BULL                                |
| 3 PENDLETON WHISKY® COWBOY CORNER by <b>PENDLETON WHISKY</b> | 6 CARNIVAL                       |  |
|  | 7 MUTTON BUSTIN' CONTESTANT MEET |  |

## LIVESTOCK & COMPETITIVE EVENTS

- |  |  |   |
|--|--|---|
| 1 CATTLE BARN  | 3 AUCTION BARN                         | 5 LIVESTOCK BARN  |
| 2 Welcome International Guests! (INTERNATIONAL ROOM) | 4 DAIRY EDUCATION CENTER by <b>HEB</b> | 6 EDUCATION SEMINARS (AGRICULTURE AND COMMUNITY DEVELOPMENT CENTER) |



For more information & to see the schedule of events SCAN QR CODE or visit SARODEO.COM



**FAIRGROUNDS ENTRY GATES:**  
EVERYDAY - 9:00 AM to 11:00 PM

**FAIRGROUNDS ATTRACTIONS:**  
Sun-Th - 10:00 AM to 8:00 PM  
Fri-Sat - 10:00 AM to 9:00 PM

**CARNIVAL:**  
Mon-Fri - 4:00 PM to 11:00 PM\*  
Sat 10:00 AM to MIDNIGHT  
Sun & President's Day 10 AM - 10:00 PM

\*Times may vary, please see website for more details.  
Fairgrounds close at 6pm on final Sunday, Feb. 25th



Let the party continue and stay late at Rodeo After Dark in Michelob Ultra Roundup!

RODEO AFTER DARK:  
OPEN LATE  
THURS, FRI, & SAT!





# **MOVE-IN — AND — MOVE-OUT**



# MOVE-IN

## GETTING HERE

All Vendors will enter through Gate "A" (commonly referred to as "West Gate") located off Houston Street to begin the check-in process.

Upon arrival, vendors will receive a "Dash Pass" for their vehicle, containing the vendor's name and on-site contact number. This pass must be kept face-up on the dashboard throughout the duration of the event. If the contact information is not visible, the information pass is missing, or the Shops at the Rodeo vendor is not able to be contacted, the vehicle will be towed at the owner's expense.

## CHECKING-IN

Once Vendors have received their "Dash Pass", they will then be directed to the Expo Hall to begin unloading. Before leaving the property, vendors must visit the check-in station located at the Vendor Break Room where they will receive their credentials.

## CREDENTIALS

Vendors will be issued car and vendor passes at check-in. An authorized signature is required to release those passes. These passes are issued according to the size and space outlined in the license agreement. Additional passes may be purchased at check-in or during the show at the Rodeo Retail Office at the prices below. Single day parking passes must be purchased day-of in any public lot at price listed for that lot.

Any vehicle found with an unauthorized or counterfeit parking pass will be towed. In addition, the registered vendor of the authorized sticker is liable for a fine up to the full face value of the sticker.

BOOTH SIZE	ON-SITE G HANGING PARKING PASS	SEASON GATE PASS
0 - 100 sq ft	3	3
101 - 200 sq ft	4	4
201 - 400 sq ft	5	6
401 - 600 sq ft	6	9
601 - 800 sq ft	7	12
801 - 1000 sq ft	8	15
1,001 - 1200 sq ft	9	18

ADDITIONAL ON-SITE HANGING  
PARKING PASS  
\$125.00

## PARKING

### Primary Parking:

- Vendors are assigned to park in Lot G (Green Lot), which can be accessed via Gate A on Houston Street or Gate G on AT&T Center Parkway. Please note that Gate G may experience temporary closures during peak times. If this occurs, use Gate A as an alternative entry point. Refer to the parking map at the beginning of this Handbook for detailed gate and lot locations. Be advised, vehicles parked outside designated areas are subject to towing at the owner's expense.

### Overflow Parking:

- On high-traffic days, vendors may be directed to an Overflow Parking Area or the Express Shuttle Lot located on Gemblar Road. When vendor parking and overflow areas reach capacity, vendors can park at the Express Shuttle Lot at no charge and use the complimentary shuttle service to the grounds. If redirected to the Express Shuttle Lot, please inform the parking attendant and ticket sellers that you are a vendor with credentials to avoid any parking or admission fees.

### Special Parking Requirements:

- Cargo trucks and oversized dually pick-up trucks must be parked in the back lane of the vendor parking lot. Mobile homes are not permitted in the vendor parking lot.

### Horse Show Capacity Days:

- On days when Horse Show activities exceed the capacity of the Green Lot, vendors will be redirected to overflow parking. Notifications with specific dates and times will be sent via our text message system, which vendors are required to sign up for during check-in.

## TRAILER PARKING

### Free Parking:

Off-site parking will be provided free of charge at the Salado Creek Property off IH-35. Vendors will need a Trailer ID Sticker which will be issued at check-in should the owner need to be located.

### Paid Parking:

The show has limited space available onsite to store exhibitor restocking trailers ("Restocking Space"). Restocking Space is sold on a first-come, first-served basis and will be limited to one space per exhibitor. Restocking Space can be reserved beginning Monday, January 6, 2025, and must be paid in full upon the move-in date to receive the trailer pass. The cost of Restocking Space on the fairgrounds in the "Green" parking lot will be as follows:



**Empty trailers may not be stored on the fairgrounds or in a Restocking Space. Wheel and hitch locks are permitted with the understanding that the vendor may be asked to relocate at any time.**



# MOVE-IN SCHEDULE

Move-in times have been carefully scheduled to provide vendors with maximum set-up time and ease of entry. Vendors may NOT move-in before the time and date stated for the booth space unless prior written approval has been issued from the Retail Director. Vendors may arrive after the time and date stated for the booth; however, access and ease of entry may be affected.

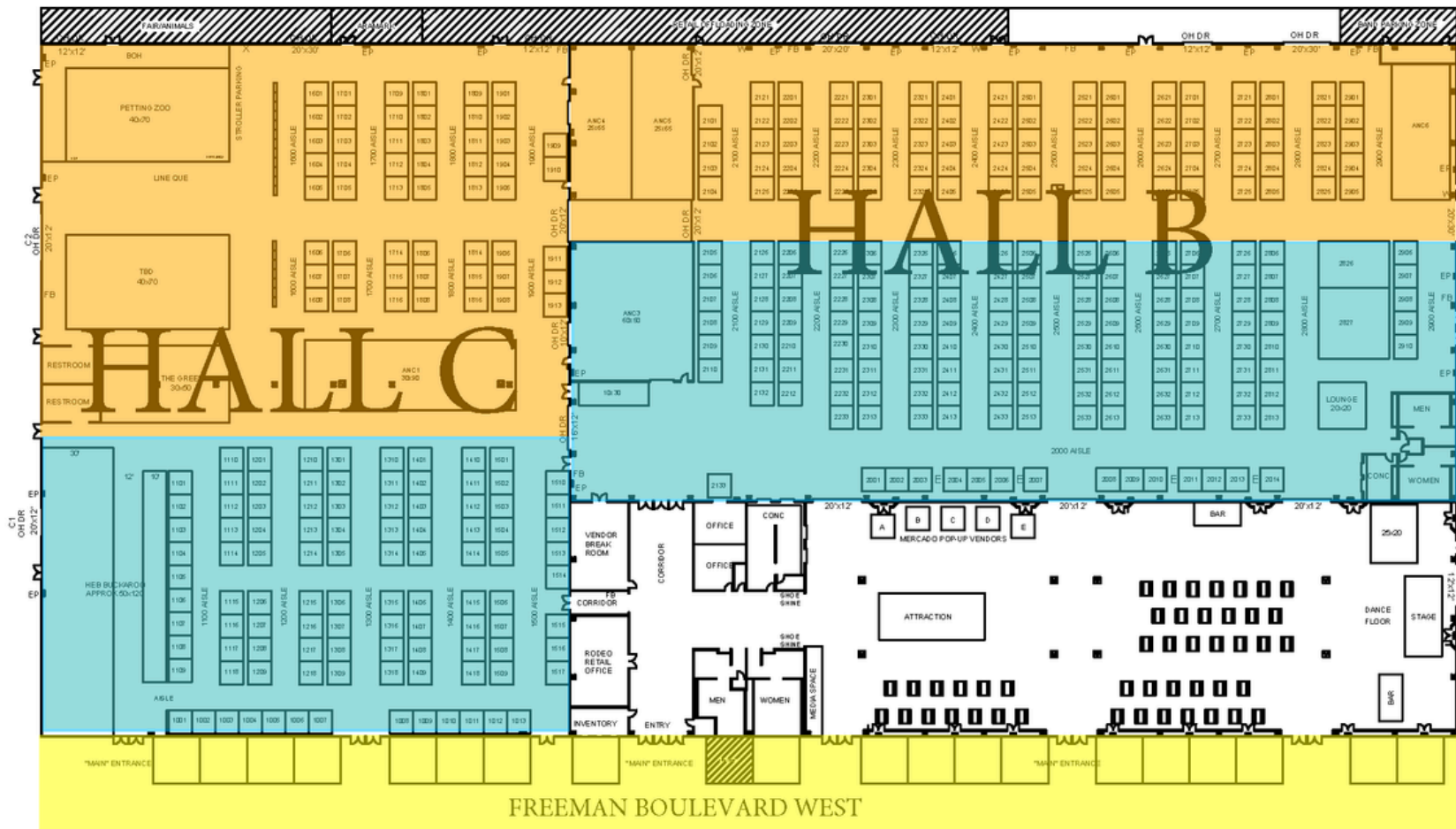
SAT 2/1	Freeman Boulevard (East End Only)   8 AM - 3 PM
SUN 2/2	Expo Hall 1, Hall B (Blue Section Only)   8 AM - 5 PM Expo Hall 1, Hall C (Blue Section Only)   8 AM - 5 PM Freeman Boulevard (East End Only)   8 AM - 5 PM
MON 2/3	Expo Hall 1, Hall B (Blue Section Only)   8 AM - 12 PM Expo Hall 1, Hall C (Blue Section Only)   8 AM - 12 PM Expo Hall 1, Hall B (OrangeSection Only)   12 PM - 8 PM Expo Hall 1, Hall C (Orange Section Only)   12 PM - 8 PM Freeman Boulevard (East End Only)   8 AM - 8 PM
TUES 2/4	Expo Hall 1 (All Booths)   8 AM - 8 PM
WED 2/5	Expo Hall 1 (All Booths)   8 AM - 8 PM Freeman Boulevard (West End Only)   8 AM - 8 PM
Vendors located on Freeman Boulevard (East) must be set up by Monday, February 3, at 8 PM. Vendors located in Expo Hall 1 and Freeman Boulevard (West) must be completely set up by Wednesday, February 5, at 8 PM.	

Vendors are to be courteous and safe during move-in. Vendors must follow directions given by Security Officers, Show Staff, and Rodeo Retail Committee Members. Aisles, roads, and doorways are to be kept clear at all times.

All vehicles, trucks, and trailers must be unloaded and moved to the designated parking area before booth set-up begins. Parked trailers must be attached to the transport vehicle to ensure a quick move if necessary. Trailers left unattended in loading areas are subject to tow.

# EXPO HALL

A clear PDF version of this file can be found on the "Become a Retail Vendor" page at sarodeo.com.



# ENTRY MAP





# MOVE-OUT

## BOOTH BREAK-DOWN

The 2025 San Antonio Stock Show & Rodeo officially closes at 8 PM on Sunday, February 23. At this time, patrons will be cleared from the fairgrounds. Once the fairgrounds are cleared, security will deem it safe for vehicle traffic to begin. Vendors may begin to break down their booth at 8 PM and if they so wish, may hand cart out to the Green Parking Lot or to the H Lot to the West of the Expo Hall (see Map).

## INDOOR RETAIL VENDORS NEW!

### SUNDAY

Vendors traveling to Rodeo Houston will receive priority access to drive down to their building to load out. All remaining vendors will receive access to drive down to the building based on a first-come, first-served basis. Vendors who wish to stage vehicles in advance may do so in the Salado Creek Lot.

Vendors must follow the instructions below:

1. Vendors may begin breakdown and packing at 8 PM.
2. When the booth is completely broken down and ready to load, the vendor may receive their "Release Ticket" from the Rodeo Retail Committee Member stationed at the Check-Out table which will provide access onto the fairgrounds to stage on the West end of the Expo Hall.
3. Vehicles with trailers need to obtain a separate "Trailer Release" form which will be provided during check-in.
  - a. A "Release Ticket" (accepted in physical or text format) and "Trailer Release", if applicable, provide access to stage on the West end of the Expo Hall.
4. Once staged on the West end of the Expo Hall, Security and Rodeo Retail Committee Members will direct vendors to their load-out destination as space becomes available.
  - a. Vendors should enter the fairgrounds through West Gate "A" off Houston Street after they have received their release ticket.
5. Once vendors have loaded, they will be directed to exit through West Gate "A" with the required "Trailer Release", if applicable.

### MONDAY

1. Beginning at 8 AM, Vendors may enter through West Gate "A" and follow the route outlined in green.
2. Vendors will be held in the vendor arrival lanes to the West of the Expo Hall until directed to move by committee members. Security will be available until 3 PM. All vendors must complete their loadout and vacate the buildings by this time.
3. Once vendors have loaded, they will be directed to exit through West Gate "A" with the required "Trailer Release", if applicable.

## OUTDOOR RETAIL VENDORS

Vendors located outside along the south end of Expo Hall will be advised to move promptly upon close of business Sunday evening but must coordinate any trailer or vehicle movement with Rodeo Retail Volunteers. Vendors will not be able to enter the fairgrounds with motor vehicles until grounds are cleared for traffic by rodeo police. A mandatory fire lane must be left open on the North-side of Freeman Boulevard.

Once vendors have loaded, they will be directed to exit through West Gate "A" with the required "Trailer Release", if applicable.

## MOVE-OUT SCHEDULE

**SUN  
2/23**

Freeman Boulevard (West End Only) | Immediately Upon Security Clearance  
Expo Hall 1 (All Booths) | 8 PM\* - 12 AM  
Freeman Boulevard (East) | 8 PM\* - 12 AM

**MON  
2/24**

Expo Hall 1 (All Booths) | 8 AM - 3 PM  
Freeman Boulevard (East End) | 8 AM - 3 PM

\*This schedule is subject to change.

\*Vendors travelling to Rodeo Houston will receive priority access to buildings to load out.

**ALL VENDORS MUST RECEIVE A RELEASE TICKET  
BEFORE ENTERING GROUNDS TO LOAD OUT ON SUNDAY NIGHT**







# HOURS — AND — OPERATIONS



## RETAIL VENDOR OFFICE HOURS

Business office hours are 9 AM - 8 PM Sunday - Thursday and 9 AM - 9 PM Friday & Saturday. All business will be conducted during these hours. This includes the purchase of additional car and grounds passes. Volunteers in the Rodeo Retail Office will try to assist vendors with fax and copy needs.

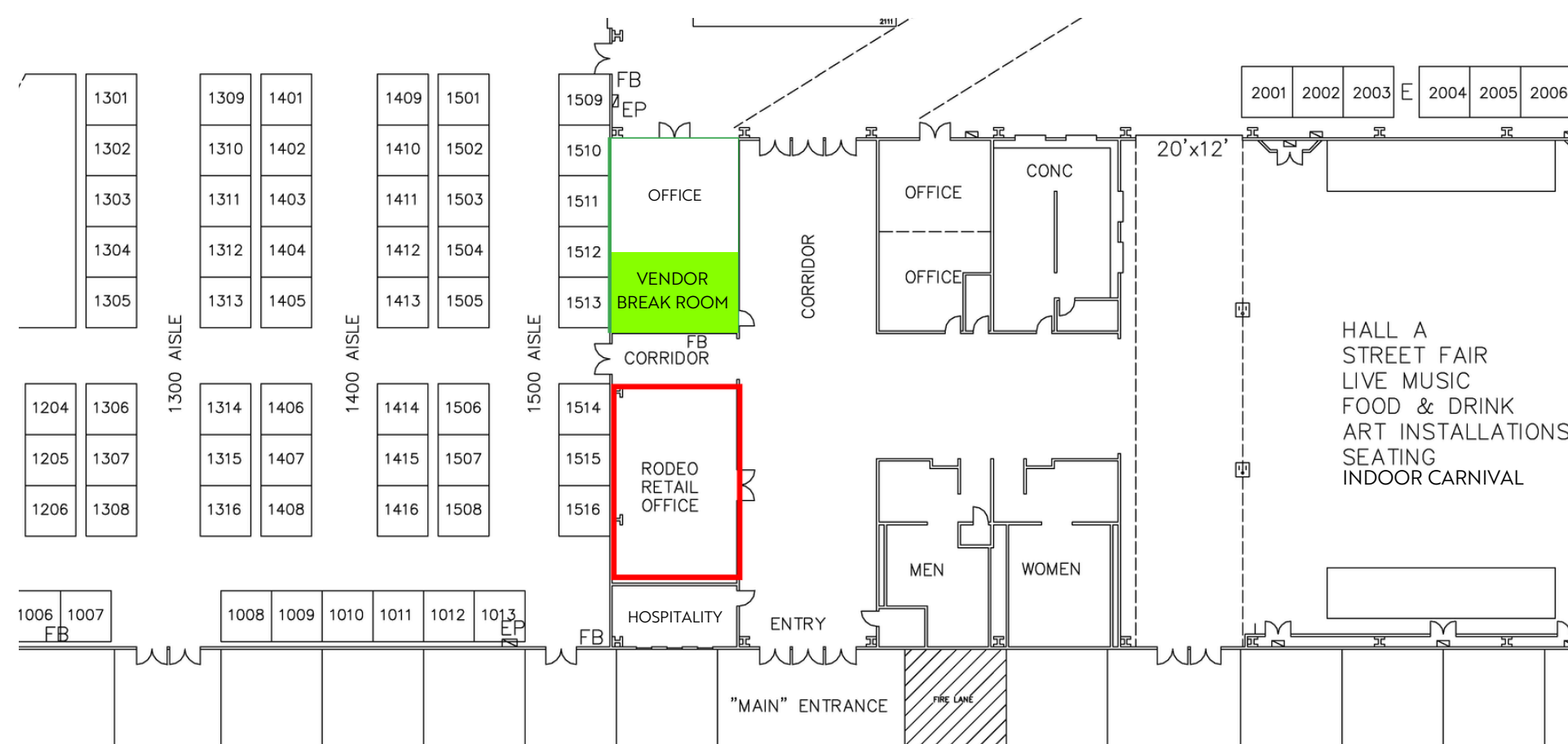
## RETAIL VENDOR OFFICE CONTACT INFO

The Rodeo Retail Office is located in the corridor of the Main Entrance to the Shops at the Rodeo in the Expo Hall. Please feel free to visit or call the office with any questions or concerns.

PHONE: (210) 953-7733

## RETAIL VENDOR BREAK ROOM

The vendor break room is located in the corridor of the Main Entrance to the Shops at the Rodeo in the Expo Hall. The break room will be open February 6-23, during Show hours. A quiet seating area, microwave and soda machine are available. There will be a coffee service provided in the morning, ehcek the breakroom for scheduled service times. Please be responsible and keep the area clean.



## SHOPS AT THE RODEO HOURS

Opening Day, Thursday, February 8, 10 AM - 8 PM

Sunday 10 AM - 8 PM

Monday 10 AM - 8 PM

Tuesday 10 AM - 8 PM

Wednesday 10 AM - 8 PM

Thursday 10 AM - 8 PM

Friday 10 AM - 9 PM

Saturday 10 AM - 9 PM

Closing Day, Sunday, February 25, 10 AM - 8 PM **NEW!**

## RESTOCKING HOURS & OPERATIONS 🔥

Beginning Thursday, February 8, vendors will be allowed to drive directly up to the building where their booth is located from 8 AM - 9 AM each morning for restocking. After that time all vehicles must be relocated to the appropriate parking lots. Please do not arrive for delivery at 9 AM, as you will not be allowed to restock after this time, this includes dropping off passengers.

For security purposes, only one door per hall will be open for access during restocking hours. Please make sure that employees enter and exit through the doors designated by security or a committee member.

**Vendors must present valid vendor credentials in order to access the building before operating hours.**

## SHUTTLE HOURS

A courtesy vehicle will run on show days one hour before buildings open and one hour after buildings close. The shuttle will pick-up/drop-off in the designated area located near the "G" parking lot. Courtesy shuttles may be requested during the day by calling the Rodeo Retail Office.

## WIFI

Limited Wi-Fi will be provided by the San Antonio Stock Show & Rodeo at no cost in select buildings. The San Antonio Stock Show & Rodeo does not guarantee the quality or availability of service and encourages Vendors to provide their own hot-spot or cell service to support their internet needs at the event.





# BOOTH DESIGN GUIDELINES



## ★ OVERVIEW ★

All booths will be evaluated and photographed during the event to identify if vendors have met and maintained the Show's standards of presentation. The results of the evaluations will be considered when offering invitations to future shows. Generally, the evaluations are based on booth appearance throughout the event, management and personnel practices, and compliance with the rules and regulations of the Shops at the Rodeo Handbook and the San Antonio Livestock Exposition, Inc. License Agreement. Any booth not in compliance or found to be offering merchandise outside of their approved category will be in violation and measures will be taken to remedy the violation. This will include the removal of the unapproved merchandise, as well as the non-renewal of an invitation to participate in future events.

## ADVERTISING

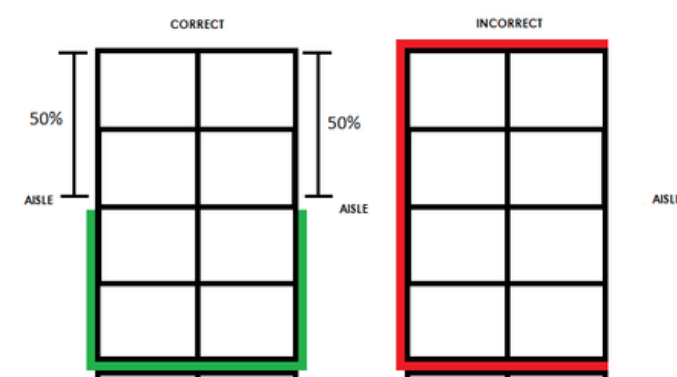
Vendor is permitted to advertise only in their assigned space. Advertising using posters, handbills, flyers, etc. on buildings, trees, restrooms, posts, parked vehicles, or other areas is not permitted.

## APPEARANCE

If an item does not relate to vendor's specific theme or product, does not enhance the appearance of the vendor space, or is not for sale, it does not belong in view of the public (ex: boxes, containers, fans, food, soda cans, TVs, etc.).

## AISLE CLEARANCE & ACCESSIBILITY

Merchandise, displays, fixtures, signs, or any other property of the vendor may not extend into the aisle. All elements of the booth must be contained within the marked space. Vendors who have a space that is accessible from two or more aisles must leave at least 50% clearance on all sides to allow patron access. See image.



## AUDIO VISUAL

Booth sound of any kind must be kept at a level that does not interfere with neighboring vendors. If there is a discrepancy, the Retail Director may determine the sound level or require removal of the sound for the duration of the Show.

Video monitors and televisions that enhance and aid in the presentation of products will be allowed with the Retail Director's approval. Viewing ballgames, soap operas, movies, etc. will not be permitted.

Microphones will not be permitted. "Hawking" or calling customers over to the booth is prohibited. Exceptions must be submitted via the online Variance Request Form prior to the Show and approved by the Retail Director. Any approved microphone use will be subject to sound monitoring.

## BOOTH COMPOSITION

Vendors are responsible for providing their entire booth display, including chairs, tables, and all fixtures. Vendors are expected to incorporate western/southwestern theme and/or accents into their booth design.

### DO

- Use a solid, continuous backdrop
- Ensure walls are at least 8' in height, including sidewalls (vendors will no longer be required to have open side walls)
  - Loose mannequins or display fixtures must be accompanied by a solid backdrop, must not be visible from neighboring booths, and must also remain in the 10' height limit
- Ensure booth is free-standing and is of sound structure
- Provide a professional sign with your booth name
- Provide professional "Sale" signage using "Show Special" or "Rodeo Special" verbiage (if applicable)
- Hide storage boxes and extra inventory out of public view (extra storage space will not be provided)
- Leave space at the front of your booth if you are demonstrating a product to accommodate potential crowds

### DON'T

- Block building structures such as doors, utility fixtures, and air returns
- Block utility easements (or use utility easements for storage)
- Exceed 10' (including signs, props, mannequins, boxes, decor, etc.)
- Affix your booth to any walls, columns, poles, or other permanent building structures
- Use Tents, Canopies, or Easy-Ups as part of an indoor booth display
- Advertise above neighboring booth spaces, i.e. face all signage in toward your booth space only
  - If signs are double-sided, the back should be covered for the duration of the Show

\*If a vendor wishes to obtain an exception to these rules, a Variance Request must be submitted and approved by the Retail Director.

## BOOTH NAME SIGN

Each vendor shall prepare and hang their own sign indicating booth name. The sign must hang within the designated 10ft height limit unless an exception is made by the Retail Director.

## BOOTH NUMBER SIGN

All vendors will be issued a booth number placard in their check-in packet. This number must be displayed in the top right, or left-hand corner in the front of your booth.

## BUILDING TEMPERATURES

The Show will make every effort to ensure the building temperatures are set at a comfortable level. Vendors located near entry and exit doors should be prepared for outside conditions, i.e. wind, cold, and heat.

## CARPET

There will be no carpet in the aisles of the Shops at the Rodeo. Carpet or flooring in each booth is recommended but not required. Carpets/flooring must be secured with tape that coordinates with carpet/flooring color and/or booth decor.



# CLEANING

Show staff will not be responsible for vacuuming or mopping vendor booth space. Vendors who have trucks, trailers, and /or farm equipment may not wash those items on the fairgrounds due to health regulations.

Vendors are responsible for properly disposing of all trash associated with their booth. Trash must be tied closed to eliminate spillage in the area and placed inside the provided receptacles. Boxes and other large trash may not be disposed of in public waste receptacles. All boxes must be broken down and taken to the recycling bins or trash dumpsters. If at any time the trash or recycling builds up near your booth area and it is not being picked up promptly, please contact the Rodeo Retail Office for assistance so the situation can be remedied.

# CORD & HOSE COVERS

All cords and hoses in areas open to foot traffic must be covered with rubber floor molding or securely taped down and approved by Show safety coordinators.

# DISPLAY EQUIPMENT & MERCHANDISE

Vendors shall provide adequate props to merchandise the booth in an attractive manner. Displays and fixtures must be structurally sound and secure. Rodeo Retail committee members may require alteration of booth displays if they are deemed unsafe. Fire Marshal rulings do not allow the use of hay or hay bales for merchandising props inside buildings.

# PORTABLE BUILDINGS

Outdoor Vendors may have small portable buildings on skids to be used as a sales office, i.e. Connex boxes. Buildings used as sales offices should be visually appealing and “dressed” with appropriate signage.

# RENTALS

Chairs, draped tables, carpet, lifters, trashcans, etc. may be purchased from the contracted decorating service. An order form may be requested by contacting Illusions.

Michelle Reyes - mreyes@therkgroup.com  
(210) 685-6391  
illusionsrentals.com

# PROHIBITED ITEMS

The San Antonio Stock Show & Rodeo reserves the right to prohibit the sale or display of any item that we reasonably deem objectionable from the standpoint of taste, quality, or compatibility with the San Antonio Stock Show & Rodeo’s mission, policies, and values. We reserve the right to deem products unacceptable at any time and have the items removed from the booth, or in some circumstances, the vendor removed from the Show. Items that will not be considered for sale, display or give-away, include, but are not limited to:

- **Alcoholic Beverages**
- **Balloons**
- **Drones of any kind**
- **Drug Paraphernalia**
- **Hover Boards**
- **Lasers and Laser Pens**
- **Live animals, fish, and reptiles**
- **Merchandise containing inappropriate slogans, graphics, or suggestive sexual connotation**
- **Pornographic Materials**
- **Products made from any Endangered Animal**
- **Selfie-Sticks**
- **Tattoos and Body Piercing Products or Services**
- **Tobacco Products**
- **Weapons: Including but not limited to guns and ammunition, knives, swords, spears, arrows, etc. whether real, toy, or replica. Vendors who use knives to prepare food may do so only for this purpose. Knives shall be kept in the prep area while in use. While not in use, knives should be stored away in a secure area and not left out in the open.**



Farm Girl Frosting - 2024 Grand Champion Booth Award





# **BOOTH OPERATION GUIDELINES**



## BOOTH STAFFING

Booth owner shall ensure that all employees staffing the booth are familiar with the products and services being sold as well as the rules and guidelines in this Handbook. Any situation occurring in a vendor's booth or involving a vendor's employee requiring the attention of the Retail Director or a Rodeo Retail Committee Member will be documented as an incident and may directly affect the owner. Vendors are responsible for any claims, liabilities, and actions relating to the conduct of their personnel.

## CHANGE

Please come daily with sufficient change. The Rodeo Retail Committee Office will not have the capability to provide change, and there is no facility on the fairgrounds that can assist with providing change.

## CONDUCT

The San Antonio Stock Show & Rodeo promotes equal opportunities and participation with no distinctions based on race, color, gender, sexual orientation, religion, disability, national origin, or other considerations. Notwithstanding other provisions included in this Handbook, violation of this policy could result in immediate termination of the vendor's lease agreement, requiring the vendor to vacate the leased space and forfeit all monies paid to date.

## FOOD VENDORS

### HEALTH DEPARTMENT RULES

Vendors selling food or handing out food samples of prepared or pre-packaged food products in their booths must abide by the following rules set forth by the City of San Antonio Health Department or any other governing agencies.

1. The Retail Director will maintain the Food Manager License Certificate for the show.
2. Vendors selling food within their booth will:
  - a. Submit fee for the required Health Permit Certificate; the fee is \$32.96 per day, \$593.28 for the show.
  - b. Display a list of the Health Regulations in their booth.
  - c. Have each individual working in their booth read and abide by the rules.

## DRESS

Special dress or attire is not required; however, all vendors should be dressed appropriately and professionally.

## GOLD BADGE DISCOUNT

Vendors are given the opportunity to offer a special discount or purchase incentive to San Antonio Stock Show & Rodeo Staff and Volunteers that are wearing a Gold Badge. Participation in this program is optional. If a vendor wishes to offer a discount or incentive (i.e. buy one item get a second free or special gift with purchase), a special sign identifying participation in the Gold Badge Discount Program will be given to all vendors upon check-in.

## LARGE ITEM PICK-UP

Vendors selling large or heavy items (i.e. furniture or large art) should coordinate with the Rodeo Retail Committee Office regarding a plan for assistance to accommodate customers with their purchases. Items that are too large to be transported off the fairgrounds during operating hours can be scheduled for pick up during restocking hours 8 AM – 9 AM.

## RETURN/ REFUND & EXCHANGE POLICY

To maintain good relations with the public and promote customer service, the San Antonio Stock Show & Rodeo does not support or condone a "No Refund" policy. Vendors are encouraged to set a reasonable Return/Refund and Exchange Policy for use during and after the Show.

## SERVICE ANIMALS

Service animals are defined as dogs (or miniature horses when reasonable) that are individually trained to do work or perform tasks for persons with disabilities. Such animals are welcome in areas where the public is normally allowed to go. Under the ADA, service animals must be harnessed, leashed, or tethered, unless these devices interfere with the service animal's work or the individual's disability prevents using these devices. In that case, the individual must maintain control of the service animal through voice, hand signal, or other effective controls. All service animal pet waste must be disposed of properly. All other animals, including comfort animals, emotional support animals, and therapy animals are prohibited.

## SMOKING

Smoking is prohibited in all indoor venues. This includes the use of e-cigarette and vaping devices.

## SUB LEASING

Vendors' assigned space is for their sole, exclusive, and personal use. As such, vendors are not allowed to sub-lease or allow any person or business to use the contracted space.

## TEXAS SALES & USE TAX ID

Vendors must obtain a Texas sales and use tax permit if they are engaged in business in Texas and they:

- sell tangible personal property in Texas;
- lease tangible personal property in Texas; or
- sell taxable services in Texas.

The statutory definition for "tangible personal property" is "personal property that can be seen, weighed, measured, felt, or touched or that is perceptible to the senses." All Retail Vendors who participate in the San Antonio Stock Show & Rodeo are required to provide proper credentials to remain in good standing.

## TIP JARS/DONATIONS

Solicitation of tips and donations is not allowed at any vendor's booth.

## WEATHER

Regardless of the weather, all booths are to remain open during the posted hours of the Show. Vendors located outdoors should make provisions to protect their set-up and stock from the sun, wind, inclement weather, flooding, etc.





# SHIPPING — AND — RECEIVING



## HOW TO ADDRESS

In order to increase efficiency and accuracy, vendors MUST address all packages according to the reference below. If a package is not addressed properly, the likelihood of the item being lost is high.

### SAMPLE:

**"ATTN" OR "C/O" RODEO RETAIL**

**"NAME OF EXHIBITOR"**

**"BUSINESS NAME & BOOTH NUMBER"**

**3201 E HOUSTON STREET**

**SAN ANTONIO, TX 78219**

Packages that are addressed to vendors' personal name will be much harder to identify and may cause delay in processes.

## US POST OFFICE

There is no U.S. Post Office on site. The closest U.S. Post Offices are located at the following addresses:

515 Pierce Ave, San Antonio, TX 78208

4950 E Houston St, San Antonio, TX 78220

**Vendors will be required to retrieve any packages sent via USPS from the nearest Post Office location as they will not be accepted on the grounds.**

## UPS - CHOICE PROVIDER

UPS packages will be delivered daily on the North side of the Expo Hall. An announcement will be made over the intercom when the UPS truck has arrived. Vendors must pick up and sign off for all deliveries at this location. If you miss the delivery time, packages will be left at the operations facility and you will be contacted about any packages that may be available.

SALE and Rodeo Retail Committee Members will not be held liable for lost or damaged packages.

## DHL, FED EX, OR OTHER

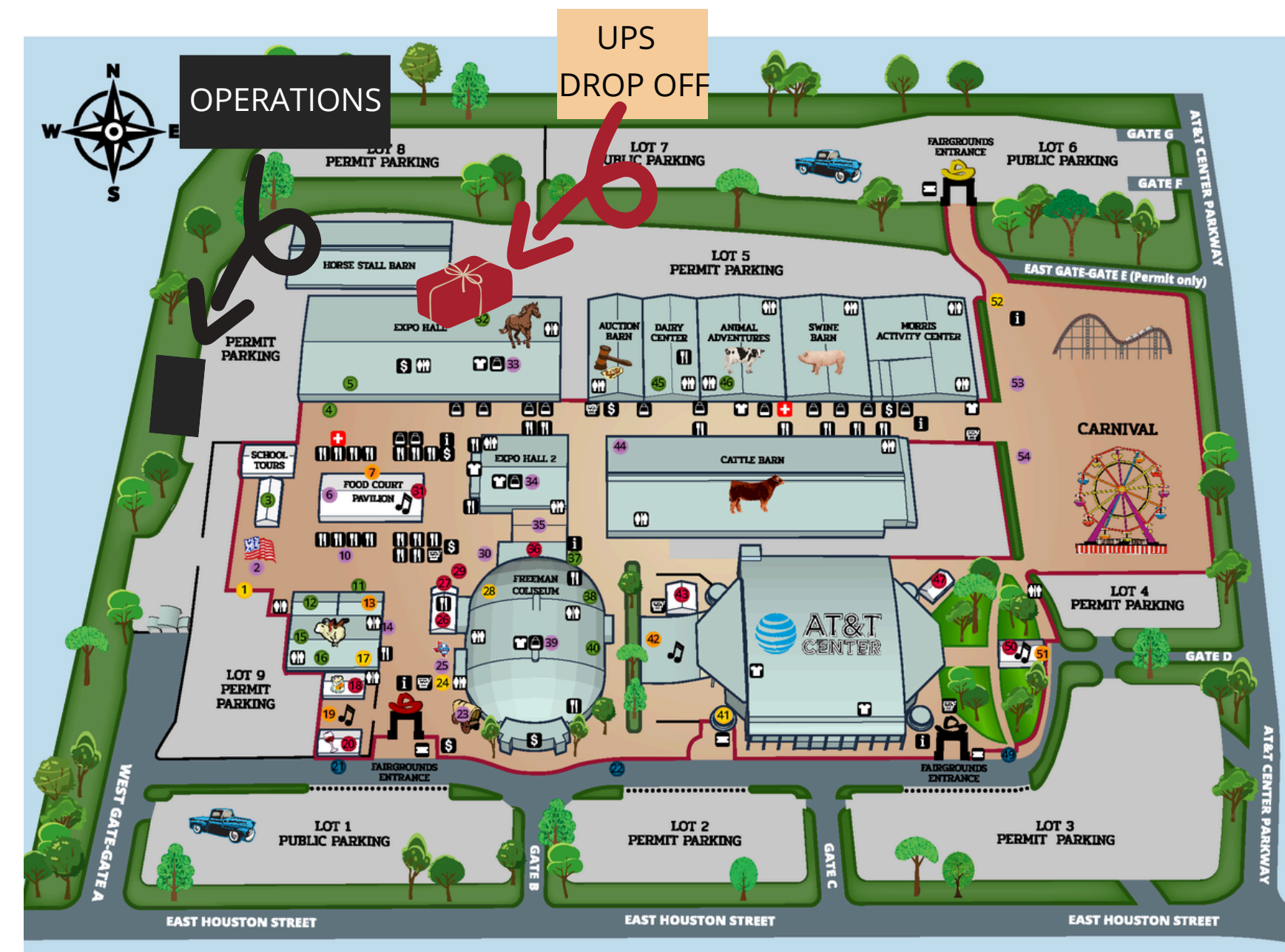
Packages sent via DHL or another carrier will arrive at our operations facility. Our operations crew will notify the Rodeo Retail Office who will notify the Vendor. All packages must be picked up within 24 hours, including and especially large orders and orders received on pallets.

Our operations facility is a high traffic area. Packages shipped through carriers other than UPS are at high risk of loss.

## UPS TRAILER

UPS will drop off packages daily on the North side of Expo Hall.

An announcement will be made at the time of delivery truck arrival. Vendors must make arrangements to pick up any packages during this time. Any packages that were not picked up during delivery time will be left at the operations facility and it will be up to the vendor to pick up those packages on their own time.







**MEDICAL,  
SECURITY,  
— AND —  
EMERGENCY RESPONSE**



## MEDICAL

The Medical Committee of the San Antonio Stock Show & Rodeo staffs first aid stations on the grounds and in the AT&T Center to provide minor and emergency medical attention to patrons, exhibitors, and contestants visiting the show. In the event of an emergency, please notify any of our staff or police personnel in your area to ensure that appropriate emergency personnel is notified and dispatched. In case of a medical emergency, please call (210)228-4837.

## SECURITY

The show will provide 24-hour limited security from the time vendors arrive on the fairgrounds until they leave the premises. However, the San Antonio Stock Show & Rodeo is not responsible for any claims of damages or theft. Incidents of theft, loss, or damage should be reported to Show Security and the Rodeo Retail Committee Office on the same day of the occurrence. If the incident occurs late at night, it is the vendor's responsibility to make a report the following day as soon as they arrive at the fairgrounds.

While the San Antonio Stock Show & Rodeo provides reasonable security in all retail areas, additional security or safekeeping of the vendor's inventory, merchandise, goods, displays, and other items is the sole responsibility of the vendor. Please make sure that the booth is staffed with the appropriate number of people to deter shoplifting, especially on heavy traffic days. Vendors should take measures to secure the booth overnight.

## EMERGENCY PLAN

S.A.L.E. has an Emergency Plan that includes protocols for fire, bomb threats, explosions, severe weather, accidents, and catastrophic events. Threat assessments are conducted each year with local authorities which include fire, police, and FBI. As each situation will be different, S.A.L.E.'s Executive Director/CEO, Chairman of the Board, and/or President will work with S.A.L.E. Chief of Police to determine the appropriate action.

The Executive Director & CEO, Chairman of the Board, and/or President will assume the responsibility for coordinating emergency actions with the Chief of Police or, in his absence the Assistant Chief of Police.

In any case, a designee may act with the authority of the named position or officer stated in this plan. In the event an emergency situation is observed by a vendor, the vendor should immediately inform the Police. The Chief of Police (or Chief of Police) will notify the Executive Director & CEO, Chairman of the Board, and/or the President.

The Police Office located at Gate A (West Gate) serves as the Command Post for all emergencies. Phone numbers for Police are:

- S.A.L.E. Police Dispatch – (210) 228-4837

S.A.L.E. has a communication plan for emergency situations. Information to the news media or the public concerning emergency activities will be released by the Chief Marketing Officer at the direction of the

Executive Director & CEO, Chairman of the Board, and/or the President. In regards to social media, vendors should be mindful that they are representatives of the San Antonio Stock Show & Rodeo, and as such, they should be careful not to speculate on facts or provide eyewitness accounts on their social media pages. Instead, they should use their social media influence to direct friends and followers to the official statement on the San Antonio Stock Show & Rodeo website ([www.sarodeo.com](http://www.sarodeo.com)), and official social media outlets ([www.facebook.com/sarodeo](http://www.facebook.com/sarodeo)).



## REFERENCE GROUNDS MAP FOR MEDICAL BOOTH LOCATIONS

## EVACUATION

An evacuation of the facilities can only be authorized by the Executive Director & CEO, Chairman of the Board and/or the President. If an evacuation is authorized, the Chief of Police will coordinate and execute the Emergency Evacuation Plan for the facilities.

## CIVIL AUTHORITY EVACUATION

The San Antonio Stock Show & Rodeo, along with all other large venues and public gathering places and events around the country, has been advised by Federal, State, and Local Authorities that an emergency evacuation of the premises may be ordered by any of those authorities at any time. This decision would be driven by the information available to those authorities that (1) may not be available to the San Antonio Stock Show & Rodeo or classified by the authorities, and therefore the San Antonio Stock Show & Rodeo could not share it with our exhibitors; (2) could arise out of any actual or threatened act of terrorism; (3) or arise from any number of other public safety concerns the authorities have for the safety of the public at our show.

If an evacuation order occurs, you will be asked to leave the premises immediately. Your cooperation is not only required by law but for your own safety and the safety of other members of the public at the show. San Antonio Police Department (SAPD) and San Antonio Stock Show & Rodeo uniformed Police Officers will direct the evacuation. We are further advised that any evacuation will be for persons only and no other property, animals, trailers, or anything but your immediate means of transportation will be allowed off the premises. This is for the purpose of achieving the most timely and efficient clearing of the public from the threatened area. Do not attempt to load personal property, merchandise, animals, or anything but yourself and your family and friends into your vehicle and leave the premises immediately.

The evacuation plan calls for certain, designated Law Enforcement personnel, San Antonio Stock Show & Rodeo management, and maintenance personnel to remain on the show grounds to secure the premises.

In the unfortunate event this occurs, the San Antonio Stock Show & Rodeo will do everything possible to care for personal property, animals, commercial exhibitors merchandise, etc. until the authorities remove the evacuation order and you are allowed back onto the show grounds. No one will be allowed back onto the grounds until the authorities issue that order. San Antonio Stock Show & Rodeo Police and SAPD will enforce the order strictly and in accordance with instructions from the authorities.



# DRAWINGS, LEAD TAKING, AND PRIZES

## DRAWINGS

All Drawings to occur during the 2024 San Antonio Stock Show & Rodeo must be approved and prescheduled before 6 PM on February 25, 2024. A Rodeo Retail Committee member must be in attendance at the time of the drawing. The vendor agrees to submit the name, mailing address, email address, and phone number of the winner, description and dollar amount of the prize, and the method of awarding the prize to the winner.

## LEAD TAKING & PRIZES

Lead taking, prizes, or give-away drawings for prizes by the vendor which require the patron to submit name, mailing address, email address, and phone number to be eligible must be approved by Retail Director by submitting a Procedure Approval Form located online on the [Become a Retail Vendor](#) page. The vendor will assume responsibility for the delivery of prizes. Lead slips may ask name, address, email, phone number, and product-related questions ONLY. Violations of this provision will make the vendor liable to expulsion from the San Antonio Stock Show & Rodeo and confiscation of lead slips and forfeitures of all monies paid.

### FIRST OFFENSE

The vendor must hand over all unauthorized lead slips to Rodeo Retail staff. All unauthorized lead slips must be removed and only authorized lead slips may be passed out.

### SECOND OFFENSE

Vendors/booth will be removed from the grounds.



KARMA LIVING - 2024



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**INDEX | INDEX | INDEX | INDEX | INDEX**

RETAIL VENDOR HANDBOOK

**INDEX | INDEX | INDEX | INDEX | INDEX**