Dear West Texas Fair & Rodeo Exhibitors, Vendors, and Participants,

The Abilene Convention & Visitors Bureau is proud to welcome the West Texas Fair & Rodeo back to Abilene at the Taylor County Expo Center. This longstanding event is an important part of our community, and we are grateful to the exhibitors, vendors, rodeo contestants, and other participants whose work and involvement help make it a success each year.

In recent months, Abilene has experienced an unprecedented surge in hotel demand due to large-scale economic development projects occurring throughout our region. While this growth is positive for our community, it has also resulted in elevated hotel rates that may create additional costs for those traveling to participate in the West Texas Fair & Rodeo.

To help offset these increased costs, the Abilene Convention & Visitors Bureau is offering a hotel reimbursement program for eligible exhibitors, vendors, and participants of the 2026 West Texas Fair & Rodeo.

Reimbursement Program Overview

The ACVB will reimburse eligible applicants **$50 plus applicable tax per hotel room, per night** for qualifying rooms used by exhibitors, vendors, or participants of the West Texas Fair & Rodeo.

Eligibility Requirements

To qualify for reimbursement, the following conditions must be met:

- The hotel must be located within Abilene city limits.
- Rooms must be used by exhibitors, vendors, or participants of the West Texas Fair & Rodeo, as verified by Taylor County Expo Center.
- Only hotel nights associated with official event dates, **September 3-19, 2026**, are eligible.

Required Documentation

Applicants requesting reimbursement must submit the following:

1. The official **Hotel Reimbursement Request Form** must be completed by the applicant and verified by Taylor County Expo Center staff.
2. **Copies of itemized hotel receipts** verifying the hotel name, guest name, stay dates, and amount paid.
3. A **W9** will be required if the reimbursement amount is **$2,000 or more**.

The ACVB reserves the right to confirm event participation and hotel stay documentation with Taylor County Expo Center personnel prior to issuing reimbursement.

Submission Deadline

All documentation must be submitted to the Taylor County Expo Center **within 30 days following the conclusion of the West Texas Fair & Rodeo**.

Once documentation is received and verified, reimbursement will be processed and issued.

Submission Information

Documentation may be submitted by email to:

Rochelle Johnson
rjohnson@expoctc.com

The Abilene Convention & Visitors Bureau remains committed to supporting the West Texas Fair & Rodeo and the exhibitors, vendors, rodeo participants, and others who help make this signature event possible each year. We are proud that Abilene and the Taylor County Expo Center serve as the home of this longstanding West Texas tradition, and we look forward to its continued success for many years to come.

If you have any questions regarding the reimbursement program, please do not hesitate to contact our office at 325-676-2556.

Sincerely,

Robert Lopez
Vice President
Abilene Convention & Visitors Bureau