



Western Expo

OCTOBER 19-22, 2011 ★ WWW.THENILE.ORG

44th Annual NILE Stock Show, ProRodeo & Western Expo

MetraPark, Billings, Montana

Wednesday (Oct 19) - Saturday (Oct 22) 10:00 AM - 6:30 PM

Changes at NILE...Please Read

The NILE Stock Show, ProRodeo & Western Expo has been the top western showcase event in Billings for 44 years, featuring the region's premier livestock show, one of the largest professional rodeos in Montana, the NILE Ranch Rodeo Finals and four days of intensive equine activity. NILE stands for Northern International Livestock Exposition, a non-profit organization run mostly by volunteers. This year we are excited to be back to some normalcy after last year's changes due to the tornado that damaged some of the buildings in June of 2010. We continue to brand our trade show as the Western Expo, which along with you, our exhibitor, will also include horse clinicians, demonstrations, and a variety of western entertainment. In addition, all exhibits will be in either the Metra Exhibit Hall or Expo (cattle barn).

The Western Expo will open up on Wednesday, October 19th at 10:00am.

Here is a list of key points for this year's event:

- All NILE events (Cattle Shows/Sales, Rodeos, & Horse Events) will take place over the same days as the trade show. *(In the past, shows started two days prior to the trade show and some exhibitors and guests, would leave before going through the trade show.)*
- Western Expo to open on Wed., Oct. 19th at 10:00am. Ends Sat., Oct. 22nd at 6:30pm.
- Continuing with Horse Clinics, Demonstrations, and a Free Stage featuring variety of western entertainment. *(very popular in 2010)*
- Moving the NILE Ranch Rodeo Finals from Tues. to Wed. night. *(Oct. 19th @ 7pm)*
- PRCA Rodeo Thur. through Sat. each night @ 7pm. *(Oct. 20-22)*
- Sale of Champions Jr. Fed Sale at 4pm on Thurs. *(Oct. 20)*

We are very committed to the success of the Western Expo and to our exhibitors in the show. You are a major component to the event and we continue to mounted creative ideas and effort towards the improvement and growth of the NILE.

Attached you will find our 2011 Trade Show Exhibitor Packet. I look forward to speaking with you about this year's space. Please feel free to contact me at the NILE Office (406-256-2495). Please check your website, www.thenile.org, for information on lodging and the schedule of events. The schedule is in progress, and will be updated as information is available, so please check the website periodically.

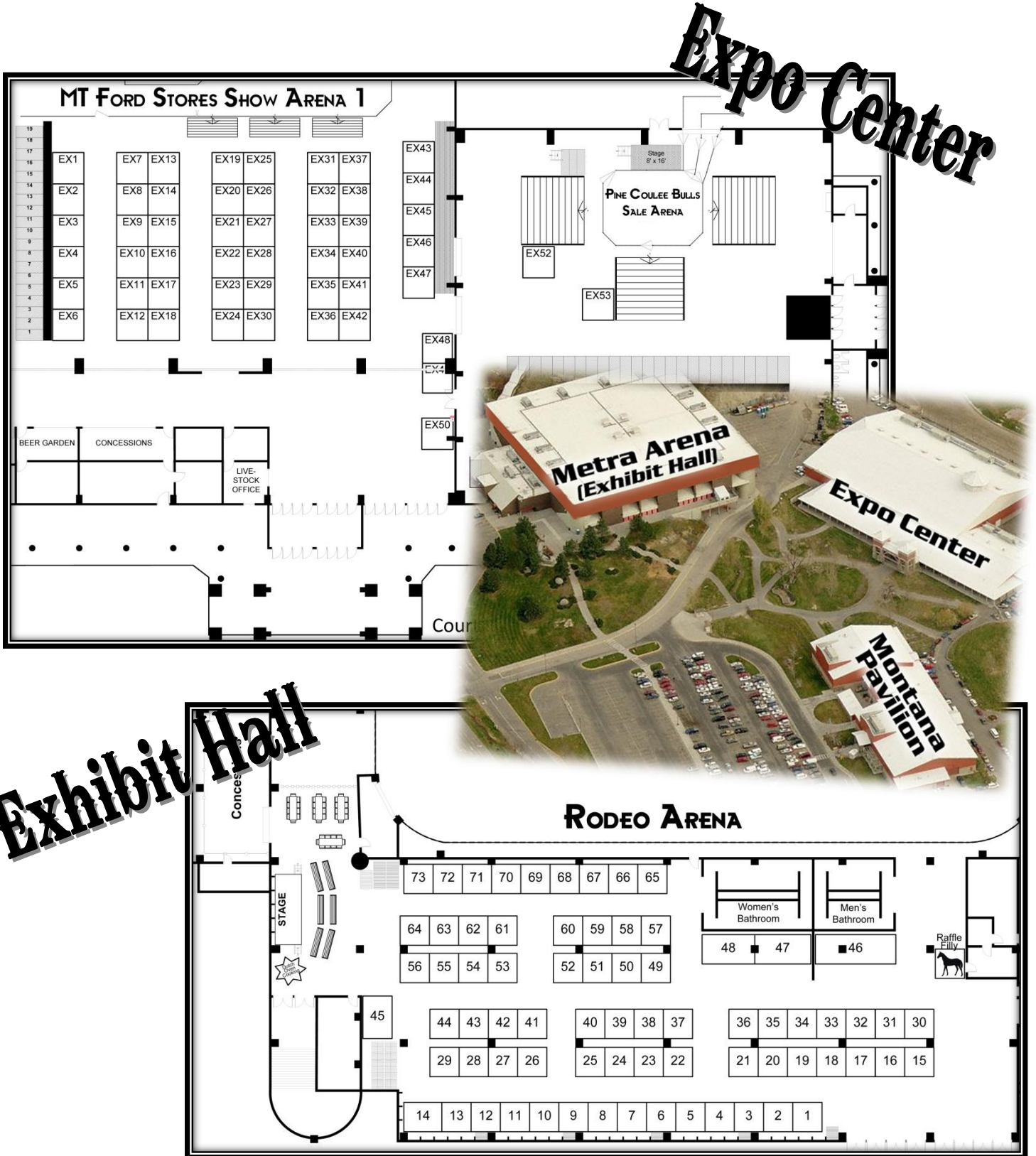
TRADE SHOW ADMISSION IS FREE TO THE PUBLIC!!

THE NINE
Stock Show & Rodeo

Western Expo

Exhibitor Space Map

OCTOBER 19-22, 2011 @ METRAPARK





2011 Western Expo



CONTRACT FOR EXHIBITOR SPACE & SUPPORT SERVICES

COMPANY NAME: _____ (As you would like to appear in the Exhibitor Listing)

The following individual is designated as the on-site primary representative.

PRINCIPLE CONTACT: _____ EMAIL: _____

MAILING ADDRESS: _____ CITY: _____ ST/PROV.: _____ ZIP: _____

TELEPHONE: _____ FAX: _____ MOBILE: _____

Billing Contact (if different than above)

CONTACT NAME: _____ EMAIL: _____

MAILING ADDRESS: _____ CITY: _____ ST/PROV.: _____ ZIP: _____

TELEPHONE: _____ FAX: _____ MOBILE: _____

Description of products or service (Used for Exhibitor Listing)

Returning Exhibitor: YES NO Space Location Request: → First Choice: _____ Second Choice: _____

A. Livestock Barn (All booths are 10' x 10' unless noted)	Price	Quantity	Total
1) Standard Booth (draped, with 8' table, & 2 chairs)	\$ 550	_____	_____
2) Outside Exhibits (15'x15' – limited availability for electricity)	\$ 300	_____	_____
Additional Space for outside @ \$1.25 per sq. ft.			

B. Western Expo Trade Show (All booths are 10' x 10' unless noted)	Price	Quantity	Total
1) Standard Booth (draped, with 8' table, & 2 chairs)	\$ 450	_____	_____
2) *Perimeter Corner Booth: (See Map – Approx.350 sq. ft)	\$1,000	_____	_____
TOTAL BOOTH			_____

C. Electrical and Support Services	Price	Quantity	Total
1) 110 volt/20 Amp (bring own extension cords)	\$ 35	_____	_____
2) 220 volt/50 Amp (Not Available in all locations, bring own extension cords)	\$ 55	_____	_____
3) Internet: Hard Wired (Free Wi-Fi)	\$150	_____	_____
4) Phone Line	\$ 75	_____	_____
5) Liability Insurance (Required if you carry NO liability insurance)	\$ 90	_____	_____
6) RV Camp Site (110 volt & sewer – Water not guaranteed)	\$25/night	_____	_____
TOTAL ELECTRICAL & SUPPORT SERVICES			_____

\$25 Discount If Signed at 2010 NILE: _____

(50% due with Request for Space by 7/15 – full payment due thereafter. Final Balance due 9/1) **TOTAL DUE** _____

Send Payment to: NILE, PO Box 1981, Billings, MT 59103

Fax (credit card only) to: 406.256.2494 / Email: heather@thenile.org

PAYMENT BEING MADE IN THE AMOUNT OF: _____

PAYMENT INFORMATION

Check (payable to NILE) Credit Card (mark type of card) Visa Master Card Discover American Express

Credit Card Number _____ Exp. Date (mo/yr) _____ 3-4 Digit Verf. # (required) _____

Print Card Holder Name As It Appears on the Card

Signature of Card Holder

EXHIBITOR ACKNOWLEDGEMENT: I, as exhibitor or authorized agent, acknowledge that I have read, understand and agree to the rules as set forth in this packet and incorporated herein. I agree that my use and occupancy of the space shall be in all respects subject to such rules and that NILE reserves the right to cancel this agreement at any time for violation of terms. I acknowledge that NILE will furnish minimal or no security and cannot be responsible for theft/property damage. I, as Exhibitor or authorized agent, acknowledge by my signature below that I have in effect and shall maintain for the period of this agreement a policy of public liability insurance as described in Rules & Regulations.

Exhibitor Signature Date

NILE Signature Date

FOR OFFICE USE ONLY

Space Rental	_____	Payment Date	_____	Payment Amount	_____
Less Deposit	_____				
Total Due	_____				

Western Expo Trade Show Rules & Regulations

The Northern International Livestock Exposition, hereinafter referred to as NILE, is a private non-profit association, which conducts its shows for purposes related to agriculture and livestock. These regulations apply:

NILE will assign a limited amount of available commercial exhibit spaces. Each exhibitor receiving a space assignment must have a valid exhibitor agreement with NILE. Any selling, solicitation or distribution outside assigned commercial exhibit space is prohibited. Sharing or sub-assignment of commercial exhibit space without NILE consent is prohibited. NILE reserves the right to restrict or remove exhibits without refund that may have been falsely entered or may be deemed by the Management as unsuitable or inappropriate. FLOOR PLANS are subject to modification.

APPLICATIONS

Applications will be considered on a first-come, first-served basis. Space is not officially allocated until payment has been received in full. Contracts not paid in full by Sept. 1, risk forfeiture of reserved space. NILE reserves the right to exclude exhibits.

ASSIGNMENT OF SPACE

Although exhibitors may request special booth placement, and NILE will attempt to accommodate special requests, no such placement is guaranteed. All commercial exhibit space will be assigned by NILE.

SPECIAL NEEDS

Any special needs will be at exhibitor's expense.

AISLE SPACE

The aisles, passageways and overhead spaces remain strictly under the control of Management. No signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by permission of the Management. All exhibits and their personnel must remain within the confines of their leased space and no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct or interfere with the view, light or space, occasion injury or disadvantageously affect other exhibitors.

EXHIBIT CONTENT AND MANNER OF USE

All personnel, merchandise and equipment must remain inside the assigned space. Soliciting in areas other than leased space is strictly prohibited. No PA system, loudspeaker, amplifier, broadcasting device, music or other objectionable method shall be used by the exhibitor if it interferes with other exhibitors or the management or patrons. Violators are subject to contract cancellation, forfeiture of space rental fees, and immediate removal.

LICENSES/INSURANCE

Any and all City, County, State or Federal licenses, inspections or permits as required by law for installation/operation of booth must be obtained by exhibitor at own expense. Exhibitors are responsible for any liability and property insurance needs.

CANCELLATIONS/REFUNDS

Cancellations must be in writing. Cancellations occurring before Sept. 15 will result in refund minus \$100 cancellation fee per booth. If after Sept. 15, no refund.

FAILURE TO APPEAR/FAILURE TO PAY

If exhibit is not open and ready for business by show opening each day, and exhibitor has not called to inform Show Management of unavoidable delays, this contract shall be null and void. Exhibitors not paid in full by Sept. 1 will risk forfeiture of reservation.

CARE OF PREMISES

Exhibitor is responsible for space leased and shall not injure or deface the premises. The exhibitor shall not permit to be driven any nails, hooks, tacks or screws in or on any building and adjacent areas, including outside surfaces. Exhibitor agrees to reimburse the facility and/or NILE for any loss or damage to the premises or equipment.

SAFETY RULES & REGULATIONS

All booths and decorations MUST conform with facility regulations, City and County ordinances, local fire codes, and all public health rules and regulations. Combustible exhibit and display materials must be flame retardant. Explosive materials are not allowed.

FOOD - COOKING/SERVING

The preparation, cooking and serving of food from exhibitor's booth is prohibited unless approved in advance by Show management, and proceed only with proper public health licensing and precautions.

Selling of food products and/or beverages from exhibitor booths must be approved by show management and may be subject to a 20% Vendor Fee assessed by MetraPark.

NO EXCLUSIVITY OF PRODUCT/SERVICE

Show management does not guarantee exhibitor exclusivity of product or service. Acceptance of Exhibitor Contract, the presence of a product or service at NILE does not imply its approval to the exclusion of other products, equipment or services.

LIABILITY/INDEMNITY

Exhibitor warrants by authorized signature on Exhibitor Contract that it has in effect and shall maintain for the period of this agreement for the mutual benefit of both parties a policy of public liability insurance against claims for personal injuries or death, or damage to or loss of property occurring upon, in, or about the herein rented premises, in limits of not less than \$1,000,000 combined single limit per occurrence. The NILE and MetraPark, or agents, staff, members or sponsors are not responsible for any injury, loss, theft or damage, which may occur to the exhibitors or his agents or to property from any cause whatsoever, nor for drayage or mail sent to NILE or Metra. The exhibitor expressly releases NILE, its officers, board, members, sponsors, staff & volunteers, as well as MetraPark & Yellowstone Co., from any and all claims for loss, theft, damage or injury. Exhibitor shall be responsible for providing public liability for injury, loss or damage occurring in or around leased space and will indemnify NILE/MetraPark/Yellowstone Co. against all expense or loss arising from injury, loss or damage to persons or property.

SECURITY

Security is not guaranteed by Show Management. All property of an exhibitor is understood to remain in the exhibitor's care, custody and control in transit to or from or within the confines of the Show Grounds. The safety of your property is not guaranteed by NILE, and exhibitors are encouraged to use discretion when leaving valuables.

RIGHTS OF MANAGEMENT IF SHOW IS NOT HELD

Show Management is not liable for any damages or expense incurred by Exhibitors should Show be delayed, interrupted or not held as scheduled.

AMENDMENTS

Exhibitor agrees to abide by decisions of NILE concerning all matters pertaining to show management which are not specifically stated.