

**Stable Lane**

# **RULES & REGULATIONS**



## **Midwest Horse Fair**

**Alliant Energy Center – Madison, WI**

**April 17, 18 & 19 – 2026**

**[www.MidwestHorseFair.com](http://www.MidwestHorseFair.com)**

# APRIL 11, 12 & 13 – 2025



## GENERAL INFORMATION

### CONTACT INFORMATION

Midwest Horse Fair®  
PO Box 128  
Columbus, WI 53925  
Phone: (920) 623-5515

Sharon Fischer-Toerpe – Event Coordinator, Stallion Avenue & Stable Lane  
[\*\*horses@midwesthorsefair.com\*\*](mailto:horses@midwesthorsefair.com)

Sarah Steuck & Les Warzynski – Weekend Coordinators, Stallion Avenue & Stable Lane  
[\*\*sunsetsandsqh@yahoo.com\*\*](mailto:sunsetsandsqh@yahoo.com)

Wednesday, April 15 through Sunday, April 19  
Contact Midwest Horse Fair staff at the  
Welcome Center: (920) 623-5515 Ext. 11

### EVENT LOCATION

Alliant Energy Center  
1919 Alliant Energy Center Way  
Madison, WI 53713

### FUTURE DATES

2027: April 16, 17 & 18  
2028: April 21, 22 & 23

Current as of September 2025

© 2025-2026 Midwest Horse Fair®

Midwest Horse Fair is owned by the Wisconsin Horse Council

# Table of Contents

Admission .....	3
Advertising Materials .....	4
Booth Space.....	4
Assignment & Allocation .....	4
Amenities .....	4
Construction .....	4
Cleaning .....	4
Electricity .....	5
Subleasing .....	5
Cancellations & Refunds .....	5
Dismantle/Egress.....	5
Eligibility .....	5
Evaluations .....	6
Fire Safety Precautions .....	6
Force Majeure .....	6
Hours.....	6
Ingress.....	7
Insurance.....	7
Internet .....	7
Liability .....	7
Lodging.....	8
Parking .....	8
Payments/Deposits.....	8
Pets .....	9
Program.....	9
Raffles .....	9
Returned Checks.....	10
Right of Interpretation .....	10
Sales & Promotion.....	10
Sales Tax .....	10
Security Badge .....	11
Sound & Visual Devices.....	11
Stable Lane Packets.....	11
Stallions .....	11
Utility Vehicles .....	11
Weapons .....	11
Website .....	11
Will-Call .....	11
Area Information.....	13

## PLEASE READ CAREFULLY!

*Signing the Participant Booth Contract asserts knowledge of the following information:*

### MIDWEST HORSE FAIR RESPONSIBILITY

Midwest Horse Fair (MHF) endeavors to make available reasonable assistance to participants to keep them informed, to present a technically competent program of events, and to promote attendance of MHF through advertising and public relations. No representation or warranty as to attendance, publicity, programs, or operation has been made to participant; and any and all such warranties expressed or implied are disclaimed. MHF, sponsors, their agents or representatives of this event do not and cannot guarantee by exhibiting at this event any financial benefit or gain to participants or participant's organization; nor does MHF, or can MHF, guarantee attendance of same. MHF reserves the right to refuse admission to any person(s) in the interest of the safety and welfare of those persons, public, participants or animals.

### STABLE LANE PARTICIPANT RESPONSIBILITY

Stable Lane Participants shall comply with all local, state and federal laws, regulations and mandates, as well as rules and regulations set forth by the host facility. It is the responsibility of all Stable Lane Participants of the Midwest Horse Fair and partnering organizations to abide by the rules and regulations set forth by the Midwest Horse Fair. Failure to adhere may alter or hinder future participation. Participant shall be a good representative of Midwest Horse Fair at our event as well as other events. Please partner with us to make all communication, written, verbal and social media, positive for the well-being of both parties.

### MIDWEST HORSE FAIR VALUES

Midwest Horse Fair is an inclusive, family-friendly event which welcomes diversity. MHF does not condone displays or actions which negatively target race, ethnicity, gender, sexuality, identity, age, religion, politics or which support violence. Further, MHF does not condone products and displays which contain profanity or implied profanity.

### ADMISSION

#### **ADMISSION TICKETS: *Parking is free!***

One-day or three-day admission tickets are to be used at the gate. Upon arrival, tickets will be exchanged for wristbands. Wristbands are required for everyone attending MHF (this includes exhibitors and participants, visitors, guests and workers of booths) Tickets are required to enter beginning Friday. No one will be allowed to enter the grounds without a ticket. Please plan ahead and make sure to have necessary tickets.

Each Stable Lane participant will receive six (6) one-day admission tickets per booth. Additional tickets are available for purchase. No refunds will be given; MHF is not responsible for lost or stolen tickets. Additional tickets may be purchased at the Exhibitor Show Office Thursday, April 16 from 8:00 a.m. through 8:00 p.m.

If the participant packet, which contains the allotment of one day admission tickets, is not picked up at the Stallion Avenue/Stable Lane Office on Thursday, then full admission will be charged at the gate and no refunds will be given. Tickets may be left at Will-Call (page 11). Visit [www.MidwestHorseFair.com](http://www.MidwestHorseFair.com) for ticket prices. NOTE: Nightly Shows in the Coliseum are NOT included with general admission and require a separate ticket.

## ADVERTISING MATERIALS

No person, firm or organization, which has not contracted with MHF for exhibit space in the show, will be permitted to display or demonstrate any products or services, or to solicit orders, distribute advertising or other materials. Any violation of this regulation will result in prompt removal of the offender from the facility at such offender's cost and risk. Participants must remain within their own exhibit space distributing literature or other materials.

## BOOTH SPACE

MHF Booth Space is not an owned asset of the participant and rental contracts are not guaranteed from year to year.

### **ASSIGNMENT & ALLOCATION:**

MHF in its sole discretion will assign exhibit space and participants will be notified in February of assignment. MHF reserves the right to move any participant to another location, in the best interest of MHF, at any time, including during the event. There is no guarantee that a returning participant will be assigned the same space. Locations are assigned on an annual basis. Returning participants may request a different location. Requests may be submitted to move or expand a location. Consideration will be given to such a request should space become available. Priority will be given to requests made with deposits paid at fair. No space will be reserved without receipt of a deposit.

### **AMENITIES (Electricity, WiFi, tables, chairs, etc.):**

Booth numbers will be attached to the booth and may be relocated but must remain in view. Complimentary electricity and basic WIFI internet access IS provided however, no phone lines or internet hardlines are available in Pavilion One. Tables, chairs and premium WIFI are an additional cost to the exhibitor. MHF does not purchase/provide these amenities. Participants may bring the needed items or contact the Alliant Energy Center (AEC) either online at [www.alliantenergycenter.com](http://www.alliantenergycenter.com) or by calling 608.267.3950.

### **CONSTRUCTION & BOOTH DECOR:**

In keeping with the overall look of Stallion Avenue, the 10'X10' or 10'X20' booth spaces will be open stalls with the front panels removed (and by request, side panel may be removed if booth is on a corner.) Stall side & back panels are approximately 7' high with the bottom 4', solid and the top 3', open with horizontal bars. Attractive, informational, truthful and attention-getting booths, which are lawful and appropriate are encouraged. Stable Lane participants should come prepared to decorate their space with draping or panels and furnishings (tables, and chairs, etc.) Individuals may specify their own independent service contractor for the set up and dismantling of the booth. Each participant must stay within their contracted booth space. Displays and products must be contained within the footprint of the booth which is defined by the parameters set forth within the Stable Lane contract. Booth personnel must conduct all business within the allotted booth footprint. The use of audio-visual equipment or any type of public address system is limited to that, in the opinion of MHF, does not adversely affect neighboring exhibits and is otherwise appropriate. Zip ties, clamps, "J" hooks and string can be used to affix decorations to stalls. Drilling, nailing, stapling, welding, screwing, tape and adhesives are strictly prohibited on stalls and pavilion surfaces. Participants will be held responsible for damage and violations will result in fines in excess of replacement costs. To comply with the City of Madison Fire Department, aisles must be kept free of obstructions and not used for commercial purposes.

**Any participant that utilizes space outside their contracted space without authorization from Midwest Horse Fair will be billed for the additional space, plus a \$200 service charge.**

### **CLEANING:**

Participants are responsible for keeping their exhibits clean, free from accumulated rubbish and unsafe conditions. Participant must leave their space in the same condition as when they took possession.

## **ELECTRICITY:**

The use of electricity is included. Outlets are located at each structure column and should be shared among neighboring booths. Participants should bring their own extension cords and powerstrips. Extension cords, if used, should be run through the channels located at the tops of the stalls.

## **SUB-LEASING:**

Sub-leasing or sharing of space and/or assignment or transfer of any right, interest or obligation of participant related to MHF of participant's exhibit space or participation is strictly prohibited by MHF, and any such attempt by any participant is null and void and without effect, other than to violate the rules of MHF.

## **CANCELLATIONS & REFUNDS**

To be eligible for a refund, participant cancellations must be submitted in writing (email or letter form) by January 1. Payments that were processed by credit card are subject to a withholding of a 4% convenience fee from the refund. Any cancellation received after January 1 will not be eligible for a refund. No refunds will be given for spaces unused or early departure.

Midwest Horse Fair has the right to cancel the booth space and forfeit any fees paid of an exhibitor who does not submit the required paperwork or payment to participate at our event by the February 1 deadline.

If a Stable Lane Participant fails to occupy their assigned space by 7:30 a.m. on Friday of fair week. MHF shall have the right to cancel the Stable Lane contract, the booth fees will be forfeited and they will not be able to return the following year.

## **DISMANTLE / EGRESS**

No booth, or any part of a booth, may be dismantled, torn down or removed from the assigned space or from the grounds until **5:00 p.m. on Sunday**.

No trailers are allowed near the Pavilion until 5:00 p.m. on Sunday!

All booths must be fully vacated by 11:00 p.m. on Sunday

The quality of MHF is largely due to the quality of the participants. Breaking down a booth early is unfair to the attendees, booth neighbors and not allowed by show management.

***If a participant breaks down early, there will be a fine of \$250 imposed. In addition, any participant that violates this rule may not be allowed back at the sole discretion of MHF.***

## **ELIGIBILITY**

MHF reserves the right to determine the eligibility of any services for display. Only sales and promotion of the following services: **Boarding** (including Indoor & Outdoor Boarding, Overnight Stabling, Rehab Services, Managing Breeding Horses, Rescues & Sanctuaries, Equine Arena time for rent.) **Lessons** (Including Group Activities & Instructions, Horseback riding lessons, Clinics and Therapeutic Lessons for children & adults, Helping prepare horses for show season) **Training** (Includes colt starting, halter, Dressage, Western Dressage, Ranch & Western riding, English riding, Working Equitation, Natural Horsemanship Methods) and **Other Services** (including (Farrier Services, Horse Sitting, Transportation, Holistic Horse Health Services, Equine Campsites, Trail Riding Stables & Ranches) are allowed in the Stable Lane exhibit space. The sale or promotion of products, stallion stud services or any other service not listed above, is strictly prohibited. Stable Lane participants must list their participating farm as exhibitors of record. Eligibility of new services or criteria may also apply by the sole discretion of MHF.

## EVALUATIONS

It is the mission of MHF to produce a quality, attractive and educational event for all who attend. With this in mind, all booths/participants will be evaluated and/or audited at least once during MHF. Each participant must have their booth manned at all times. MHF and sponsors will not be responsible for unattended booths. It is the participant's responsibility to make employees aware of the impact these evaluations will have on future participation at MHF.

## FIRE SAFETY PRECAUTIONS

All decorations must be made of non-flammable materials. All displays, exhibits, booths and construction material must conform to safety, fire and building codes, rules and regulations applicable, and all standard safety practices including, without limitation, those of MHF and of the facility. All packaging containers and materials must be removed from the floor. Displays are subject to inspection and approval for safety by the City of Madison Fire Department. No propane tanks or generators may be used inside buildings.

Please note these fire code regulations for all participants/exhibitors.

- NO tents, trailers or covered structures (including pop-up canopies) are allowed inside buildings without written approval by Midwest Horse Fair.
- NO tents, trailers or covered structures can be within 10 feet of a building
- NO tents, trailers or covered structures can be under an awning

## FORCE MAJEURE

Midwest Horse Fair shall not be liable for failure or delay to perform any or all obligations hereunder due to events beyond reasonable control. Such circumstances may include, but are not limited to, natural disaster or acts of God, acts of war, threats or acts of terrorism, government actions, epidemics, pandemics or outbreak of communicable disease, quarantines, national or regional emergencies, strikes or labor disputes, changes to the configuration or floor plan of the facility or the unavailability of the facility site or display space. Midwest Horse Fair shall not be liable for any claims for loss or damage by reason of force majeure.

## HOURS

**INGRESS/SET UP:** Thursday – 8:00 a.m. – 9:00 p.m.

Participant Packets must be picked up from the Stallion Avenue & Stable Lane Office before 9:00 p.m.

**EGRESS/TEAR DOWN:** Sunday – 5:00 p.m. – 11:00 p.m.

**GATES OPEN:** 7:00 a.m. daily

### **PAVILION ONE HOURS:**

Thursday	8:00 a.m. – 9:00 p.m.
Friday	8:00 a.m. – 7:00 p.m.
Saturday	8:00 a.m. – 7:00 p.m.
Sunday	8:00 a.m. – 5:00 p.m.

**See Security Badges for After-hours**



## INGRESS / SET UP

Set-up and arrival for Stable Lane is allowed on Thursday from 8:00 a.m. to 9:00 p.m. No one is allowed in the pavilions until 8:00 a.m. on Thursday even if a camping spot has been reserved for Wednesday. Upon arrival, enter the Olin Gate and proceed to Pavilion One to check in with the Stallion Avenue & Stable Lane coordinators.

## INSURANCE

All Stable Lane participants must provide a Certificate of Liability Insurance. The required certificate must be in effect during the dates of MHF and must include your set-up date. Midwest Horse Fair must be named as the Additional Insured.

### **INSURANCE REQUIREMENTS ARE AS FOLLOWS:**

Comprehensive General Liability Insurance coverage including Bodily Injury, Property Damage, Product Liability, Protective and Contractual Liability with limits not less than \$500,000

- Workers Compensation coverage (if applicable) in full compliance with federal & state laws and/or Employer's Liability Insurance with minimum statutory limits of not less than \$100,000 per accident/\$500,000 policy limit.
  - Automobile Liability Insurance (if applicable) covering owned, non-owned and hired vehicles, including loading/unloading hazard. The following limits are required:
    - ✓ Bodily Injury Limits of \$250,000 per person/\$500,000 per accident
    - ✓ Property Damage Limits of \$500,000 per accident
    - ✓ Uninsured & Underinsured Motorist limits of \$250,000 per person/\$500,000 per accident
- OR
- ✓ Combined Limits of Bodily Injury and Property Damage of \$500,000

Please contact Tammy Harms-Myers of TRICOR Insurance at 608.348.2421 x1326 or e-mail [THarmsMyers@tricorinsurance.com](mailto:THarmsMyers@tricorinsurance.com) with any questions about the insurance requirements or need to purchase insurance for MHF weekend.

The required Certificate Of Liability Insurance must be submitted via [www.MidwestHorseFair.com](http://www.MidwestHorseFair.com) under the Commercial Participants tab by February 1<sup>st</sup>. If a Certificate of Liability Insurance is not on file, set up and participation at MHF will not be allowed.

## INTERNET

WiFi is available in Pavilion One. The complimentary internet is sufficient for light internet surfing and checking email. If faster service is desired, Premium WiFi can be ordered online at [www.alliantcenter.com/exhibitors](http://www.alliantcenter.com/exhibitors) or call 608.267.3950.

## LIABILITY

Liability for loss, theft, property damage, or destruction and personal injury: participant hereby waives any and all claims against MHF, sponsors, facility, decorator and host city, their employees, agents, or representatives resulting from loss, theft, damage or destruction to its property, or from personal injuries to it, its agents, invitees, and/or employees. Participants shall take precautionary measures of their own, such as securing of small easily portable articles of value and the removal of them to a place of safe keeping after exhibit hours.

Participant assumes entire responsibility and hereby agrees to protect, defend and hold MHF, sponsors, facility, decorator, and host city, their employees, agents or representatives harmless against all claims, losses, liability, and damages to persons or property, government charges or fines, cost and expenses and attorney's fees arising out of, related to or caused by participant's employees, or agents, or invitees, infringement of any intellectual property rights of another, installation, removal, maintenance, occupancy, or use of exhibition premises. Participant takes full and complete responsibility for any damage that may occur when moving exhibit material in or out of facility, or destruction of property, and for the actions and



failures to act of its employees, agents or representatives, and for any and all claims arising from exhibiting.

Any damage to facility property through carelessness or other act or omission of the participant, their employees or agents or invitees must be paid by participant causing damage.

## LODGING

### **CAMPING:**

Camping is available to MHF participants only, including participants, horse participants, performers, clinicians, and eligible MHF volunteers. Any reserved spaces must be for the use of camping only. Parking storage or supply trailers, without the intention of camping, is prohibited.

- Space is not reserved until both application and payment have been received. Spaces are sold on a first come, first serve basis. Please visit [www.MidwestHorseFair.com](http://www.MidwestHorseFair.com).
- A minimum of three nights is required with a four night maximum.
- Sites with electricity are limited and will be pre-assigned before arrival. Non-electric sites will be assigned upon arrival.
- Cost of camping does not include admission. All campers are required to purchase a 3-day wristband separately. Wristbands will be checked upon entering the camping area.
- No personal generators allowed.
- Arrival and check-in times are:
  - Wednesday, from 3:00 p.m. – 8:00 p.m.
    - (Arrival before Wednesday at 3:00 p.m. is prohibited.)
  - Thursday, from 8:00 a.m. – 9:00 p.m.
- Grounds must be vacated by 10:00 p.m. Sunday.
- Cancellations after January 1 are not eligible for a refund.
- Camping is not allowed outside of Willow Island or the designated VIP Camping area. Exhibitors may not sleep in their vehicles or trailers in the parking areas.

### **HOTELS:**

A number of hotels offer special rates to participants and attendees. Please visit [www.MidwestHorseFair.com](http://www.MidwestHorseFair.com) for a list of participating hotels. Click on the general info tab and the hotels tab to view list.

## PARKING

Parking is at a premium at MHF and every effort will be made to keep parking spots open and available for weekend attendees. All trailers must enter through the Main Gate or Olin Avenue Gate and will be tagged by Midwest Horse Fair staff. Any trailer left on the grounds **MUST** be parked in designated areas. Trailers left in other areas, will be ticketed and/or towed, at the owner's expense. There is no additional charge for parking. If you need to bring a trailer earlier in the week or pick it up after the event, you may park in the northwest corner of the lot by pole #37. If left in any other area of the parking lot, you may be ticketed and/or towed.

## PAYMENTS/DEPOSITS

### **DEPOSITS:**

A deposit of \$100 per booth space is required to ensure booth space for the following MHF. Check, cash and credit card payments are accepted.

**APPLICATIONS for Returning Participants:** An Early Sign-up opportunity with added incentives will

be offered during MHF weekend to current participants for the following year. Participants taking advantage of the Early Sign-up opportunity must return their completed contract and pay their deposit by July 1. After July 1, added incentives are forfeited, a new participant application will be required, booth space is not guaranteed and, if accepted, subject to any rate increases.

**APPLICATIONS for New Participants:** All new applications are submitted through, [www.MidwestHorseFair.com](http://www.MidwestHorseFair.com). Application is open from July 1 – February 15 (or until full). If accepted, a deposit of \$100 per booth space balance will be due 10 days from the notice of an acceptance.

### **BALANCE DUE:**

Payment in full for booth space is due February 1. If payment in full is not received for all assigned booth(s), including any additional space granted, by February 1, you will be charged back the early bird discount (if applicable) plus a \$100 late fee will also be charged. After February 15, if full payment and late fees are not received, all payments made and booth space for the upcoming MHF will be forfeited.

## **PETS**

Dogs are allowed in certain areas of the Alliant Energy Center grounds but must be leashed at all times. Dogs will not be permitted in the Exhibition Hall or the Coliseum, with the exception of service animals, as defined by the Americans with Disabilities Act. For the safety of your pet, please do not bring animals and leave them in your vehicle unattended as authorities will be notified.

The sale of any animal is strictly prohibited.

## **PROGRAM**

The MHF Official Program will be distributed FREE prior to and during MHF. Copies will be available starting mid-March, with a total distribution of 25,000 copies.

This full-color, glossy magazine will be a valuable resource to everyone attending MHF. The magazine will contain all of the details to fully enjoy the weekend. From maps to schedules to biographies, the official program will have it all – including interesting tid-bits and facts for every equine enthusiast!

The Official Program is an outstanding and affordable way to advertise horse-related products, services, farm, stallion or training facility to tens of thousands of avid horse lovers!

To reserve ad space, visit [www.MidwestHorseFair.com](http://www.MidwestHorseFair.com) contact 920.623.5515 or e-mail [info@midwesthorsefair.com](mailto:info@midwesthorsefair.com).

## **RAFFLES**

If money is exchanged for a raffle ticket, a raffle application and fee must be submitted to Midwest Horse Fair. To submit a MHF raffle application, please visit <https://midwesthorsefair.com/>. All raffles must be approved by MHF to ensure that only credible raffles are offered.

Those holding a raffle must provide MHF a copy of the completed Wisconsin Raffle Application, a copy of both sides of the raffle ticket and submit \$50 raffle fee.

Raffle holders must comply with the State of Wisconsin Statutory requirements.

Wisconsin raffle license information and forms can be found at the State of Wisconsin – Department of Administration website at <https://doa.wi.gov/Pages/AboutDOA/Gaming.aspx>. Phone 608.270.2552 or 800.791.6973.

All raffles submitted and approved by the deadline of February 15, will appear in the Official MHF Program and website.

Those holding free drawings are not required to have a raffle license or submit a MHF raffle application.

## RETURNED CHECKS

An administrative fee of \$35 will be charged for any check returned for any reason and loss of check writing privileges will occur.

## RIGHT OF INTERPRETATION

Complaints of any violation of Rules and Regulations are to be made promptly to MHF. Participants and their staff agree to abide by all decisions and rulings of MHF.

## SALES & PROMOTION

Only the promotion and sales of **boarding services, training and/or lessons** are allowed in the Stable Lane exhibit space located in Pavilion One. The promotion or sale of products, stud services or any other service not listed above is strictly prohibited. Sellers interested in the promotion or sale of products in addition to services are welcome to apply for [Commercial Exhibitor Space](#). Breeding services may only be promoted by Stallion Avenue participants and require the physical presence of the stallion whose services are being promoted. Stallion Avenue participants may offer boarding services, training and/or lessons, in addition to breeding services.

## SALES TAX

Seller's permits issued by other states are not valid for sales made in Wisconsin. Participants making taxable sales in Wisconsin are required to hold a [Wisconsin Tax Account Number](#). Those that are selling non-taxable items, exhibit only, or qualify for the occasional sales exemption are not issued a number, but still need to complete the S-240 form - providing a Federal Employer Identification Number or Social Security Number. The S-240 information is submitted as part of the participant contract.

### **SALES TAX RATE for DANE COUNTY, WISCONSIN is 5.5%**

**Important: The S-240 form is NOT an application for a Wisconsin Tax Account Number.**

If participants do not already have a tax account number but are required to, an application will need to be completed directly with the Department of Revenue prior to the event. The *Application for Business Tax Registration* (Form BTR-101) can be completed online or by downloading an application, on the Wisconsin Department of Revenue's website, [www.revenue.wi.gov/forms/sales/index.html](http://www.revenue.wi.gov/forms/sales/index.html). Not all sellers are required to obtain a Wisconsin tax account number.

Information about temporary events, including forms, instructions and FAQ's can be found at <https://www.revenue.wi.gov/html/temevent.html>.

Questions regarding applying for a Wisconsin Tax Account Number, should be directed to the Department of Revenue at [DORBusinessTax@revenue.wi.gov](mailto:DORBusinessTax@revenue.wi.gov) or telephone at 608.266.2776

The Wisconsin sales tax information must be provided on the participant contract, and submitted via the Midwest Horse Fair website, under the Commercial Participant tab, by February 1. If the Wisconsin sales tax information is not on file, participants will not be allowed to set-up and participate at Midwest Horse Fair.

## SECURITY BADGES

In an effort to maintain security in the Pavilion Buildings, the use of Security Badges will be implemented and enforced during closed hours. This is necessary so our grounds security knows who should and should not be in the Pavilions taking care of horses and property. Security Badges are available through the Stallion Avenue & Stable Lane Office at check-in.

## SOUND & VISUAL DEVICES

Radios, TV's, microphones, public address systems and all other sound-producing devices are subject to the approval of MHF and shall be controlled so as to not interfere with neighboring participants. If interference exists or continues, MHF reserves the right to revoke that particular participant's privilege of using any sound devices at any time.

## STABLE LANE PARTICIPANT PACKETS

Stable Lane Participant Packets will be distributed by Stallion Avenue & Stable Lane staff during check-in on Thursday.

**Contains:** Important Information regarding your participation, one-day admission ticket allotment, wi-fi connection instructions and renewal information.

## STALLIONS

For the safety of all stallions stalled in Stallion Avenue, only participating stallions are allowed in the Stallion Avenue exhibit space within Pavilion One. All other horses are prohibited.

## UTILITY VEHICLES

Outside of official MHF and Alliant staff utility vehicles, the use of ATVs, UTVs, golf carts, or any other utility vehicles are strictly prohibited.

## WEAPONS

**Per the rules of the Alliant Energy Center**

**NO FIREARMS OR WEAPONS ARE PERMITTED ON THE PROPERTY**

**Violators are subject to forfeiture or arrest.**

## WEBSITE EXPOSURE

MHF has an outstanding exposure opportunity for participants by adding to the participant web listing. Each participant will receive a basic name listing on the MHF website as part of an participant booth package. Why not take advantage of the thousands of visitors looking for information on the MHF website every month leading up to and after the big weekend? Purchase an extended website listing and have your contact information and a link to your website provided. A full package can include a rotating web ad, product description, photo, logo, website link and contact information! All information will remain on the website through June 30.

Visit [www.MidwestHorseFair.com](http://www.MidwestHorseFair.com), call 920.623.5515 or email [info@midwesthorsefair.com](mailto:info@midwesthorsefair.com)

## WILL-CALL

Will-Call service will be available if tickets need to be left for another person to pick up. Bring the ticket(s) to the Pavilion One Office and it will be delivered to the Will-Call booth located at the Olin Avenue Gate. People picking up must enter at the Olin Avenue Gate or they will pay the full admission price at any other gate entrance and there will be no refunds.

**Until next year!**

**Midwest  
Horse  
Fair®**

**April 16, 17 & 18 - 2027**

# AREA INFORMATION

## ***Banks***

Dane County Credit Union	2160 Rimrock Road	Madison 53713	608.256.5665
Lake Ridge Bank	5515 Monona Drive	Monona 53716	608.223.3000

## ***Building Supplies***

Home Depot	4550 Verona Road	Madison 53711	608.276.7922
Menards	6401 Copps Avenue	Monona 53716	608.221.9100

## ***Car Rental***

Avis	4000 International Lane	Madison	608.242.0600
Enterprise	4000 International Lane	Madison	608.661.4900
Hertz	4000 International Lane	Madison	608.241.3803

## ***Pharmacy/Shopping***

Walgreens	5300 Monona Drive	Monona 53716	608.226.9920
Wal-Mart Supercenter	2151 Royal Avenue	Monona 53713	608.226.0913
East Towne Mall	89 E Towne Mall	Madison 53704	608.244.1387
West Towne Mall	66 West Towne Mall	Madison 53719	608.833.6330

## ***Post Office***

United States Postal Service	820 W Wingra Drive	Madison 53715	608.250.6514
------------------------------	--------------------	---------------	--------------

## ***Printing/Office Supplies***

Staples	6580 Monona Drive	Monona 53716	608.216.0931
Office Depot	676 S Whitney Way	Madison 53711	608.277.9644

## ***Shipping***

FedEx Office Print & Ship Center	654 W Washington Avenue	Madison 53703	608.255.6367
The UPS Store	6516 Monona Drive	Monona 53716	608.222.3629

## ***Taxi/Etc.***

Badger Cab.	608.256.5566
Bill's Key Shop	608.256.2556
Pomp's Tires	608.222.6763

## ***Towing***

Badger Towing	608.573.1869
---------------	--------------