Rules & Regulations



Midwest Horse Fair
Alliant Energy Center – Madison, WI

April 16, 17 & 18 – 2027
www.MidwestHorseFair.com

APRIL 16, 17 & 18 – 2027

www.MidwestHorseFair.com

GENERAL INFORMATION

CONTACT INFORMATION

Midwest Horse Fair®
PO Box 128
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Phone: (920) 623-5515

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Contact Midwest Horse Fair staff on-site at (920) 623-5515
(Tuesday, April 13 through Sunday, April 18, 2027)

EVENT LOCATION

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

FUTURE DATES

2028: April 21, 22 & 23
2029: April 20, 21 & 22
2030: April 12, 13 & 14

Current as of September 2026

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PLEASE READ CAREFULLY!

Signing the Exhibitor Booth Contract asserts knowledge of the following information:

MIDWEST HORSE FAIR RESPONSIBILITY

Midwest Horse Fair (MHF) endeavors to make available reasonable assistance to exhibitors 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 exhibitor; 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 exhibitors or exhibitor'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, exhibitors or animals.

EXHIBITOR RESPONSIBILITY

Exhibitor 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 exhibitors 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.

Exhibitor 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, whether written, verbal or 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 wich support violence. Further, MHF does not condone products and displays which contain profanity or implied profanity.

ADMISSION

ADMISSION TICKETS: ***Parking is included!***

One-day or three-day admission tickets are to be used at the gate. Upon arrival, tickets will be exchanged for a wristband. Wristbands are required for everyone attending MHF (this includes exhibitors, 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 or wristband. Please plan ahead and make sure to have necessary tickets upon arrival.

Each exhibitor in Exhibition Hall, Lobby, Mendota, Sidewalk, Outside Mall, and Colisuem Craft/Non-Profit areas will receive six (6) one-day admission tickets per booth. Food court exhibitors will receive eighteen (18) one-day admission tickets per space. Trailer & Truck Avenue exhibitors will receive eighteen (18) one-day tickets per exhibitor. Additional tickets are available for puchase. No refunds will be given; MHF is not responsible for lost or stolen tickets. Deadline to purchase advance tickets to be mailed to exhibitors is March 26. Advance tickets may be purchased at the Show Office Wednesday, April 14, starting at Noon through 8:00 p.m. on Thursday, April 15. Onsite ticket purchases must be made by check or credit card only, no cash sales. A 3% fee will be charged on all credit card purchases.

If the exhibitor packet, which contains the allotment of one day admission tickets, is not picked up at the Show Office on the Day of Ingress, then full admission will be charged at the gate and no refunds will be given. Tickets may be left at Will-Call for your staff/party to pick up (see page 15). Visit 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.

Exhibitors must remain within their own exhibit space distributing literature, product samples, or other materials. Sandwich boards or other wayfinding signage must remain inside your purchased booth space.

BOOTH SPACE

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

ASSIGNMENT & ALLOCATION:

MHF in its sole discretion will assign exhibit space. Upon submittal of completed Renewal Application and 50% minimum deposit on your current booth space has been paid, every effort will be made to allocate the same space as prior year. MHF reserves the right to move any exhibitor to another location, in the best interest of MHF, at any time, including during the event. There is no guarantee that a returning exhibitor will be assigned the same space. Locations are assigned on an annual basis. Returning exhibitors may request a different location. Requests may be submitted to move or expand a location and should be noted on the submitted renewal application. 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 minimum 50% deposit on your current booth space.

AMENITIES (Electricity, Wi-Fi, tables, chairs, etc.):

A sign with booth display name, booth number and an 8' backdrop is included in each indoor booth space. Booth numbers must remain in view. The booth fee does NOT include electricity or any other equipment. Electricity, tables, chairs, internet connection, etc. are an additional cost to the exhibitor. MHF does not purchase/provide these amenities. Exhibitors may bring the needed items or contact the Alliant Energy Center (AEC) beginning six months prior to MHF to order online at www.alliantenergycenter.com or call 608.267.3991. Generators are not allowed in the buildings or on the Alliant Energy Center grounds.

CONSTRUCTION:

Attractive, informational, truthful and attention-getting exhibits which are lawful and appropriate are encouraged. In no event however, shall any exhibit interfere with any neighboring exhibit, in the judgment of MHF. Each exhibitor must provide their own booth furnishings, and may specify their own dependent service contractor for the set up and dismantling of the booth. **Each exhibitor 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 exhibitor contract and extending vertically to the maximum wall height designated below. (i.e. Including but not limited to: display racks, trailer hitches, flags, saddle racks and mannequins.) 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. Loud music and strobe lights are prohibited. To comply with the City of Madison Fire Department, aisles must be kept free of obstructions and not used for commercial purposes. **Please do not remove the floor tape indicating your booth area** and leave the space in the same condition as prior to taking posession.

Any exhibitor that utilizes space outside their contracted space without authorization from Midwest Horse Fair will be given a warning. If a second warning is needed, this may result in forfeiture of your participation for future events.

For indoor booths, the maximum height permitted for walls and booth contents for any booth space will be nine (9) feet. The back wall height may extend an additional foot but may not exceed ten (10) feet. NO NAILS OR SCREWS may be used in the floor or wall. No damage of any nature may be done to the booth structures or to any part of the exhibition halls. Exhibitors will be held responsible for damage. Check with Alliant Energy Center staff before any tape is applied to the floor. Absolutely no tape may be applied to the Lobby and Hallway floors of Exhibition Hall.

Booths obtained as part of Sponsorship with MHF are subject to regulations dictated by individual agreements.

CLEANING:
Exhibitors are responsible for keeping their exhibits clean and free from accumulated rubbish and unsafe conditions. Exhibition Hall aisles will be maintained by the AEC personnel. Exhibitor must leave their contracted space in the same condition as when they took posession.

SUB-LEASING:
Sub-leasing or sharing of space and/or assignment or transfer of any right, interest or obligation of exhibitor related to MHF of exhibitor's exhibit space or participation is strictly prohibited by MHF, and any such attempt by any exhibitor is null and void and without effect, other than to violate the rules of MHF. Exhibitor may only use the booth space to sell, display, promote or distribute Exhibitor's own goods, products, services or literature, and is expressly prohibited from selling, displaying, promoting or distributing the goods, products, services or literature of any other party. This may result in forfeiture of your participation for future events if it is determined your booth space has been sub-leased to another party.

TRANSFER OF OWNERSHIP
MHF must be notified in writing of any transfer of ownership or change in business name, which will be subject to review. Completion of a New Exhibitor Application may be required and current booth location is not guaranteed. Failure to notify MHF of ownership transfer or name change may result in forfeiture of booth space.

CANCELLATIONS & REFUNDS

To be eligible for a refund, exhibitor cancellations must be submitted in writing (email or letter form) by January 1. 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 sumbit the required paperwork or payment to participate at our event by the February 1 deadline.

Any cancellations after January 1 will forfeit their booth location and fees and will need to complete a New Exhibitor Appliciation to be considered if wishing to return for the following event.

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

DISMANTLE / EGRESS

No exhibit, or any part of an exhibit, 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 to line up at the gate outside the dock until 5:00 p.m. on Sunday!

Do NOT pull your vehicle in line or pull into the dock until you are packed and ready to immediately load out!

Suggested time allotment for unloading and loading in all exhibitor locations:

- 3 or less booth spaces – 30 minutes
- 4-7 booth spaces – 45 minutes
- 8 or more booth spaces – 60 minutes

When tearing down your booth space, you must still remain within your footprint so others around you are able to dismantle and exit as well. All exhibits must be fully vacated by 11:00 p.m. on Sunday. A $100/hour fine will be issued to the exhibitor for every hour beyond this time.

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

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

Exhibition Hall exhibitors: you may load and unload using the dock at the back of the building, the back doors off the hallway area, the doors on the south side of the building or the doors at the front of the building at the south end of the main lobby**. No other doors may be used, and/or proped open for loading and unloading.**

If you need to bring a vehicle inside the building, please be cautious as to your speed and the safety of others around you. **Vehicles may NOT be left running inside the Exhibition Hall.**

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/exhibitors will be evaluated and/or audited at least once during MHF. **Each exhibitor must have their booth manned at all times.** It is the exhibitor's responsibility to make employees aware of the impact these evaluations will have on future participation at MHF.

Midwest Horse Fair takes exhibitor and attendee complaints and concerns very seriously as it does affect the reputation of our event. MHF does have the right to review feedback with exhibitors and potentially refuse, or refund, any exhibitor from participating at any time during, or prior to, the event.

EXHIBITOR PRODUCTS & DISPLAYS

MHF reserves the right to determine the eligibility of any products for display. Commercial exhibitors must list their participating company as exhibitors of record. Eligibility of new products or criteria must be approved by MHF prior to the event.

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.

Exhibitors are expected to engage in a professional manner with attendees regardless of age or gender. Inappropriate behavior will not be tolerated.

EXHIBITOR PACKETS

Exhibitor packets must be picked up from the Show Office **before 7:00 p.m. on Thursday**.

Packet contains: Important information regarding exhibitor participation, one-day admission ticket allotment, two exhibitor identification badges, AEC Service Desk information and the 2028 Exhibitor Renewal information.

Prior pick-up arrangements for exhibitor packets can be made by contacting 920.623.5515 or exhibitors@midwesthorsefair.com.

If packets are not picked up by 7:00 pm in the Show Office at the event, they will only be at the Will Call Booth (Olin Avenue Gate) on Friday morning from 6:45 am - 1 pm. You will need your admission tickets in this packet to enter or you will have to pay full price at any other gate.

FIRE SAFETY PRECAUTIONS

All decorations must be made of non-flammable materials. All displays, exhibits, booths and construction material must conform to safety, fire & 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 the buildings. Equipment and machinery on display inside the buildings must have gas caps taped shut and batteries disconnected.

Please note these fire code regulations for all exhibitors:

- NO tents, trailers or covered structures (including pop-up canopies) are allowed inside buildings
- NO tents, trailers or covered structures can be within 10 feet of a building or under an awning if using a cooking heat source.

All outdoor tents larger than 20’ x 20’ (401 sq. ft.) need a Tent Notification of Operation to be filed with the Madison Fire Department 15 days prior to the event date. A copy of the Tent Notification along with an accesible fire extinguisher must be displayed within the tent. If needed, use this link to fill out the Tent License Application and also complete the Notification of Operation and submit to the City of Madison Fire Department.

Other Resources from City of Madison Fire Department:

- Canopy Safety
- Tents & Temporary Structures

FOOD COURT EXHIBITORS

Food Court exhibitors must adhere to the Department of Health guidelines. Food Court exhibitors are contracting with Midwest Horse Fair and are also required to complete a Subcontractor Agreement Form with Sodexo Live! (Alliant Energy Centers’ food & beverage provider). Booth fees will be collected by Midwest Horse Fair prior to the event. Additional fees, including but not limited to commission fees, permits/licenses will be collected by Sodexo Live! personnel. Sodexo Live! requires exhibitors to follow a set pricing structure for approved beverages. Please call Sodexo Live! (608.661.0525) if you have any questions regarding the vendor requirements at our event.

Food Court vendors are required to be open from 11:00 a.m. to 7:00 p.m. on Friday and Saturday and from 11:00 a.m. to 5:00 p.m. on Sunday. You have the option to remain open during, and following, the evening entertainment events in the Coliseum.

Reminder of the City of Madison Fire Department requirements:

- All Ansul Hood Systems need to have a current inspection or you will not be able to cook at the event.
- All cooking vendors will need to have appropriate, and up to date, fire extinguishers.
- No open flame or devices emitting flame, fire or heat are permitted under tents or canopies.
- Those cooking outside of tents/trailers, the grills and fryers need to be a minimum of 10 feet from any awning, structure or combustible construction regardless if it's flame retardent.

City of Madison Fire Deparment documents for your review:

- Canopy Safety
- Food Truck Safety Fact Sheet
- Tents & Temporary Structures

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. – 10:00 p.m.
Exhibitor Packets must be picked up from the Show Office before 7:00 p.m.
** Trailer Avenue Exhibitors will have their ingress on WEDNESDAY starting at 2:00 p.m.

EGRESS/TEAR DOWN: Sunday – 5:00 p.m. – 11:00 p.m. (No Exceptions!)

BOOTH RESTOCKING: Daily 7:00 a.m. – 8:00 a.m. & 7:00 p.m. – 8:00 p.m.
GATES OPEN: 7:00 a.m. daily.

SHOW OFFICE HOURS:

Wednesday	12:00 p.m. – 7:00 p.m.
Thursday	8:00 a.m. – 8:00 p.m.
Friday	7:00 a.m. – 7:00 p.m.
Saturday	7:00 a.m. – 7:00 p.m.
Sunday	7:00 a.m. – 5:00 p.m.

SHOPPING HOURS:

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

COLISEUM SHOPPING HOURS:

Friday & Saturday	8:00 a.m. – 5:30 p.m.
Sunday	8:00 a.m. – 5:00 p.m.

* The Coliseum will be cleared starting at 5:30 p.m. each day due to reserved ticket shows. If exhibitors need to tidy up booth area or restock, they must be wearing the exhibitor identification badge and can remain in the booth until 6:00 p.m. Exhibitors not wearing an exhibitor identification badge will be asked to leave. At 6:00 p.m., all must exit if an evening ticket has not been purchased, as a separate, reserved ticket is required to view the evening shows.

IDENTIFICATION BADGES

IDENTIFICATION BADGES ARE NOT VALID FOR ADMISSION TO THE GROUNDS.

Exhibitors will receive two exhibitor Identification Badges to be used as a visual aid, identifying the booth display name and booth number. To enter a building prior to 8 a.m., the badge will identify MHF exhibitors and allow entrance to the Exhibition Hall and Colisuem. Groups may enter together with one badge being presented. Entrance to the Exhibition Hall and Colisuem may begin at 7 a.m. Exhibition Hall entrance will be granted through the service door on the back dock and the North Lobby Entrance facing the Coliseum. **You must also have a wristband on to be admitted!**

INGRESS / SET UP

STANDARD EXHIBITOR INGRESS: is on Thursday from 8:00 a.m. to 10:00 p.m.

EARLY INGRESS:

Exhibitors with FOUR or more booths at MHF or are an event sponsor or clinician have the option for early ingress starting Wednesday at 2:00 p.m. Early ingress is not guaranteed and is subject to approval. An Early Ingresss Pass and additional information will be emailed to those who are approved. This pass/email will need to be shown to the event staff for admittance to the Exhibition Hall or Coliseum.

UNLOADING:

Exhibition Hall exhibitors may unload using the dock at the back of the building, the back doors to the hallway area, the doors on the south side of the building or the doors at the front of the building at the south end of the main lobby near the hotel corridor. If your booth space is in the Mendota Rooms, you may also use the back doors of that area. No other doors may be used, or propped open, for loading and unloading.

Coliseum Exhibitors may use either the East or West Entrance. Outside ramps are located at both entrances and an elevator is in the West Entrance Lobby.

Suggested time allotment for unloading and loading in all exhibitor locations:

- 3 or less booth spaces – 30 minutes
- 4-7 booth spaces – 45 minutes
- 8 or more booth spaces – 60 minutes

Please be courteous of others around you and stay within your booth space when setting up and tearing down.

TRAILER AVENUE INGRESS: will be on Wednesday starting at 2:00 p.m. (see more information under Trailer Avenue Exhibitors).

FOOD COURT INGRESS: will be on Wednesday from 12:00 p.m. – 6:00 p.m. and on Thursday from 8:00 a.m. – 11:00 a.m. You may not drop off your food truck/trailer prior to Wednesday.

INSURANCE

All exhibitors 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.
The Vendor waives all rights of subrogation that an insurer might have against Wisconsin State Horse Council and Midwest Horse Fair with appropriate endorsements attached to all policies.

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 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 under the Commercial Exhibitors tab by February 1st. **If a Certificate of Liability Insurance is not on file, set up and participation at MHF will not be allowed.**

INTERNET

Wi-Fi is available throughout the grounds. The complimentary internet is sufficient for light internet surfing and checking email. Premium Wi-Fi can be ordered online at www.alliantenergycenter.com/exhibitors or call 608.267.3991. Premium Wi-Fi is needed to operate point-of-sale systems. POS systems will not work on the complimentary Wi-Fi network. NOTE: a personal hotspot through your cellular carrier is prohibited if you are an exhibitor inside the Exhibition Hall or Coliseum.

LIABILITY

Liability for loss, theft, property damage, or destruction and personal injury: exhibitor 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. Exhibitors 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.

Exhibitor assumes entire responsibility and hereby agrees to protect, defend and save 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 exhibitor's employees, or agents, or invitees, infringement of any intellectual property rights of another, installation, removal, maintenance, occupancy, or use of exhibition premises. Exhibitor 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 exhibitor, their employees or agents or invitees must be paid by exhibitor causing damage.

LODGING

CAMPING:

Camping is available to MHF participants only, including exhibitors, horse participants, performers, clinicians, and eligible MHF volunteers. Any reserved spaces must be for the use of camping only. Parking storage or supply trailers, with the intention of camping, is prohibited.

CAMPING IS ONLY ALLOWED IN THE DESIGNATED CAMPING AREA WITH A PURCHASED SPACE FOR THE WEEKEND. You may NOT sleep/camp in your trucks or trailers in the parking areas.

- 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.
- 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.

HOTELS:

A number of hotels offer special rates to exhibitors and attendees. Please visit 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. Any trailer left on the grounds, including supply trailers that do not fit in assigned exhibitor booth space 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 of fair or pick it up after the event, you may park in the North Parking lot by pole #37. If left in any other area of the grounds, you may be ticketed and/or towed.

Parking in the lot on the South side of Exhibition Hall is for those who restock their booths on a daily basis. If your trailer is empty, please park in the designated area on the hill on the north side of the grounds.

Peak traffic times are Friday and Saturday from 8:00 am – 12:00 pm so plan accordingly if you wish to park on the grounds. Gates are open at 7am. Carpooling is encouraged as parking is limited during peak times.

PAYMENTS/DEPOSITS

DEPOSITS:
A minimum deposit of 50% of the Exhibitor's total booth space is required to reserve a booth space for the MHF. Check, debit card and credit card payments are accepted. ***Please note: all credit card payments will be subject to an additional 3% surcharge***.

RENEWALS for Returning Exhibitors: Renewing exhibitor status for the next year ***during MHF weekend*** will save 10% of the value of exhibitor's existing booth space. To receive the 10% early bird discount, a deposit payment of 50% of the current booth value **must be made by 5:00pm on Sunday**. Onsite purchases are to be made by check or credit card only, no cash sales.

Deposits will only be taken based on previous booth space value. No monetary adjustments will be made for booth placement requests until it is determined if those requests can be granted.

To ensure booth space, all renewal deposits must be received by August 1. After August 1, a new exhibitor application will be required, booth space is not guaranteed and, if accepted, subject to any rate increases.

APPLICATIONS for New Exhibitors: All new applications are submitted through, www.MidwestHorseFair.com. If accepted, a minimum deposit of 50% of the assigned booth space is required and is due 10 days from the acceptance email.

BALANCE DUE:
Any remaining balance is due by February 1. If payment in full is not received for all assigned booth(s), including any additional space granted, by February 1, exhibitor will be charged back the 10% early bird discount (if applicable) plus a $100 late fee. If full payment and late fees are not received immediately, exhibitor will forfeit all payments made and forfeit booth space. Exhibitors have until January 1, to cancel booth space in writing to receive a full refund. No refunds will be given after January 1.

Midwest Horse Fair reserves the right to cancel any exhibitor booth space if all required documentation, including payment in full, is not received by February 1, 2027.

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 wil be notified.

The sale of any animal on the AEC grounds, during the Midwest Horse Fair, 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 contact 920.623.5515 or e-mail exhibitors@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 www.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 a $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 www.doa.state.wi.us/gaming. Phone 608.270.2552 or 800.791.6973.

All raffles submitted and approved by the deadline of February 1, 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. Exhibitors and their staff agree to abide by all decisions and rulings of MHF.

SALES TAX

Seller's permits issued by other states are not valid for sales made in Wisconsin. Exhibitors 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 exhibitor 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 exhibitors 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. 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 Reveune at DORBusinessTax@revenue.wi.gov or telephone at 608.266.2776

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

SHIPPING PRODUCT/FREIGHT TO SHOW

FREIGHT RECEIVING & SHIPPING:

Ship all freight (ADVANCE & DIRECT) to Alliant Energy Center, 1919 Alliant Energy Center Way, Madison WI 53713. Make sure all packages are clearly marked with show name, booth name and booth number. AEC is not responsible for shipments when incomplete or incorrect information is provided.

ADVANCE SHIPMENTS:

AEC will receive shipments prior to ingress of the show and will provide up to thirty (30) days storage.

DIRECT SHIPMENTS:

AEC will receive shipments during ingress and show hours at the AEC Service Desk in the back of Exhibition Hall.

PAYMENT POLICY:

Freight fees are based on actual or estimated weight at the time shipment is received. The AEC must be prepaid for freight fees. Freight or carrier charges must be prepaid to carrier. Collect shipments and/or shipments having unpaid freight fees will not be accepted.

Arrange to ship product by contacting Alliant Energy Center at www.alliantenergycenter.com or call 608.267.3991. Additional information regarding Inbound and Outbound Freight to and from AEC use this link – AEC FREIGHT.

SOUND 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 exhibitors. If interference exists or continues, MHF reserves the right to revoke that particular exhibitor's privilege of using any sound devices at any time.

TENTS/SHELTERS (OUTDOOR)

Tents or shelters may be rented from the following business:

- Event Essentials – 800.220.4991
- Bucky's Rentals – 608.291.2500

A tent/shelter cannot be staked into the ground, it will need to be weighted. Weights are available for a fee, through Event Essentials (800.220.4991) or AEC (www.alliantenergycenter.com) or call 608.267.3991 (see Amenities). All tents, including weights, must remain within the assigned exhibitor booth space. Also see City of Madison Fire Code information regarding outdoor tents under Fire Safety Precautions.

TRAILER AVENUE EXHIBITORS

- Trailer Avenue Egress is Wednesday after 2:00 p.m.
- Trailers may be dropped off earlier in the week during the fair and parked in the North parking lot near pole #37.
- Trailers, vehicles and all displays must stay within contracted space.
- A 20-foot wide fire lane will be enforced by the Fire Marshal.
- Trailers or vehicles cannot be moved during show hours.
- Sold trailers or vehicles can be removed from Trailer Avenue after 7:00 p.m. Friday & Saturday and after 5:00 p.m. on Sunday.

- Additional trailers or vehicles for sale that do not fit within the contracted space cannot be sold from any other area on the grounds.
- Additional trailers or vehicles for sale that do not fit within the contracted space cannot be left in the parking lots during fair. Trailers and vehicles will need to be tagged by MHF staff and then parked in the designated exhibitor trailer parking area. Trailers and vehicles left in the parking lots will be towed at the owner's expense.
- Only trailers in Trailer Avenue can be showcased to attendees. Taking or directing customers to view additional stock outside of assigned space is strictly prohibited.
- All trailers, vehicles and displays need to be removed from Trailer Avenue before 11:00 p.m. on Sunday. Trailers and vehicles remaining in Trailer Avenue on Monday will be towed at the owner's expense. Exhibitors may temporarily move trailers or vehicles to the North parking lot off Olin Avenue, near pole #37. ALL trailers must be removed from AEC lots by Wednesday following fair.

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.

Weapon detectors will be implemented for evening events in the Coliseum

WEBSITE EXPOSURE

MHF has an outstanding exposure opportunity for exhibitors by adding to the exhibitor web listing. Each exhibitor will receive a basic name listing on the MHF website as part of an exhibitor 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 desciprtion, photo, logo, website link and contact information! All information will remain on the website through June 30. Visit www.midwesthorsefair.com, call 920.623.5515 or e-mail exhibitors@midwesthorsefair.com.

WILL CALL

Will Call service will be available if tickets need to be left for another party to pick up. Bring the ticket(s) to the Show Office and they will be delivered to the Will Call booth located at the Olin Avenue Gate. Those picking up tickets must enter at the Olin Avenue Gate between the hours of 6:45 a.m. and 1:00 p.m. daily or they will pay the full admission price at any other gate entrance and there will be no refunds.