25,000 HORSE LOVERS IN ATTENDANCE

ALL EQUINE BREEDS

ROYAL BLUE RIBBON SPONSOR PARTNERSHIP PROGRAM
2019 Rocky Mountain Horse Expo
RMHESponsors.com

26 YEARS STRONG

SPONSORSHIP PACKAGES

Sponsorship Packages

RockyMountainHorseExpo.com

ROCKY MOUNTAIN HORSE EXPO

2019

ENTERTAINMENT
EQUINE ART SALE
COMPETITIONS

TEMPLE
GRANDIN
MINI HORSES
MUSTANGS
EDUCATIONAL EVENTS
HORSE SALE
YOUTH DAY
REHABILITATION
MUCH MORE!

NATIONAL WESTERN COMPLEX
MARCH 1-3, 2019
DENVER, COLORADO

“It’s like falling into heaven for horse lovers!”
NEW! Royal Blue Ribbon Sponsorship Program
Triple Crown Sponsor receives naming rights

***Larger version of sponsorship table below on next page***

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>BRONZE</th>
<th>BRONZE VALUE</th>
<th>SILVER</th>
<th>SILVER VALUE</th>
<th>GOLD</th>
<th>GOLD VALUE</th>
<th>PLATINUM</th>
<th>PLATINUM VALUE</th>
<th>TRIPLE CROWN! 2019 EXPO NAMING RIGHTS</th>
<th>TRIPLE CROWN VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPONSORSHIP COST</td>
<td>$1,500</td>
<td>$2,160</td>
<td>$2,500</td>
<td>$4,125</td>
<td>$5,000</td>
<td>$14,030</td>
<td>$10,000</td>
<td>$27,700</td>
<td>$25,000 starting bid</td>
<td>$82,500</td>
</tr>
<tr>
<td>NAMING RIGHTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019 Expo Naming Rights</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2019 Expo Naming Rights</td>
<td>$20,000</td>
</tr>
<tr>
<td>Name on all 2019 marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Naming Rights: Event, Arena or Venue</td>
<td>1 GENERAL</td>
<td>$1,500</td>
<td>1 PREMIUM</td>
<td>$3,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PREMIUM BOOTH LOCATION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium Booth Location</td>
<td>10' x 30'</td>
<td>$800</td>
<td>10' x 40'</td>
<td>$1,200</td>
<td>20' x 20'</td>
<td>$3,000</td>
<td>40' x 40'</td>
<td>$5,000</td>
<td>Negotiable Location &amp; Size</td>
<td>$10,000</td>
</tr>
<tr>
<td>EVENT TICKETS &amp; PARKING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Admission Expo Tickets</td>
<td>15</td>
<td>$180</td>
<td>25</td>
<td>$300</td>
<td>50</td>
<td>$600</td>
<td>200</td>
<td>$2,400</td>
<td>500</td>
<td>$6,000</td>
</tr>
<tr>
<td>Mane Event Performance Tickets</td>
<td>15</td>
<td>$180</td>
<td>25</td>
<td>$300</td>
<td>50</td>
<td>$600</td>
<td>200</td>
<td>$2,400</td>
<td>500</td>
<td>$6,000</td>
</tr>
<tr>
<td>3-Day Parking Passes</td>
<td>2</td>
<td>$50</td>
<td>5</td>
<td>$125</td>
<td>10</td>
<td>$250</td>
<td>20</td>
<td>$500</td>
<td>50</td>
<td>$1,250</td>
</tr>
<tr>
<td>SIGNAGE &amp; BANNERS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium Signage/Banner Placement: Entrances (inside/outside)</td>
<td>1</td>
<td>$500</td>
<td>2</td>
<td>$1,000</td>
<td>5</td>
<td>$2,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Signage/Banner Placement: Arenas, Paddock, Outside Door</td>
<td>1</td>
<td>$250</td>
<td>2</td>
<td>$500</td>
<td>3</td>
<td>$750</td>
<td>4</td>
<td>$1,000</td>
<td>5</td>
<td>$2,500</td>
</tr>
<tr>
<td>EVENT ANNOUNCEMENTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spoken 15-Second Commercial Read by Mane Event announcer</td>
<td>1</td>
<td>$100</td>
<td>2</td>
<td>$200</td>
<td>4</td>
<td>$400</td>
<td>8</td>
<td>$800</td>
<td>20</td>
<td>$2,000</td>
</tr>
<tr>
<td>MULTIMEDIA ADVERTISING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad on RMHE &amp; CHC Website: 1yr</td>
<td>Small Logo $100</td>
<td>Medium Logo $200</td>
<td>Large Logo $500</td>
<td>Ad/Logo Home Page $1,000</td>
<td>Ad/Video - Home Page $3,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video Ad Looping on Large Screen at Media Center</td>
<td>1 video</td>
<td>$1,000</td>
<td>2 videos</td>
<td>$2,000</td>
<td>3 videos</td>
<td>$3,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promo Email: 15,000+ database</td>
<td>n/a</td>
<td>1</td>
<td>$500</td>
<td>2</td>
<td>$1,000</td>
<td>3</td>
<td>$1,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media shoutouts</td>
<td>1</td>
<td>$250</td>
<td>2</td>
<td>$500</td>
<td>3</td>
<td>$750</td>
<td>5</td>
<td>$1,250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video Ad on RMHE &amp; CHC Website: 1yr</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>1 Video Ad $1,000</td>
<td>1 Video Ad on Home Page $5,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PROGRAM printed/digital</td>
<td>1/8 page (2.4” x 2”) $250</td>
<td>1/4 page (2.5” x 4”) $500</td>
<td>1/2 page (5.123” x 4”) $750</td>
<td>Full-Page (5.5” x 8.5”) $1,500</td>
<td>Back Cover (5.5 x 8.5) $5,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Article &amp; Photograph in Program</td>
<td>1/2 page/article/photo $1,500</td>
<td>Full-page/article/photos $3,000</td>
<td>2pg center-spread/article/photos $6,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PATRON PROGRAM PASSES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patron Program Passes ($250 each)</td>
<td>1</td>
<td>$250</td>
<td>3</td>
<td>$750</td>
<td>7</td>
<td>$1,750</td>
<td>15</td>
<td>$3,750</td>
<td>30</td>
<td>$7,500</td>
</tr>
<tr>
<td>VIP Access During 3-day Expo</td>
<td>1</td>
<td>“</td>
<td>3</td>
<td>“</td>
<td>7</td>
<td>“</td>
<td>15</td>
<td>“</td>
<td>30</td>
<td>“</td>
</tr>
<tr>
<td>VIP Lounge Access: wifi, beverages, snacks, seats</td>
<td>1</td>
<td>“</td>
<td>3</td>
<td>“</td>
<td>7</td>
<td>“</td>
<td>15</td>
<td>“</td>
<td>30</td>
<td>“</td>
</tr>
<tr>
<td>Patron Program Vendor Gifts</td>
<td>1</td>
<td>“</td>
<td>3</td>
<td>“</td>
<td>7</td>
<td>“</td>
<td>15</td>
<td>“</td>
<td>30</td>
<td>“</td>
</tr>
<tr>
<td>VIP Seating in Stadium Arena</td>
<td>1</td>
<td>“</td>
<td>3</td>
<td>“</td>
<td>7</td>
<td>“</td>
<td>15</td>
<td>“</td>
<td>30</td>
<td>“</td>
</tr>
<tr>
<td>Name Listing: Program &amp; Website</td>
<td>1</td>
<td>“</td>
<td>3</td>
<td>“</td>
<td>7</td>
<td>“</td>
<td>15</td>
<td>“</td>
<td>30</td>
<td>“</td>
</tr>
</tbody>
</table>
# Rocky Mountain Horse Expo Sponsorship Package

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
<th>PLATINUM</th>
<th>TRIPLE CROWN</th>
</tr>
</thead>
<tbody>
<tr>
<td>VALUE</td>
<td>$1,500</td>
<td>$2,160</td>
<td>$2,500</td>
<td>$4,325</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

## 2019 Expo Naming Rights

- **TRIPLE CROWN!**
  - **VALUE:** $2,500

## Pricing

- **Starting Bid:** $82,500

## Sponsorship Cost

- **Bronze:** $1,500
- **Silver:** $2,160
- **Gold:** $2,500
- **Platinum:** $4,325
- **Triple Crown:** $5,000

## Media

### Event Tickets & Parking

- **General Admission Expo Tickets**
  - 15 tickets: $180
  - 25 tickets: $300
  - 50 tickets: $600
  - 200 tickets: $2,400
  - 500 tickets: $6,000

- **Mane Event Performance Tickets**
  - 15 tickets: $180
  - 25 tickets: $300
  - 50 tickets: $600
  - 200 tickets: $2,400
  - 500 tickets: $6,000

- **3-Day Parking Passes**
  - 2 passes: $50
  - 5 passes: $125
  - 10 passes: $250
  - 20 passes: $500
  - 50 passes: $1,250

## Multimedia Advertising

### Premium Signage/Banner Placement:

- **Entrances (inside/outside)**
  - 1 sign: $500
  - 2 signs: $1,000
  - 5 signs: $2,500

### General Signage/Banner Placement:

- **Arenas, Paddock, Outside Door**
  - 1 sign: $250
  - 2 signs: $500
  - 3 signs: $750
  - 4 signs: $1,000
  - 5 signs: $2,500

## Event Announcements

- **Spoken 15-Second Commercial**
  - Read by Mane Event announcer
  - 1 commercial: $100
  - 2 commercials: $200
  - 4 commercials: $400
  - 8 commercials: $800
  - 20 commercials: $2,000

## General Program

### Advertising in Program

- **Printed/digital**
  - 1/8 page (2.4” x 2”): $250
  - 1/4 page (2.5” x 4”): $500
  - 1/2 page (5.12” x 4”): $750
  - Full-page (5.5” x 8.5”): $1,750

### Article & Photograph in Program

- **1/2 page article/photo:** $1,500
- **Full-page article/photos:** $3,000
- **2pg center spread article/photos:** $5,000

### Social Media Shoutouts

- 1 shoutout: $250
- 2 shoutouts: $500
- 3 shoutouts: $750
- 5 shoutouts: $1,250

## Premium Booth Location

- **Premium Booth Location:** $3,000
- **Premium Seating in Stadium Arena:** $1,500

## Sponsorship Level

- **Bronze**
- **Silver**
- **Gold**
- **Platinum**
- **Triple Crown**

## Sponsorship Cost Assistance

- **Bronze:** $1,500
- **Silver:** $2,160
- **Gold:** $2,500
- **Platinum:** $4,325
- **Triple Crown:** $5,000

## Program & Website

- **Video on RMHE & CHC Website:** $5,000
- **Promo Email:** $5,000
Sponsorship Information & Deadlines
Naming rights & booth locations awarded first-come, first-serve basis

FOR SPONSORSHIP OPPORTUNITIES CONTACT:
Bill Scebbi, Executive Director
2019 Rocky Mountain Horse Expo
720-261-029
bill@coloradohorsecouncil.com

FOR MEDIA, ADVERTISING & PROMOTIONAL INQUIRIES CONTACT:
Caroline Tracz & Jamie Saari Crawford: media@coloradohorsecouncil.com

NAMING RIGHTS DEADLINES: OPEN
- TRIPLE CROWN SPONSOR NAMES 2019 ROCKY MOUNTAIN HORSE EXPO: Bidding for ‘Triple Crown Sponsor’ and full naming rights of expo starts at $25,000
- PLATINUM PREMIUM NAMING RIGHTS OPTIONS: Stadium Arena, Mane Event Performances, Trade Show Area, Military Appreciation Day, Youth Day, Temple Grandin Presentation, Guinness World Records of most Stick Horses in One Location
- GOLD SPONSOR GENERAL NAMING RIGHTS OPTIONS: Art in the Park, Mustang Days, The Right Horse (horse rehabilitation by Harmony Equine Center), Drill Team Performances

VIDEO PRODUCTION & COMMERCIALS: Deadline: Friday, Feb. 22, 2019
- Videos & Commercials to be provided by sponsor by Friday, February 22, 2019.
- Email media@coloradohorsecouncil.com for instructions on transferring large video files.
- Colorado Video Productions – ColoradoVideo.com - is offering an exclusive 30% discount to the first 6 sponsors of the 2019 RMHE requiring video production services. To qualify for 30% discount, order must be placed by February 10, 2019. For more information go to ColoradoVideo.com or email Caroline at caroline@coloradovideo.com.

SPOKEN EVENT ANNOUNCEMENTS COMMERCIALS DEADLINE: Friday, Feb. 22, 2019
- 15-second spoken announcement commercials to be provided by sponsor and be no longer than 40 words. Email announcement to media@coloradohorsecouncil.com
- Media team can write spoken announcement for $25. Email media@coloradohorsecouncil.com

WEBSITE LOGOS, ADS & VIDEO ADS DEADLINE: Friday, February 22, 2019
- All website logos, ads & videos to be provided by sponsor by Friday, February 22, 2019.
• Media team offering ad design services for $50. Email media@coloradohorsecouncil.com

SIGNAGE & BANNERS DEADLINE: Monday, February 25, 2019
• Signage & banners to be provided by sponsor and delivered to National Western Complex by Monday, February 25, 2019. Email your preferred banner location (based on sponsor level) and a digital image of your banner to media@coloradohorsecouncil.com
• Signage & banner sizes will be determined by sponsorship level and type of sign. Email media@coloradohorsecouncil.com with image of banner and location preference.

PROGRAM ADS DEADLINE: Friday, February 15, 2019
• Please email your ad in digital format of 300 pixels/inch in PDF, TIFF, JPG or PNG format to media@coloradohorsecouncil.com. Design services available for $50 per ad.
• Program booklet will be printed full-color on 8” x 5.5” paper (8 ½” x 11” paper folded in half)
• Ad for program to be supplied by sponsor in size awarded to sponsorship levels. Sponsors receive premium placement of ads before other advertisers.
  Bronze: 1/8 page: 2.4” x 2”
  Silver: 1/4 page: 2.5” x 4”
  Gold: 1/2 page: 5.123” x 4”
  Platinum: Full-page: 5.5” x 8.5
  Triple Crown: 5.5” x 8.5”

*Price does not include any design fees. Keep important elements such as text at least 1/4” from the edge of your ad to prevent them from being cut off.
WHAT’S NEW DURING THE 2019 ROCKY MOUNTAIN HORSE EXPO?

- **TEMPLE GRANDIN**: ‘How Horses Think’ on Sunday, March 3, 2019: Renowned animal behaviorist, Dr. Temple Grandin, will speak about ‘How Horses Think’ on Sunday, March 3, 2019 from 1 pm - 3 pm. After her presentation, her books will be available for sale and she will sign copies for attendees. Grandin has designed livestock handling facilities that are now being used all over the world and is a professor of animal science at Colorado State University. Having authored more than 400 papers and seven books, Grandin was the focus of an HBO movie (starring Clair Danes) about her incredible life story as an animal advocate, visionary in her field and person with autism.
• **YOUTH DAY** on Sunday, March 3, 2019: You will receive a bundle of free tickets for Children because our focus is on attracting youth the Expo. The 2017 AHCF Economic Impact Study found that 30.5% of US households contain a horse enthusiast and 38% of those enthusiasts are under the age of 18. Since young people are such a huge market in the equine industry, Sunday, March 3 is ‘YOUTH DAY’ and we will be celebrating young people with various activities and events. These complimentary tickets for children will be distributed all over Colorado.

• **MILITARY DAY** on Saturday, March 2, 2019: You will receive a bundle of free tickets for Veterans & Active Military: This free ticket for active military or veterans can be used all 3 days of the Expo after showing verification ID at door. This is our way of thanking and honoring those who have served our country. Military members will be honored in various other ways throughout the 2019 Rocky Mountain Horse Expo.

• **NEW GUINNESS WORLD RECORD**: Join us as we create a new Guinness World Record for the most people riding stick horses in one location in support of Ronald McDonald House in Denver. Arrive at the Expo on Sunday, March 3, 2019 before 11 am to participate in the fun and festivities! Plan to make your own creative stick horse? Stay tuned for contest details announcements as we look for the coolest, most innovative and creative homemade stick horses for 2019. Winners will receive prize packages of tickets to the 2019 Rocky Mountain Horse Expo and Mane Event.

• **PATRON PROGRAM**: We are bringing back the Patron Program – a VIP program offering access to a private rest area, and preferred seating through the entire 3-days Expo. Watch for upcoming announcements with details about the Patron Program on our website.
**SPONSOR MEDIA PACKAGE INCLUDES:**

1. A journalist-written media release template about being in the 2019 Rocky Mountain Horse Expo to input your information and issue on your own to media of your choice.
2. Social media ads (image & videos) to help drive customers to your booth during the 2019 Expo.
   - If you would like a custom-designed social media ad (image or video) image designed, the team at ColoradoVideo.com is offering the following services.
     a. Design of social media IMAGE ad for $50 per ad.
     b. Production of social media VIDEO ad (15-30 second) for $199 each using stock video or video/photos you provide.

   *For more info about services above, email info@coloradovideo.com.*

**PREMIUM BOOTH LOCATIONS:** Sponsorship booth locations are awarded on a first-come, first-serve basis based on sponsorship level. Secure your sponsorship now to ensure best selection of booth location, naming rights choice (under your sponsor level) and many other exciting sponsor benefits. Go to RMHEsponsorships.com.

**For Sponsorship Opportunities Contact:**
Bill Scebbi, Executive Director
Phone: 720-261-0294
bill@coloradohorsecouncil.com

**For Media, Advertising & Promotional Inquiries Contact:**
Caroline Tracz and/or Jamie Saari Crawford, Communications Managers
media@coloradohorsecouncil.com

*2019 ROCKY MOUNTAIN HORSE EXPO & TRADESHOW*
PARTICIPANT RULES AND REGULATIONS

Rules and regulations governing the show have been briefly written to advise participants of their privileges, restrictions and requirements. Any changes to the rules and regulations must be made prior to the opening of the show. Rocky Mountain Horse Expo will be referred to as “EXPO”.

1. Stall/booth space will be assigned and given priority according to the date on which the application and payment is received, and will be assigned at the discretion of the show management. Participant agrees to accept the booth or stall space assigned and further agrees to accept reassignment to create a more effective EXPO or for safety purposes.

2. Groups representative of the state and national organizations will be given first consideration. Management reserves the right to determine the eligibility of any participant not in keeping with charter and purpose of the show.

3. EXPO reserves right to limit number of horses from one breed or participant due to limited time and space.

4. Subletting of stall or booth space is prohibited. Two or more firms may not exhibit in a single space unless approved by show management.

5. All aisles must be kept free of equipment, displays, cords, etc.

6. Participant sales of food and or beverage for consumption in the building shall be made ONLY with the permission of the building concessionaire.

7. The show management reserves the right to reject any applicant for space at any time, and reserves the right to regain possession of any space by refunding to the applicant or participant the amount paid for the space.

8. Horses and participants must be turned out in the best manner possible. Show clothing and tack preferred. Poorly presented and unmannerly horses may be excused from demonstrations.

9. All horses must conform to general health requirements and regulations and must have a current health certificate (within 30 days of Expo). Horses traveling from out of state must have a negative Equine Infectious Anemia Test (AGID/Coggins or Elisa) that is dated no more than 6 months prior to the date of arrival and brand inspection papers. In addition, any horse that travels a distance of more than 75 miles to Expo, whether from in or out of state, must have brand inspection papers.

10. Stallions will be permitted to leave the show grounds for breeding or collection. Please inform the barn manager of your in and out times.

11. Any electricity, carpentry, wiring connections shall be installed at participant’s expense.

12. Electrical extension cords must be 3-wire with ground.

13. All labor necessary in setting-up or removing exhibits must be supplied by participant and comply with building labor requirements.

14. Participants are to have tradeshow booths set up and ready the night before the show opening unless prior approval is given by EXPO.

15. All exhibits must remain intact until the close of the show.

16. The decisions of show management must be accepted as final in any disagreement between participants or in the decision to remove from the show any participant or his representative performing any act or practice that, in the opinion of the management, is objectionable.

17. All video and still photography of any participant’s show exhibit and/or participant’s staff taken by an agent of EXPO will remain the property of EXPO for use in promoting current and future events.
events or for use of any other purpose and participant hereby consents to and authorizes any such use.

18. All matters not covered in these conditions are subject to the decision of the show management.

19. **Liability:** EXPO assumes no liability including but not limited to the following sponsors: National Western Stock Show, City and County of Denver, Colorado State University and Colorado Horse Council. The EXPO, National Western Stock Show, City and County of Denver, Colorado State University, and Colorado Horse Council are not responsible for anything that may be lost, destroyed, damaged or stolen and will be held harmless for any injury, death, or damage that may occur to a participant, his or her employees, agents or property, or for loss as a result of theft, fire, accident or any other cause. Note: If requested by show management, participants must sign a release of liability form. Participant agrees to protect, save and hold EXPO and/or any person, organization or corporation for whom EXPO contracts to serve as show management and/or facility forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or others, as well as to strictly comply within applicable terms and conditions in the contract agreement between the facility and EXPO regarding the exhibition premises; and, further, participant shall at all times protect, indemnify and hold EXPO and facility forever harmless against and from any losses, costs (including attorney’s fees), damage, liability, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the participant’s use of the exhibition premises or a part thereof.

20. **Cancellation:** If participant fails to make payment required by the contract in a timely manner, EXPO may terminate that contract and participant’s participation in the event without further notice and without obligation to refund monies previously paid. EXPO is expressly authorized, but has no obligation, to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such a manner, as it may deem best, and without releasing participant from any liability there under. EXPO may also terminate the contract without any obligation on EXPO’s part to refund any payments previously made and without releasing participant from any liability arising as result of or in connection with such breach. If EXPO removes or restricts a participant’s exhibit which EXPO considers to be objectionable or inappropriate, no refund will be due to participant. Notwithstanding the foregoing, if EXPO cancels the event due to circumstances beyond the reasonable control of EXPO (such as acts of God, acts of war, governmental emergency, labor strike, or unavailability of Exhibit Facility), EXPO shall refund to each participant its exhibit space rental payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of organizer to participant. If participant cancels contract, EXPO shall refund participant fees paid minus 50% to maximum of $500.

21. **Guarantee:** EXPO makes no representations or warranties regarding the number of persons who will attend the show. Participant understands that neither EXPO nor its agents or representatives guarantees attendance at EXPO nor any financial gain to any participant participating in the show. Each participant also understands that tickets to the show will be sold exclusively by EXPO and the participant is not entitled to proceeds from ticket sales or concession sales.

22. **Insurance:** Participant is required to obtain and maintain in full force and effect throughout the Show the following insurance:

   **For Tradeshow Booths:** Commercial General Liability written with limits of at least the following: Each occurrence - $1,000,000; Personal & Advertising injury - $1,000,000; General Aggregate - $1,000,000; Products/Completed Operations Aggregate - $1,000,000; Fire Damage (any one fire) - $50,000; Medical Expense (any one person) - $5,000. Coverage shall include: premises/operations, contingent liability for subcontractors, products/completed operations, personal injury, and contractual liability to insure the indemnification (hold-harmless) clauses contained in this Contract. A Certificate of Insurance for the participant
showing policy numbers, limits of liability and coverage, and expiration dates must be submitted with the Expo Contract.

**For Horse Stalls:** Participant must obtain similar limits of liability and coverage as above. However, if participant has Excess Equine Liability Coverage provided by an Individual or Family membership in Colorado Horse Council, then it will be accepted in lieu of above. This insurance does not apply to business entities.

23. **Compliance with Laws and Regulations:** Participant shall abide by and observe all federal, state, and local laws, codes, ordinances, rules and regulations and all rules and regulations of the Exhibit Facility (including any union labor work rules). All decorative materials used in displays must meet the flame proofing regulations of the Denver Fire Department.

24. **Animals:** Any unruly or unsafe animal which, in the opinion of show management, is posing a threat to safety may be asked to be removed from the facility.

25. **NO DOGS ALLOWED ON GROUNDS:** The Rocky Mountain Horse Expo will adhere to the rules provided by the National Western Stock Show. Due to requirements of the liability insurance carrier and policy of all major livestock shows, dogs will not be permitted on the Stock Show grounds, in parking lots, or in buildings, including the Coliseum, at any time. Dogs entered in National Western Stock Show special performances or competitive events will be allowed on grounds or in buildings during performance or competition only.

26. **Service Dogs:** Service dogs are welcomed to the Rocky Mountain Horse Expo. The ADA and Colorado law define a service animal as a dog that is individually trained to perform tasks or do work for the benefit of a person with a physical or mental disability. (In some circumstances, a miniature horse who is individually trained also qualifies as a service animal.) Emotional support animal laws in Colorado are straightforward and not afforded the full rights of a service dog. Emotional support animals, comfort animals and therapy dogs are NOT considered service animals according to Title II and Title III of the ADA.

Americans with Disabilities Act. The Americans with Disabilities Act of 1990 (ADA) is a civil rights law that prohibits discrimination based on a person’s disability. The ADA requires covered entities, including state and local governments, businesses, and nonprofit organizations that provide goods or services to the public, to make reasonable accommodations for persons with disabilities. The use of a service animal is considered a reasonable accommodation. ADA regulations define a “service animal” as any dog that is individually trained to do work or perform tasks for the benefit of an individual with a disability, including a physical, sensory, psychiatric, intellectual, or other mental disability.2 A dog that provides its owner emotional support or comfort does not meet the definition of a 1Erickson, W., Lee, C., von Schrader, S. (2017). Disability Statistics from the American Community Survey. Ithaca, NY: Cornell University Yang-Tan Institute. Retrieved from Cornell University Disability Statistics website: www.disabilitystatistics.org. 2 28 C.F.R. § 36.104. service animal. Although the definition of a service animal does not include animals other than dogs, additional ADA regulations permit the use of a miniature horse that has been trained to work or perform tasks for the benefit of a person with a disability in certain circumstances.

For further information, go to RMHEvendors.com or contact the Expo office via email at chc@coloradohorsecouncil.com or by phoning 303-292-4981 from October 2018 - Feb 25, 2019. After February 25, 2019, please go to the onsite Expo Office at the National Western Complex.

---

**National Western Complex Map: Trade Show Area of 2019 Rocky Mountain Horse Expo**
# 2019 Rocky Mountain Horse Expo

## SCHEDULED EVENTS & ACTIVITIES

Go to RockyMountainHorseExpo.com for schedule & times

<table>
<thead>
<tr>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 28</td>
<td>March 1</td>
<td>March 2</td>
<td>March 3</td>
</tr>
<tr>
<td>HALL OF FAME AWARDS</td>
<td>FAMILY DAY</td>
<td>MILITARY DAY</td>
<td>YOUTH DAY</td>
</tr>
<tr>
<td>7 pm</td>
<td>Kids Free with Paid Adult</td>
<td>Free Entry for Military &amp; Vets</td>
<td>Featuring Temple Grandin How Horses Think</td>
</tr>
</tbody>
</table>

## All Day Events & Activities

<table>
<thead>
<tr>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 am - 7 pm</td>
<td>9 am - 7 pm</td>
<td>9 am - 7 pm</td>
<td>9 am - 5 pm</td>
</tr>
<tr>
<td>Trade Show Expo</td>
<td>Trade Show Expo</td>
<td>Trade Show Expo</td>
<td>Trade Show Expo</td>
</tr>
<tr>
<td>Vendors &amp; Exhibitors</td>
<td>Vendors &amp; Exhibitors</td>
<td>Vendors &amp; Exhibitors</td>
<td>Vendors &amp; Exhibitors</td>
</tr>
<tr>
<td>Ride with the Experts Clinicians &amp; times posted on website</td>
<td>Ride with the Experts Clinicians &amp; times posted on website</td>
<td>Ride with the Experts Clinicians &amp; times posted on website</td>
<td>Ride with the Experts Clinicians &amp; times posted on website</td>
</tr>
<tr>
<td>Miniature Horse Fair Photo Opportunities</td>
<td>Miniature Horse Fair Photo Opportunities</td>
<td>Miniature Horse Fair Photo Opportunities</td>
<td>Miniature Horse Fair Photo Opportunities</td>
</tr>
<tr>
<td>Face Painting @ Media Center</td>
<td>Face Painting @ Media Center</td>
<td>Face Painting @ Media Center</td>
<td>Face Painting @ Media Center</td>
</tr>
<tr>
<td>Mustang Days</td>
<td>Mustang Days</td>
<td>Mustang Days</td>
<td>Mustang Days</td>
</tr>
<tr>
<td>Obstacle Challenge</td>
<td>Obstacle Challenge</td>
<td>Obstacle Challenge</td>
<td>Obstacle Challenge</td>
</tr>
<tr>
<td>Colt Starting Challenge</td>
<td>Colt Starting Challenge</td>
<td>Colt Starting Challenge</td>
<td>Colt Starting Challenge</td>
</tr>
<tr>
<td>Barns Open To Public</td>
<td>Barns Open To Public</td>
<td>Barns Open To Public</td>
<td>Barns Open To Public</td>
</tr>
</tbody>
</table>

## Special Events

- **2019 Hall of Fame Awards & Reception**
- **Rocky Mountain Horse Expo**
- **2019 Rocky Mountain Horse Expo County Ronald McDonald House in Denver**
- **Preview Horses before Saturday’s Horse Select Sale**
- **Mane Event Show Tickets Sold Separately 7pm-9pm**
- **Horse Select Sale**
- **Rehabilitated Horse Competition Battle on the Rockies**
- **Stick Horse Rodeo**
- **Ranch Sorting Competition**
- **Drill Team Show Ticket included in cost of admission**

---

RockyMountainHorseExpo.com

RockyMountainHorseExpo.com