

2022 RENO RODEO

COMMERCIAL EXHIBIT HALL

HANDBOOK





Dear Exhibitor:

Welcome to the 2022 Reno Rodeo. We appreciate your interest in exhibiting at our Rodeo this year. This handbook was designed to provide all the necessary information you will need both before and during the Rodeo. It is the responsibility of each vendor to read this handbook, know the rules and abide by them while at the Reno Rodeo.

We partner with you in welcoming our fans to the Reno Rodeo and to ensure that their Reno Rodeo experience is pleasant and entertaining. Please join us in providing the best customer service to all our patrons.

We look forward to having your business or organization as an integral part of the 2022 Reno Rodeo. If you have any questions please email us at Vendors@renorodeo.com. Please try to find your answer in this Handbook before contacting us. We receive several inquiries each week and may not be able to respond as quickly as you would like, but we will get back to you.

Best Regards,

A handwritten signature in blue ink that reads "Michael W. Buis".

Michael W. Buis
2022 Reno Rodeo, Exhibit Hall Chairman



INSTRUCTIONS FOR NEW APPLICANTS

If you are a new vendor to Reno Rodeo, please complete the **2022 online Commercial Vendor Application** at <http://www.renorodeo.com/p/get-involved/doublermarketplace>

The Reno Rodeo provides returning vendors first option on booth spaces. To see available booth spaces, contact Michael Buis at (775) 284-2677, or email Vendors@renorodeo.com.

As a new vendor it is also important to send pictures of your booth, list brands and products that you plan to exhibit. The *2022 Commercial Vendor Application* can be found online Reno Rodeo Website <https://renorodeo.com/get-involved/vendor-information/>

New Vendor Process:

- If you cannot apply online, **do not** send in deposit check with application
- Reno Rodeo Vendor staff contacts each potential vendor to qualify compatible products.
- If approved, we will verify available booth space, take deposit, and set up payment arrangements.

2022 Reno Rodeo DUE DATES AND SHOW TIMELINE

All information is due on or before the specified dates to Reno Rodeo Association, c/o Michael Buis, email Vendors@renorodeo.com or fax to **(775) 284-2677**. If you mail the requested information the postmark date will be used to assess compliance with the deadlines.

Date	What is Due
February 1, 2022	Returning vendors who have not paid their deposit will have their space made available to new applicants.
February 1, 2022	Booth Spaces reserved / confirmed with deposit will be placed on payment plan with monthly statements. Booth spaces not reserved by deposit will be released and open for lease.
March 1, 2022	Executed 2022 Commercial Exhibit Space Agreement / Terms & Conditions with 100% of the booth fees due. If a Space Agreement and 100% of the booth fees are not received by April 1, 2022, Reno Rodeo may reassign your booth. You will not receive further notice of this deadline. You must take responsibility for payment of this deposit by the deadline.
May 1, 2022	Your Certificate of Insurance Coverage is due.
Monday, June 13, 2022 8 AM – 5 PM	Standard Check in and scheduled move-in begins for the Indoor Arena, Exhibit Hall and Outside vendors. Registration will begin at 8:00 AM. See move-in section for details.
Wednesday, June 15, 2022, 8 AM – 5 PM	This is the last day for check-in beginning at 8:00 AM. All vendors must have their booth set up by 5:00 p.m. that day.
Thursday, June 16, 2022	There will be <u>no check-in</u> on this day. All commercial exhibits will open to the public at 4:00 PM.
June 16, 2022	Extreme Bulls Performance - all booths shall operate during this performance.



June 16 - 25, 2022	Reno Rodeo Performance Dates – all booths shall operate during these dates. See Page 12 for hours of operation per day.
Saturday, June 25, 2022	Commercial Exhibits close one hour after the Rodeo Performance on June 25, 2022. <ul style="list-style-type: none"> • Nevada States Sales Tax Due (Collected by Reno Rodeo Exhibitor Committee) • Western Indoor Arena can start tearing down booths at 8pm, keep aisle clear, nothing can be removed from building until 1 hour after carnival is closed. • South Hall, no one is to start packing their booth or moving out until one hour after the end of the Rodeo Performance, and nothing can be removed from building until 1 hour after carnival is closed (approximately 1 am)
Saturday, June 25, 2022	Accepting deposits to reserve 2022 booth space, Payable to Reno Rodeo. We will be collecting your applicable sales tax, Checks made payable to Reno Rodeo.
Sunday, June 26, 2022	Vendors have until 3:00 PM on Sunday, June 26, 2022 , to move out of their booth space. Any shipping requirements must be arranged prior to Sunday for pick up on Monday June 27, 2022.

EXHIBIT SPACE

The Reno Rodeo has three venues for commercial exhibits: WESTERN INDOOR ARENA, SOUTH EXHIBIT HALL and OUTSIDE. All three venues are managed and present a western theme.

- Western Indoor Arena Booths – hours of operation are generally 8 am – 8 pm around scheduled Day Events.
- South Exhibit Hall and Outdoor Booths – Hours of operation generally same as the Carnival times of operation
 - Weekends 12 noon – 11 pm
 - Weekdays 4 pm – 11 pm, someday schedules may change for special events.

The Reno Rodeo Vendor Committee “management” reserves the right to accept or reject a prospective exhibit or returning exhibit for any booth space based on product quality, type, booth design, and vendor. Preference is given to applicants with a western theme.

**WESTERN INDOOR ARENA - \$1,000.00* per 10x10
(Some spaces have a premium as they are 10x14)**

SOUTH EXHIBIT HALL - \$900* per 10x10

The South Exhibit Hall is an indoor exhibit hall located on the main walkway between the carnival and rodeo arena,



OUTSIDE EXHIBITS - \$700* per 10x10

The Outside Exhibit booths provide a unique opportunity to exhibit goods that are large or associated with outdoor activities (e.g., horse trailers), located on the main carnival and rodeo arena walkway.

STATIC DISPLAYS - \$400.00*

Reno Rodeo provides a limited number of locations for static displays. Management reserve the right to accept or reject a prospective exhibit for the Static Displays based on display quality, type and design.

COMPETTITVE PRICE UNDERCUTTING

Management does it's best to minimize vendor product / brand overlap / booth positioning conflict. We promote and support competition, however price undercutting will not be tolerated and will result in product removal and possible vendor removal.

EXCLUSIVITY OF PRODUCTS

There is an option with the Reno Rodeo for a vendor to have exclusivity on selling items; for exclusivity on an item(s) you will be charged a minimum of \$1,500 per item (price dependent on what the item is) if accepted. This option is available on a first come basis and must be approved by the Reno Rodeo Association. The item that you request exclusivity for shall be specified in detail. *If you are interested in this option please send a detailed letter to **Reno Rodeo Association, c/o Michael Buis, P.O Box 12335, Reno, NV 89510**, making your request and specifying the exact item(s) that you want exclusivity over. Please include photos of the item(s).*

RENO BUSINESS LICENSE FEE

There is an additional \$100.00 fee added to the invoice for all vendors that do not have a Reno Business License. If you have one it should be scanned and provided with your application

INSURANCE REQUIREMENTS

All vendors shall either provide proof of insurance certificate for a minimum \$1,000,000 (one million dollars) in liability, indemnifying the following as an additional insured for June 11, 2022, through June 27, 2022.

**Reno Rodeo Association & Reno Livestock Events Center
1350 N Wells Ave, Reno, NV 89512**

- * **Space Rates subject to change for 2022**

Demonstration of insurance must be delivered to or purchased from Specialty Program Insurers, provided on-line prior to May 1, 2022.



Scan/email: Vendorinsurance@renorodeo.com

If you do not have insurance you may purchase liability insurance on-line insurance from Specialty Program Insurers at totaleventinsurance.com

- You will not be allowed to move in unless Proof of Insurance has been previously supplied or purchased – **NO EXCEPTIONS.**

VENDOR POLICIES

The Reno Rodeo Exhibit Hall Committee (management) reserves the right to establish and enforce whatever policies/rules are necessary for the regulation and operation of the exhibits. Management reserves the final and absolute right to interpret the rules and regulations, and to arbitrarily settle and determine all matters, questions, or references in regard thereto, or otherwise arising out of, connected with, or incident to the Reno Rodeo events. It further reserves the right to determine unforeseen matters not covered by these rules and other contractual matters.

The following rules have been established to date:

BASIC RULES

1. Disregard of any rule set forth by Reno Rodeo may result in forfeiture of all monies, rights and privileges.
2. **PLEASE NOTE:** *The logo of the Reno Rodeo and the Double R Marketplace are Registered Trademarks and SHALL NOT be used, under any circumstances, without PRIOR WRITTEN PERMISSION from the Reno Rodeo Association.*
3. Vendors are bound by the terms of the contract, incorporating this Handbook that they sign to secure exhibit space. Vendors are under strict supervision of the Reno Rodeo Association and its Vendors Committee agents.
4. If your booth will be gathering names, addresses and phone numbers from visitors, you shall not represent yourself as being from or with the Reno Rodeo Association when you contact them later.
5. If you receive an exhibit space at Reno Rodeo you are not guaranteed a space at subsequent Rodeos.
6. You are required to operate your booth during all hours posted for the location of your booth. If you do not have someone operating your booth during all such hours you may not be invited back to the Reno Rodeo the following year.



7. The vendor shall not assign or sublet space or any part thereof without the express permission of management. Booth space is only to be used by the entity and for the products approved by management. Signage for any other entity than the one stated on the contract shall not be allowed.
8. Alcohol, smoking, and/or vaping is prohibited in booths or inside the buildings.
9. No food, beverage or merchandise (balloons, visors, sunglasses, T-shirts, etc.) sold by other vendors may be given away on the grounds. Such acts conflict with concession rights held by others.
10. Placing advertising material on or in automobiles on the Rodeo grounds is specifically prohibited and no such permission shall be granted under any circumstance.
11. Vendors shall comply with the law, rules, regulations and codes of the State of Nevada, Washoe county, City of Reno and the Reno Rodeo, including but not limited to Workers' Compensation, insurance, health and safety, fire, construction and utilities.
12. All vendors are expected to conduct themselves in a professional manner according to the rules of this handbook. Any unruly conduct, refusal to follow rules or use of foul language to Rodeo patrons or Rodeo personnel will be considered grounds for expulsion from the Rodeo. Such vendors shall not be permitted to return to future Rodeos.
13. Scalping / sharing of credential, parking passes and vendor badges by vendors, their agents, family members or any other person shall result in immediate expulsion with no refund and the vendor will not be allowed to return to future Rodeos.
14. Aggressive sales practices / tactics **WILL NOT** be tolerated. We need to be respectful of all vendors and patrons. Vendors and their representatives shall remain within the boundaries of their booths. Violation may result in removal from event with no refund.

BOOTH DESIGN RULES

15. The Reno Rodeo has a western theme for each vendor to aspire to. The western theme adds immensely to the atmosphere of the exhibit buildings.
16. Balloons are not allowed in either of the exhibit buildings.
17. The Fire Marshall continues to strengthen the fire safety regulations each year. Observance of all fire regulation will be strictly enforced. Failure to comply with these regulations puts you at risk of being asked to leave. Please come prepared with the appropriate materials.
 - ❖ We prohibit the use of hay / straw bales in indoor halls.
 - ❖ Compliance with electrical codes to prevent overheating and ignition from electrical faults or problems:



- Use of APPROVED electrical power strips is required
 - Adequate wire insulation and use of heavy-duty wiring is required
 - All booth covers must be fireproof and marked accordingly
 - Electrical lights must be:
 - LED lights are required
 - a minimum of 6 inches away from any material to ensure fire safety,
 - **All aisles and walkways must be clear of merchandise and boxes. Aisles must be clear for emergency situations.**
18. Materials used in the construction of your booth must be certified flame-proofed or treated with a flameproof solution. It is advisable to have a fire extinguisher in your booth at all times.
19. All extension cords used in your booth for any reason must be heavy duty grounded (three prong plug) cord to meet local fire codes. You are responsible for providing your own trip mat or cord covers for any extension cord that will be crossing a walkway. Tape is NOT acceptable as a safety measure!
20. **Pipe, drape and tables are not provided by Reno rodeo.** All decorations, tables, chairs, display cases, etc. must be supplied by the vendor and meet all applicable rules. All exhibits are for the space only, no shelters/canopies are provided by the Reno Rodeo.

PRODUCT DISPLAY RESTRICTIONS

21. There are restrictions on displaying and selling certain products at the Reno Rodeo, namely NO Wrangler denim jeans without prior permission. There are other limitations on jeans. Management must approve any jeans that you want to sell at Reno Rodeo. Please be sure to fully identify the type and quality of the products in your application and obtain approval from the MANAGEMENT for each and every item.
22. “Discount”, “Free Drawing”, “Clearance”, or “Sale” signs **cannot** be displayed at any time. You may use the wording “Rodeo Special”; otherwise, any other such sign shall be approved by the Vendors Committee Chair.
23. Sound devices, including but not limited to loudspeakers, organs, pianos and radios, are subject to approval by management. If allowed, the music shall be controlled so as not to interfere with others. **The privilege for use of such sound devices may be revoked at any time.**
24. Vendors may request the approval of management to change the list of articles, products and/or services up to May 1, 2022. **Change requests shall be in writing only!**
25. No copyrighted merchandise shall be displayed or offered for sale without proper authorization. Management reserves the right to request a vendor to remove a product for suspicion of copyright infringement.



26. Management reserves the right to prohibit any merchandise that, in management's sole judgment, is highly controversial or that may detract from the general character of Reno Rodeo. Management reserves the right to remove any of such exhibits.
27. **All merchandise MUST be displayed and stored within the marked boundaries of the assigned exhibit space.**
28. No vendor shall move any other vendor's displays or product without the direct consent of said vendor.
29. Demonstrations must be held within booth space and must not restrict traffic flow in the aisle.
30. Solicitation of funds for any political educational or charitable corporation or association or any other corporation, association, group is prohibited.

SECURITY

33. The Reno Rodeo Association shall exercise care to ensure that your exhibit and products are safe while at the Reno Rodeo and provide limited security 24-hours a day. Security will begin at 8:00 a.m. the Tuesday before the first performance, and end at Noon on the Sunday after the last performance. Even though security will be provided around the clock, you – the vendors – are responsible for your booths at all times. **The Reno Rodeo Association shall not assume responsibility for stolen products, displays, etc. Make sure your booth is secure or monitored during optional hours. It is your responsibility to take proper measures to secure your booth and product at night.**

DRAYAGE

34. ***The Reno Rodeo Association office SHALL NOT accept delivery of your exhibit.*** If merchandise must be shipped in advance the Reno Rodeo Association **SHALL NOT** accept delivery of your exhibit **any earlier than the Tuesday June 14, 2022**, before the first performance on Thursday 6/16/2022. Please make the appropriate arrangements with your shipper or a local warehouse for storage, with a delivery date set after your representatives are available to receive shipments.
35. Deliveries made during the Reno Rodeo shall use the following physical address and you must include the following:

Name of Vendor, Booth Name and Booth Number
Reno Rodeo Association
1350 North Wells Avenue
Reno, Nevada 89512



DO NOT SHIP ANY ITEMS / MATERIALS FOR DELIVERY PRIOR TO THE TUESDAY BEFORE THE FIRST RODEO PERFORMANCE! WE DO NOT ACCEPT C.O.D. DELIVERIES NOR DO WE HOLD CHECKS/CASH TO PAY FOR SUCH.

- A small storage unit will be made available to accept limited deliveries between 9 am and 4 pm
- Reno Rodeo Exhibitor committee may be able to deliver packages to your booth during these stated hours.
 - These deliveries must be signed for

36. The Reno Rodeo is not responsible for freight delivered to the vendor office, the grounds, or freight delivered to your assigned space. The Reno Rodeo is not responsible for notifying you that merchandise has been delivered, lost, or damaged.

TELEPHONE SERVICE

37. Reno Rodeo does not provide you with phone service, Reno Livestock Event Center for such services (775) 688-5752). The Reno Rodeo provides Internet service (where available) at this time, charges may apply.

PARKING

38. There will be **TWO (2)** parking passes issued to each vendor/organization for the duration of the Reno Rodeo **and MUST be immediately displayed in your front windshield, or you may be towed.** These parking passes are for vehicles only, not travel trailers/RVs. Due to the limited amount of vendor parking, **additional parking permits will be available at a cost of \$50 each.**

39. Please do not contact the Reno Rodeo Association office for additional parking passes.

40. Vendor parking passes are good for the north parking lot for vehicles without trailers only. **No trailer parking will be allowed on the rodeo grounds.** Trailer parking will be available offsite. You will receive additional parking information upon moving into your booth.

41. ***Overnight accommodations are not allowed anywhere on the grounds.***

42. The Reno Rodeo reserves the right to close parking lots if they become full. Parking is limited, and permits **DO NOT** guarantee access to the Reno Rodeo grounds.

43. If you need information on RV parking, please contact on the following campgrounds:

Grand Sierra Resort	Reno RV Park	Rivers Edge RV Park
Camper Reservations 2500 East Second Street 775 789-2147	735 Mill Street 775-323-3381	1401 S. Rock Boulevard 800-621-4792 775-358-8533



ELECTRICITY

44. Electrical power is provided to the booths. 110 volts is normal, and 220 volts is possible. If 220 volts or other special electrical requirements are needed, **please indicate on your application**, and contact the Exhibit Hall Committee. ***You are responsible for providing trip mats or cord cover boxes for any cord extending on or over an established walkway.*** Tape is NOT acceptable as a safety measure!

STATE SALES TAX

45. You either must have a Reno Nevada Business Tax ID Number or pay the sales tax at the end of the Reno Rodeo.
46. Nevada Sales Tax shall be charged on all retail sales. You will be provided a Tax Packet containing a Nevada State Sales Tax form, payment instructions and payment envelope. Management will collect the completed forms, along with your tax payment, on the last Saturday at approximately 6:00 PM. **Checks shall be made to the Reno Rodeo Association.**

❖ **Per the Nevada Department of Taxation, you shall not turn in or mail your sales tax and/or the packet on your own.**

47. If you do not complete your sales tax packet and/or submit your payment to Reno Rodeo on the last Saturday before the end of the Rodeo you will not be invited back to Reno Rodeo.
48. A completed tax packet for the Nevada Department of Taxation is required even when you are a nonprofit organization or do not sell product. ***Vendors who are sales and use tax exempt must attach a Nevada Department of Taxation letter of exemption with the application.***
49. Anyone holding a valid Nevada Sales Tax Permit **must** fill in their permit number on the gross taxable sales line on the "One-Time Return" and submit the tax collected on their regular monthly or quarterly return.

50. Reno Business License: All vendors will be assessed a \$100 one-time Reno Business License Fee upon booth reservation and will appear on your billing statement. If you have an active Reno Business License you will need to provide copy of certificate and number. Once proof is received your account will be credited.



VENDOR BADGES / PASSES

- 50. At the time of check-in, you will receive your vendor badges/passes based on booth size:
 - 10 x 102
 - 10 x 204
 - 10 30/405
 - The Vendor badge/pass provides you access to the Vendor hospitality room for refreshments as available. The Vendor Hospitality room is located in the Western Indoor Arena on the East side, and open from 8 am to 5 pm.
 - A limited number of additional badges will be available from the Exhibit Hall committee at check-in. If necessary for your additional employees, you may purchase **additional badges at \$35.00 per badge**. The badges are for those who will be working in your booth. They are not for friends and family that simply want free access to the Rodeo. You shall be penalized for abuse of the badge system. Badges must be worn at all times while on the grounds.
- 51. Please do not contact the Reno Rodeo Association office for additional vendor badges they **DO NOT HAVE these items**.

MOVE-IN AND MOVE-OUT SCHEDULES

- 52. General Check in will be on **Monday June 13, 2022**, thru **Wednesday, June 15, 2022**, from **8:00 AM to 5:00 PM** each day. The Vendor Committee will be available during those days and times to assist you with your move-in needs and providing other valuable information services.
- 53. All vendors **must** check in before you will be allowed to move in and set up your booth. Check in will be in the office located at the East end of the Indoor Arena. *Do not check in at the Reno Rodeo Association office.* **Vehicles will not be allowed in the exhibit halls after Wednesday so plan to arrive early enough to allow time to unload Monday thru and Wednesday.**
- 54. Should a vendor set up in the wrong booth space, they agree to move to the proper location at their own expense and without protest, this also includes transfer of any installed decorations.
- 55. All booths **shall** be ready for business no later than 5:00 PM on Wednesday, June 19, 2022. Vehicles shall be permitted on the grounds and in buildings during set up for unloading only. Management reserves the right to demand the removal of vehicles from any area. If towing is required, the Vendor is responsible for all applicable charges. Reno Rodeo is not responsible for any damage. **No vehicles or trailers shall be allowed on the grounds after 3:00 PM on Wednesday, June 15 - 25, 2022 or while the rodeo grounds are open to the public.**
- 56. You are required to staff your exhibit until one hour after the end of each Rodeo performance on **Saturday, June 25, 2022.** **YOU MAY NOT BEGIN PACKING OR REMOVING YOUR BOOTH UNTIL ONE HOUR AFTER THE END OF THE RODEO PEFORMANCE.** You will have until noon on the following Monday to remove your exhibit. At the end of the Rodeo, each vendor is responsible for the cleanup of his/her exhibit area. Any articles or materials not removed from the grounds by noon on Monday will become the sole property of the Reno Rodeo. The Reno Rodeo reserves the right to dispose of such property in any manner it may deem in the best



interest of the Rodeo.

HOURS OF OPERATION FOR BOOTHS

- 57. Even though there will be 24-hour security vendors must be present (in their assigned booth area) during all venue specific published business hours to ensure absolute security.
- 58. The hours of operation for the outside exhibits, exhibit hall and indoor arena will be different, due to traffic flow of customers.
- 59. ***For the first Thursday, all vendors must be open from 4:00 PM until 7:30 PM. The two buildings will not be locked to the public until a minimum of one hour after the end of the Rodeo Performance.***

60. **Outside Vendors – Minimum Hours of Operation**

Outside vendors should note that the carnival stays open until midnight

- Weekend Hours 12:00 PM - 10:00 PM
- Weekday Hours 4:00 PM - 10:00 PM

61. **Indoor Arena Vendors – Minimum Hours of Operation**

- First Thursday and Friday of Week 1 4:00 PM – 7:30 PM
- Weekends 8:00 AM – 7:30 PM
- Monday – Wednesday of Week 2 8:00 AM – 7:30 PM
- Thursday and Friday – Week 2 8:00 AM – 7:30 PM

Please Note:

All indoor arena vendors are welcome to open earlier and stay later. Most indoor events begin at 8:00 AM and the doors to the Indoor Arena will not be locked until one hour after the daily Rodeo Performance.

62. **South Exhibit Hall Vendors – Minimum Hours of Operation**

- First Thursday and Friday 4:00 PM – 10:00 PM
- Saturday and Sunday 12:00 PM – 10:00 PM
- Monday and Tuesday 4:00 PM – 10:00 PM
- Wednesday, Thursday, Friday 4:00 PM – 10:00 PM
- Saturday finals 12:00 PM – 10:00 PM

Please Note:

- The South Exhibit Hall will be unlocked one (1) hour before published public opening times each day for any vendor that wishes to set up or stock their booth. In the evening, vendors are welcome to stay later if their sales are active. The doors to the South Exhibit Hall will not be locked until approximately one hour after the end of the Rodeo Performance.

63. All commercial vendors must operate during the stated hours. **FAILURE TO DO SO MAY RESULT IN FORFEITURE OF FUTURE INVITATIONS TO EXHIBIT AT RENO RODEO.** You



are responsible for the security of your booth at all times. There is additional security to help, but it is your ultimate responsibility to prevent theft and damage of your booth.

REFUND AND CANCELLATION POLICY

64. Vendors canceling a space once payment has been made shall be entitled to partial refunds of money (the \$200.00 Deposit is non-refundable) as follows:
- **A cancelation before March 31 = a 50% refund**
 - **A cancelation between April 1 & April 30= a 25% refund**
 - **A cancelation between May 1 & May 31 = a 10% refund**
 - **Any cancelation's on or after June 1 = 0% refund**