



AN INVITATION TO EXHIBIT
(Contract to Follow)

Don't miss the **2021 SOUTH TEXAS FARM & RANCH SHOW** held **Wednesday, October 27th & Thursday, October 28th, 2021** at the **Victoria Community Center, Victoria, Texas.**

Our show is always the last full week in October. This was done to increase attendance - and it works! Both farmers and ranchers are free to attend as our dates are after typical harvest season.

Hold these dates on your calendar and reserve your booths now. A map of the facility is included on the website at www.southtexasfarmandranchshow.com. You can check it to see what booths you would desire.

WHY EXHIBIT?

- ★ Increase Product Awareness
- ★ Speak for Your Product
- ★ Make Sales Contracts
- ★ Increase Profits...\$\$\$
- ★ Speakers & Programs - Designed for Maximum Exposure to Booths

WHY VICTORIA?

- ★ It's the "Crossroads" of the Coastal Bend
- ★ Over \$1 Billion in Ag Receipts in the "Crossroads" area
- ★ Free Public Admission to Show

COST COMPETITIVE?

- ★ You Bet!
- ★ No Salaried Personnel
- ★ Non-Profit Show Status
- ★ Booth Fees Include Electricity & Fork Lift Service plus other amenities

Fill out the contract and mail or email it in. Please list your top choices for a booth. Exhibitors from the previous year's show (2019) booth sites will be held for that exhibitor until August 1st prior to the show. Any booth not reserved by August 1st will become open and available to anyone on a first-come, first-served basis. Any booth not paid for by October 1st will be charged a 10% late fee. A 2% credit card service fee is also charged on credit card payments. We look forward to seeing you in October. Please read all items of the Exhibitor Contract thoroughly. Feel free to reach out to us with any questions.

Sincerely,

Gary Loest

Gary Loest, Chairman
South Texas Farm & Ranch Show

GENERAL INFORMATION

Set-Up

Date/Time: **Tuesday, October 26th, 2021** 8:00 am - 5:00 pm

Show **Wednesday, October 27th** Open from 10:00 am - 6:00 pm

Date/Time: **Thursday, October 28th** Open from 10:00 am - 5:00 pm

Place: Victoria Community Center, 2805 E. North Street in Victoria, Texas. Seminars and other education programs will be held in the adjacent Annex.

Security: Furnished around the clock Tuesday through show closing.

Booths: All booths are reserved on a first come first serve basis. (2019 booth sites are held until August 1st.)

79 Mini Dome Booths are approximately 8'x9.5'; 7 Arena Booths are approximately 10'x10'. These Booths will have an 8' backdrop and side dividers of 3', a 6' draped table, 2 chairs and a 7"x44" I.D. sign.

6 Portico Entrance Booths are approximately 8'x9.5'; These Booths will have an 8' backdrop and side dividers of 3', a 6' draped table, 2 chairs and a 7"x44" I.D. sign.

20 Arena Booths will be approximately 23'x20' and 14 Arena Booths will be approximately 23'x40'. These booths will be provided with a 6' draped table, 2 chairs and a 7"x44" I.D. sign.

28 Front Outside Parking Lot Booths with 12 - 20'x20' booth spaces (including 2 - 40'x40' premium booth spaces each with 4 - 20'x20' booth spaces), 8 - 20'x40' booth spaces, 8 - 40'x40' booth spaces.

One 110-volt electrical outlet per booth is furnished for booths in the Mini Dome area. Spaces located in the Arena, Portico Entrance and front Outside area may be provided access to a 110-volt electrical outlet only upon availability. Exhibitors must furnish extension cords (if needed) for Portico and Arena booths (100 ft) and Outside booths (up to 300 ft). Additional equipment, decorations, etc. may be obtained from the official decorator at the expense of the exhibitor.

Prices/ 8'x9.5' Portico Entrance Booth - \$495 each
Fees: 8'x9.5' Mini Dome Booth - \$495 each

10'x10' Arena Booth - \$300 each

23'x20' Arena Booth - \$300 each

23'x40' Arena Booth - \$430 each

20'x20' Outside Booth - \$250 each

20'x40' Outside Booth - \$315 each

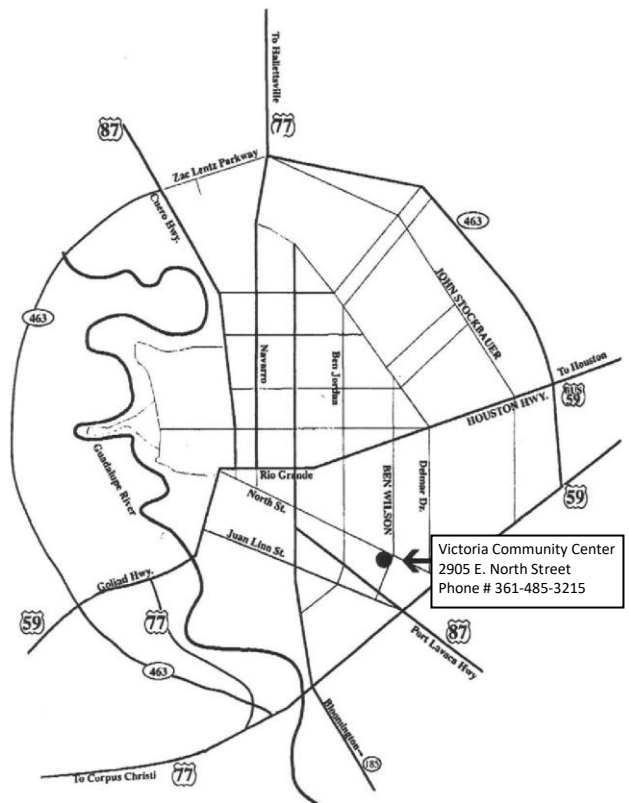
40'x40' Outside Booth - \$370 each

40'x40' Outside Booth - \$700 each (207-210 & 215-219 Only)

A 10% late fee will be charged for registrations received after October 1, 2021

Food: An exhibitors' hospitality will be provided for exhibitors Tuesday evening after set up. Food and beverage concessions will operate during the show hours.

Other Info: Forklift service is free of charge for unloading equipment on Tuesday, October 26th from 8:00 am - 5:00 pm and on Friday, October 29th from 8:00 am - 12:00 noon for loading and moving out after the show. An additional \$100 charge per item for use of fork lift will be made after the specified times listed. An exhibitor's information packet containing booth confirmation will be mailed to exhibitors the first part of October. For additional information, please call (361) 935-5010





October 27th and 28th, 2021
Victoria Community Center

Please Print

EXHIBITOR CONTRACT

For STFRS Use Only:

Date: _____
Payment Received: \$ _____
Check/MO #: # _____
Booth(s) Assigned: _____
Accepted By: _____

Firm Name: _____ Phone _____ - _____ - _____

Contact Person: _____

Mailing Address: _____ City: _____

State: _____ Zip: _____ Email Address: _____

Please include contact person and address for mailing exhibitor's package if different from the above address:

See Booth Layout for Booth Location

Booth No.(s) Preference

| # Booths Wanted | Size | Cost Per Booth | 1st Choice | 2nd Choice | 3rd Choice | Total Price |
|--------------------|---------------------------------------------------------------|-------------------|---------------|---------------|---------------|----------------|
| _____ | 8'x9.5' Portico Entrance Booth | \$460.00 | _____ | _____ | _____ | _____ |
| _____ | 8'x9.5' Mini Dome Booth | \$460.00 | _____ | _____ | _____ | _____ |
| _____ | 10'x10' Arena Booth | \$280.00 | _____ | _____ | _____ | _____ |
| _____ | 23'x20' Arena Booth | \$275.00 | _____ | _____ | _____ | _____ |
| _____ | 23'x40' Arena Booth | \$400.00 | _____ | _____ | _____ | _____ |
| _____ | 20'x20' Outside Booth | \$230.00 | _____ | _____ | _____ | _____ |
| _____ | 20'x40' Outside Booth | \$290.00 | _____ | _____ | _____ | _____ |
| _____ | 40'x40' Outside Booth | \$340.00 | _____ | _____ | _____ | _____ |
| _____ | 40'x40' Premium Outside Booth (207 - 210 & 215 - 218 Only) | \$650.00 | _____ | _____ | _____ | _____ |

**MAKE CHECKS PAYABLE TO:
SOUTH TEXAS FARM & RANCH SHOW**

TOTAL RENTAL FEES _____

Add 2% Fee if paid via Credit Card _____

Add 10% Fee if Submitted After 10/1/21 _____

TOTAL DUE _____

****IMPORTANT INFO NEEDED:** Please list all items or services you plan to exhibit or a description of your company in a maximum of 15 words (or less) so we can promote your booth and business: Please print! **15 words or less!**

ALL EXHIBITS MUST REMAIN INTACT UNTIL SHOW CLOSES.

This application will be deemed acceptable only when signed, paid in full and returned to: South Texas Farm & Ranch Show, PO Box 1045, Victoria, TX 77902.

I have read the rules and regulations for exhibitors enclosed with this form and agree to abide thereby.

Signature: _____ Title: _____ Date: _____

Admission to all show related hospitality functions will require a name badge. Please complete the reverse side of this form before returning your contract and payment.

★★CONTINUED ON BACK★★

PO Box 1045 ★ Victoria, Texas 77902

2021 South Texas Farm & Ranch Show

October 27 - October 28, 2021

Victoria Community Center
2805 E. North Street

NAME BADGE REQUEST FORM

BADGES WILL BE AVAILABLE AT CHECK-IN ON OCTOBER 26, 2021

Admission to all show related hospitality functions will require a name badge. Please check the appropriate box, complete the necessary information and return the completed information, contract and payment.

Please note there is a limit of six free exhibitor badges per booth space purchased.

FIRM NAME: _____

☐ We are requesting name badges for the following representative. Please print or type.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

☐ At this time, we do not know who will be representing our firm. Please reserve _____(number) blank name badges which we will complete upon check-in at the South Texas Farm & Ranch Show.

Signature

RULES AND REGULATIONS FOR EXHIBITORS

1. Sponsorship/Purpose

The Victoria South Texas Farm & Ranch Show (hereinafter referred to as "STFRS") is a non-profit show coordinated by a committee of volunteers organized by Victoria - South Texas Farm & Ranch Show, Incorporated. Its purpose is to foster acceptance of new technology and improve agricultural management techniques for farmers, ranchers and agribusinesses through coordination and sponsorship of activities such as the Farm & Ranch Show. The show enables attendees to see, hear and question the latest developments in equipment, supplies and services which are available to them.

2. General

The STFRS shall have full power to interpret these regulations. Matters not covered by the regulations shall be subject to a final decision by the STFRS steering committee. These regulations may be amended at any time by the STFRS upon written notice by the STFRS to such exhibitors as may be affected by them. The "Exhibitor Contract" form, when executed properly, shall be considered a binding agreement between the two parties. Exhibitors shall abide by federal, state and city laws, ordinances and regulations. Communication with reference to the STFRS should be addressed to: Gary Loest, Chairman; South Texas Farm & Ranch Show; PO Box 1045, Victoria, TX 77902.

3. Eligible Exhibits

The STFRS reserves the right to determine the eligibility of any company, product, promotion or part thereof that, in its opinion, is not in keeping with the character and purpose of the show. Combustion engines will not be permitted to operate in the Mini Dome or arena areas.

4. Exhibit Dates, Days, Location

The South Texas Farm & Ranch Show will be located in the Victoria Community Center, Victoria, TX. The dates are as follows:

Tuesday, October 26

Exhibitor Move-In

Arena & Outside.....8:00 am - 5:00 pm

Mini Dome.....8:00 am - 5:00 pm

Wednesday, October 27

Show Opens.....10:00 am

Doors Close.....6:00 pm

Thursday, October 28

Show Opens.....10:00 am

Doors Close.....5:00 pm

Move-Out Begins.....5:00 pm

Friday, October 29

Move-Out Completed.....8:00 am - 12 Noon

5. Assignment of Space

Priority will be given applicants according to when their request is received, availability of requested area, the amount of space requested and the special needs and compatibility of exhibitors. For safety precautions and in the event of conditions beyond its control, the STFRS reserves the right to rearrange the floor plan and relocate any exhibit upon consultation with any exhibitor. The 2019 exhibitor's booth space(s) will be held for that exhibitor if a contract is received by August 1st of the year of the show. All unbooked booths become available to all exhibitors after August 1st's mail is received and reserved/paid booths are recorded. Please contact Booth Chair Joy Loest at 361-935-5010 or email info@southtexasfarmandranchshow.com for booth assignment.

6. Payment

Payment in full for exhibit space is due and payable when application is signed and sent to the STFRS. Exhibitors may not occupy assigned spaces until all monies due the STFRS are paid in full. Any applications received after October 1, 2021 will be charged an additional 10% late fee. Make checks payable to the South Texas Farm & Ranch Show.

7. Refunds for Cancellation

If written notice of space cancellation is received by the STFRS prior to October 1, 2021, 50% of the monies received will be refunded. No refund will be made for cancellations on or after October 1, 2021. Any space not occupied by 10:00 am Wednesday, October 27, shall revert to the STFRS without obligation on the part of the STFRS for any refund whatsoever.

8. Booth Equipment

Standard booth equipment consisting of backdrop and side drop curtains with frame, 1 draped table and 2 chairs per space are included with Mini Dome exhibit spaces. A standard sign bearing the company name is furnished for the backdrop at no extra charge. One 110-volt electrical outlet per space is furnished for spaces in the Mini Dome area. Spaces located in the arena area will be furnished with 1 draped table and 2 chairs per space, a standard sign bearing the company name and access to a 110-volt outlet; bring extension cords. Additional equipment, decoration, etc. may be obtained from the official contractor at the expense of the exhibitor. Exhibitors in outside booths must furnish their own table and chairs or STFRS will supply 1 table and 2 chairs for \$40.00 per exhibitor. Portico Entrance and front outside areas may be provided access to a 110-volt electrical outlet only upon availability. Exhibitors must furnish their own cords. A standard sign bearing company name will be furnished upon request. Please let the STFRS know at least 14 days before set-up.

9. Booth Size

Booth size shall be determined as follows: An 8'x9.5' Mini Dome and Portico Entrance space shall be approx. 9.5' wide and 8' deep; a 10'x10' Arena space shall be approx. 10' wide and 10' deep; a 20'x23' Arena space shall be approx. 20' wide and 23' deep; a 40'x23' Arena space shall be approx. 40' wide and 23' deep; a 20'x20' Outside space shall be approx. 20' wide and 20' deep; a 40'x40' Outside space shall be approx. 40' wide and 40' deep.

10. Exhibitor Housing

Information on local hotel and motel accommodations will be forwarded to all exhibitors after space has been confirmed, all exhibitors will be responsible for making their own reservations for housing.

11. Subletting of Space

Exhibitors shall not assign or sublet any space allocated to them and may not advertise or display goods other than those manufactured or sold by them in regular course of their business. The space assigned to the exhibitor is for their exclusive use only.

12. Delivery of Equipment

Each exhibitor will be responsible for the delivery of their equipment and/or display material to the exhibit site and for removal of the equipment and/or display material. Fork lift service will be provided free of charge to all exhibitors requiring such services from 9:00 am - 5:00 pm on Tuesday, October 26, for unloading and beginning at 8:00 am - 12:00 noon, Friday, October 29, for loading. An additional \$100 charge per item forklift charge will be made after these specified times.

13. Equipment Shipment

Exhibitors who must ship exhibit or demonstration supplies or equipment to the show should address the items to: Victoria Community Center; South Texas Farm & Ranch Show, Booth # ____; 2905 E. North St., Victoria, TX 77901. Arrangements must be made by the exhibitor for unloading all items. Please notify Joy Loest at 361-935-5010 that such items will be arriving.

14. Installation of Exhibits

Installation of exhibits at the Community Center may commence at 8:00 am, Tuesday, October 26 with completion of move-in no later than 5:00 pm, Tuesday, October 26. All exhibits are required to be operational by Wednesday, October 27, at 10:00 am. Exhibitors with exhibit spaces in the Mini Dome area will not be allowed to exhibit products or equipment that may damage the linoleum flooring. Weight of the exhibit shall not exceed 2,000 lbs. and must meet approval of STFRS Show Committee. Exhibit items in the Mini Dome must not exceed the size of the entry doors that are available for use. The dimensions of these entry doors are as follows: Mini Dome area 10'6" in height x 12'7" wide; Arena area - 14' height x 15' width. Exhibitors with outside exhibit spaces shall be responsible for any damages done to the outside parking lot when setting up.

15. No Flammable Materials

Combustible decorations such as crepe paper, hay, tissue paper, cardboard, corrugated paper shall not be used. All packing containers, excelsior, wrapping paper,

etc. are to be removed from the floor and must not be stored under tables or behind displays.

16. Dismantling and Removal of Exhibits

ALL EXHIBITS MUST REMAIN INTACT UNTIL CLOSING! Exhibit closing time is 5:00 pm on Thursday, October 28, and booths may not be dismantled or removed before that hour. **NO LARGE EQUIPMENT WILL BE MOVED UNTIL SHOW CLOSING AT 5:00 pm!** All exhibits must be dismantled, packed and removed by 12 Noon, Friday, October 29. Exhibitors will complete arrangements for prompt pickup of all outbound shipments. Forklift services will be available to assist the exhibitor from 8:00 am - 12 Noon on Friday, October 30. An additional \$100 charge per item forklift charge will be made after these specified times. Exhibitors with outside exhibit spaces shall be responsible for any damages done to the outside parking lot when dismantling and removing exhibits.

17. Booth Construction and Arrangements

No display may extend beyond the following dimensions; higher than 8 feet from the back wall to 3 feet forward of the back wall and nothing over 42 inches in height shall extend forward for the remaining space to the front of the booth. All exposed parts of the display must be finished so as not to be objectionable to other exhibitor and/or the STFRS, or such will be draped by the STFRS and billed to the exhibitor. The only exception to this rule may be equipment booths, upon approval of the STFRS. **Generators may be used for outside booths only and must be placed away from other exhibitors in the parking lot perimeter using an extension cord to run in booth. Noise level must not disturb other exhibitors.**

18. Care of Exhibit Space

The STFRS will arrange for the sweeping of aisles daily. The exhibitors shall keep their space occupied by during the show and in good order. Exhibitors may not place anything in the aisles during open hours of the show.

19. Booth Attendants

Each exhibitor must keep an attendant in his display during the open hours of the exhibits. All attendants must be bona fide employees or representatives of exhibitor.

20. Registration and Badges

All badges for a company will be held at the exhibitors' registration area under the company name. Admission to all show related hospitality functions will require a name badge.

21. Canvassing by Non-Exhibitors

The exhibit is limited to individuals, business firms, manufacturers, professional or organizations and dealers who have contracted and paid for space assignments. No other persons or concerns will be permitted to demonstrate their products, solicit orders or distribute advertising materials in the convention facilities or at the South Texas Farm & Ranch Show.

22. Distribution of Advertising Material

Circulars or advertising matter of the exhibitors may only be distributed within the booth assigned to the exhibitor.

23. Liability

The exhibitor agrees to defend, indemnify and hold harmless Victoria - South Texas Farm & Ranch Show, Incorporated, it's Steering Committee, Victoria County Extension Service, Texas A&M AgriLife Extension Service and the officers, agents, employees and volunteers from all actions, suits, claims, damages, losses and expenses including interest and attorney fees in connection with any personal injuries or property damages arising out of or in any way connected with the use of the exhibit space of the Victoria Community Center, its premises or any of the facilities or equipment located thereon, regardless of whether such damage or injuries are caused in part by someone other than the exhibitor.

General Show Information Email address:

info@southtexasfarmandranchshow.com

Web page address:

<http://southtexasfarmandranchshow.com>