



**AMERICAN WEST**  
6529 W. FREMONT RD.  
LAVEEN, ARIZONA 85339  
Telephone: (602) 237-2870 Fax: (602) 237-9460  
Web Site: [www.aw4d.com](http://www.aw4d.com)

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**To:** Vendors Participating in the American West Finals  
October 13<sup>th</sup> through the 16<sup>th</sup> of 2011  
Winnemucca Events Center  
Winnemucca, Nevada

**From:** Larry A. Gunter

The American West Finals will be held in Winnemucca, Nevada from October 10<sup>th</sup> through the 16<sup>th</sup> at the Winnemucca Events Center. The American West Finals is one of the biggest and richest barrel race produced in history. We plan to continue with this tradition and make 2011 one of the best and exciting barrel racing events ever!

We are looking forward to providing exhibitors with an increased amount of participants. We have been working with the Management of Winnemucca Events Center to make this one of the most successful events in Winnemucca.

The expenses to the vendors have decreased by 50% compared to past years. Also, the expenses to the contestant have decreased 40% in stall fees and 25% reduction overall including entry fees and stall fees. We have been able to reduce the vendor fees, entry fees and stall fees by moving the Finals to the Winnemucca Events Center.

Enclosed is a booth space contract. Please return the completed contract with a **50% deposit by August 25, 2011** and **final payment due by September 15, 2011, fees must be paid in full by September 15, 2011 or contract will be null and void, NO REFUNDS**. Make checks payable to American West.

Winnemucca Events Center requires each participating vendor to have a Commercial General Liability Insurance Policy in place naming American West and Winnemucca Events Center as additional insured, blanket coverage is acceptable. We look forward to you joining American West in Winnemucca, Nevada, October 10<sup>th</sup> – 16<sup>th</sup>, 2011. If you have any questions, please do not hesitate to contact my office, (602) 237-2870, or email, [larryaw4d@aol.com](mailto:larryaw4d@aol.com).

Respectfully,

*Larry A. Gunter*

Partner

American West 4D Barrel Racing Association



SPACE #: \_\_\_\_\_

**AMERICAN WEST FINALS**  
**EXHIBIT SPACE CONTRACT**  
**OCTOBER 13<sup>TH</sup> - 16<sup>TH</sup> 2011**  
**Winnemucca Events Center**  
**Winnemucca, Nevada**

American West, 6529 W Fremont Road, Laveen, AZ 85339 602-237-2870 Fax 602-237-9460

**Check Box:**

- 10 X 10 Booth \$250**
- Mobile Unit (per Trailer) \$250 (additional \$250 if display outside is larger than 10 X 10)**
- Equine Services \$250**

**The following information must be typed or legibly printed:**

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Cell:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Authorized By:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Our type of merchandise is:** \_\_\_\_\_

\_\_\_\_\_

**Reserve:** \_\_\_\_\_ spaces for the American West Finals for a total consideration of \$ \_\_\_\_\_. **50% deposit due by August 25<sup>th</sup>, 2011.**

This application for space and the tendering of deposit which it does not constitute a contract until accepted by American West . We agree that the American West may either accept this application or return it and the deposit to the undersigned, thereby discharging its responsibility. If we decide not to participate in the show, we understand that our deposit is **non-refundable and non-transferable**.

Our exhibit will remain intact until schedule hour of conclusion of the show, as established by the Show Management. At the conclusion of the show, we agree to remove promptly and completely our exhibit and all installations and place the space in the same condition as originally received by us.

We will comply with all statutes, ordinances and other governmental requirements relating to our display. We agree to abide by the Rules and Regulations to be established by management governing the show.

We understand and agree that the American West and the Winnemucca Events Center are expressly released and discharged from any and all liabilities, loss, injury or damage to either persons or property that may be sustained on or about the premises or in connection with our exhibit.

**Any contract without a 50% deposit will not be honored. Any contracted final payment not received by the prescribed date shall be considered as a cancellation. BALANCE DUE, SEPTEMBER 15, 2011. Only merchandise listed can be exhibited, on approval of the American West management. NOTICE: No food items are to be sold.**

**I have enclosed proof of Commercial General Liability Insurance (REQUIRED)**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

COMPLETE AND RETURN ONE COPY OF APPLICATION. MAKE CHECKS PAYABLE TO: AMERICAN WEST 4D.

<b>FOR SHOW MANAGEMENT ONLY:</b>	
Rec'd _____	Check # _____ Booth Size _____
Rec'd with 50% deposit:	\$ _____
Rental Fee Balance Due:	\$ _____
Rec'd Final Payment: _____	Ck # _____ \$ _____
	<b>Total Fees:</b> \$ _____
<b>Booth Assignment Numbers:</b> _____	



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## **RULES AND REGULATIONS GOVERNING EXHIBITS**

**EXHIBIT ARRANGEMENT:** So that aisles and visibility are unobstructed, exhibits must be arranged so that they are completely within the allotted space. Ample space must also be provided within the booth for all exhibitor personnel. Exhibitors planning to build or install their own displays must limit height to 8 Feet. Exhibits must conform to size of the space and must be of such a character or arrangement so as to not obstruct the view or interfere with the exhibits of others. Exhibits are permitted to extend forward at the 8 Ft. height from the back wall the length of 4 Feet. And not over 4 Feet high from this point to the front of the booth. Displays having unfinished or unsightly exposures at the rear or sides must be acceptably covered at the exhibitor's expense to the satisfaction of Show Management.

**EXHIBIT BOOTH STAFFING:** Exhibitor personnel are prohibited from sitting, standing working in the aisles or other public areas. Exhibits must be properly staffed at all times during scheduled exhibit hours. Unattended exhibits or displays are not allowed.

**VENDORS, NOVELTY CONCESSIONS & SPECIAL SALES.** The WEC retains all concessions rights for novelty and special sales on and about the facilities and premises, and reserves the right to assign concession privileges and to establish and collect charges payable in consideration for the assignment of concession privileges. Concessionaires must sign a Concession and Exhibit Space Agreement and will be assigned specific locations from which to sell novelties and special items.

No vendors may be located in the parking lots or in front of roll-up or access doors to the buildings, No storage or parking by vendors of trucks and/or trailers on any of the paved parking areas. ***It is the responsibility of the Licensee to coordinate the collection of the state sales tax with the Nevada Department of Taxation.*** Vendor supplies may not be stored in elevator closets. Storage in other areas must be approved in advance by WEC management. The application or fastening of materials to building walls, ceilings, floors or columns is expressly prohibited.

**AMPLIFICATION:** The use of microphones, recordings, movies, slides or other audio-visual equipment is permissible; however, the sound volume of any such devices must not exceed that of normal conversation voice level or be objectionable to neighboring exhibitors.

**USE OF SPACE:** Show Management reserves the right to decline or prohibit and exhibit or part of an exhibit, exhibitor, exhibitor representative or proposed exhibit which, in the Show Management's opinion is not suitable to and in keeping with the character of the exposition. No subletting or assignment of space will be permitted. Exhibitors will not be permitted to sell or give away any alcoholic beverages, soft drinks, tobacco products, confections or food for consumption on the premises.

**MATTERS NOT COVERED:** Show Management reserves the right to rule on all matters pertaining to the exposition whether expressly mentioned or not, and the exhibitor, by executing the application attached agrees that all rulings shall be binding.

**DOGS ARE NOT PERMITTED INSIDE THE WINNEMUCCA EVENTS CENTER; CHILDREN ARE NOT ALLOWED TO BRING WAGONS, SKATEBOARDS OR OTHER LARGE TOYS IN THE ARENA CONCOURSE, ALL CHILDREN MUST BE SUPERVISED BY AN ADULT AT ALL TIMES.**