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This is an application to request Commercial Exhibit Booth Space at the 2018 Fort Worth Stock Show & Rodeo ("FWSSR"). Only a limited number of booths become available each year. If your application is not accepted, for 2017 it will be kept on file for one year and during that one year period, it will not be necessary for you to re-apply for 2018. The acceptance and approval of applications and the location of all booths are at the sole discretion of FWSSR. If your application is accepted and approved, FWSSR will send you a 2018 Commercial Exhibit Booth Contract ("Contract").

**CONTACT INFORMATION** (Please print clearly. An application will be discarded if not legible.)

Booth/Company Name \_\_\_\_\_  
 Primary Contact: \_\_\_\_\_  
 Mr./Ms./Mrs. \_\_\_\_\_  
 Permanent Address \_\_\_\_\_  
 City, State and Zip \_\_\_\_\_  
 Business Phone: \_\_\_\_\_ Cell/Other Phone: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

**BOOTH INFORMATION**

Exhibit Description - Products and/or Services to be exhibited and/or sold **with price points**. List **primary items** below. Due to the large volume of applications we receive, we may not be able to review long attached documents for this information.

\_\_\_\_\_

\_\_\_\_\_

BOOTH SIZE (Requested): \_\_\_\_\_

MAIN BOOTH CONTACT: \_\_\_\_\_

WILL ANY OTHER COMPANIES, DEALERS, DISTRIBUTORS BE ASSOCIATED WITH THIS BOOTH?  NO  YES

IF YES, PLEASE EXPLAIN: \_\_\_\_\_

**REFERENCES**

List three most **recent trade show/fairs** for this Exhibit must include contact information for show/fair representatives:

Month/Year	Name of Trade Show/Fair	Contact Name	Phone & Email

**ENCLOSE PRINTED PHOTOS OF YOUR BOOTH DISPLAY. (Application will be discarded without booth photos.)**

By signature, applicant authorizes FWSSR to verify the information provided above with any third parties including the references listed above, and authorizes third parties to furnish information requested by FWSSR regarding applicant and the Exhibit.

Signature of applicant or authorized representative of applicant \_\_\_\_\_ Date \_\_\_\_\_

Application may be mailed/mailed to the address below or completed online through Formstack. Any application completed online is directed to our email inbox for immediate consideration. For consideration for the 2018 show it is recommended that the complete application be received by May 1, 2018. Applications received after May 1 will be reviewed for consideration for the 2019 show.

**Applications that are Faxed or are submitted without booth photos will be discarded.**

Commercial Exhibit Application To:  
 FORT WORTH STOCK SHOW & RODEO  
 COMMERCIAL EXHIBITS DEPARTMENT  
 P. O. Box 150  
 Fort Worth, TX 76101-0150  
 exhibits@fwssr.com

Food/Concession Booth Application To:  
 COBURN'S CATERING  
 801 NORTH MAIN STREET  
 FORT WORTH, TEXAS 76164-9420

## STOCK SHOW INFORMATION

**Website:**

fwssr.com

**How to reach us:**

Fort Worth Stock Show & Rodeo  
P. O. Box 150  
Fort Worth, TX 76101-0150  
817-877-2400

**2018 Show Dates:**

January 12 - February 3, 2018

**Commercial Exhibit Hours:**

Sundays-Fridays 10:00 a.m. - 8:00 p.m.  
Saturdays 9:00 a.m. - 8:00 p.m.

**These hours are subject to change.**

**Rodeo Ticket Information:**

Mail Orders may be placed beginning May 1 each year.  
Tickets will be on sale at the Rodeo Ticket Office and  
through Ticketmaster after Thanksgiving.

**Social Media:**

Become a fan of the Fort Worth Stock Show & Rodeo on  
Facebook or follow us on the following social media outlets:



## COMMERCIAL EXHIBITORS:

Fort Worth Stock Show & Rodeo  
Commercial Exhibits Department  
P. O. Box 150  
Fort Worth, TX 76101-0150  
817-877-2413  
[exhibits@fwssr.com](mailto:exhibits@fwssr.com)

**Please Note:**

Product samples are not required.  
Samples submitted will not be returned.

## BOOTH SPACE INFORMATION

**AMONG G. CARTER JR. EXHIBITS HALL:**

This building offers 100,000 square feet of exhibit space  
located west of the Coliseum where the rodeo is held.

**BROWN / LUPTON NORTH & SOUTH HALLS:**

Located in the Richardson Bass Building, these two  
areas feature 10'x10' booths in the heart of the  
Equestrian Center.

**LIVESTOCK BARN:**

Surrounded by the cattle, sheep, swine and small animal  
barns, the front of the barns are in the center of all  
livestock exhibitors' activity.

**OUTDOOR EXHIBIT SPACES:**

Outdoor exhibit spaces run along the primary traffic  
areas of the grounds on Burnett-Tandy Drive, Tower  
Drive and Rip Johnson Drive.

**FEES:**

Application: No Fee to apply for 2018 space

Booth: Booth Fees for all spaces are re-evaluated each  
year. The 2017 show rate for a 10'x10' was \$1,650.00  
with a premium added for corner and/or end spaces.  
2018 booth fee will be available by May 1, 2017

## FOOD/CONCESSION STAND VENDORS:

Coburn's Catering handles all food booths for the  
Fort Worth Stock Show & Rodeo.  
Please contact: Steve Coburn  
[coburnsbbq@coburnscatering.com](mailto:coburnsbbq@coburnscatering.com)  
817-336-0401  
801 North Main Street  
Fort Worth, Texas 76164-9420

The Fort Worth Stock Show & Rodeo is an annual time-honored event proudly celebrating Fort Worth's western heritage by showcasing 23 exciting days of world-class livestock shows, kid friendly exhibits, carnival/midway fun, live music, unique daily shopping and the "moo-seum experience". In 2016, we enjoyed attendance with more than one million guests, over 1,200 professional rodeo athletes and over 29,000 show entries. These exciting elements, coupled with our specialty rodeo action and PRCA rodeo performances, shaped this year to be another outstanding event in our legendary 119-year history.

**Will Rogers Memorial Center is accessible to guests with disabilities and is a non-smoking facility.**