New for 2017:

Returning and New Exhibitors:

Move in Staging Gate has changed as well as Commercial Exhibitor Parking.

Move in:

1. You will still stage in the Blue Lot but you will enter AND exit through **Gate 9** – shown on the attached map.
2. When you enter you will be asked your booth name and you booth number and approximate move in time will be written on your windshield.
3. You will be asked whether or not you want to leave your trailer at our trailer parking lot. If you do, you will be issued a trailer parking sticker at that time.
4. You will then enter the queue for load in. Our officers and staff are in constant communication with the load in area and as soon as space opens they will move you forward, no matter where you are in line. **It is not first come first serve and you will not be allowed in any other day than as assigned.**
5. This is all orchestrated by location. Please do not wait or come another day and think it will be easier to get in the building. If you do this, you may not be able to get into the building at all with a vehicle or trailer. Please follow the timeline.
6. You are NOT able to unload on Burnett-Tandy or Tower Drive and dolly in. You may do this other times of year at Will Rogers Memorial Center for other shows but this is prohibited during the Fort Worth Stock Show. If an exhibitor is found to doing this, they will not only be ticketed but could risk their ability to return as an exhibitor.
7. All exhibitors are expected to unload and then park their trailer. Please do not leave your trailer in the building while you unpack and set up your space. This will inhibit others around you and cause lengthy lines for load in**. If you need to put your boxes back into your trailer once you have unpacked you may bring your trailer back around to the load in area and hand carry your boxes to your trailer or vehicle.**
8. **Credentials, other than trailer parking stickers, will be held until your booth is inspected to ensure compliance with the rules and regulations outlined in the Exhibitor Guide. There will be no exceptions.**

Brown Lupton Exhibitors:

As a Brown Lupton Exhibitor you are not required to stage in the Blue Lot through Gate 9. It is imperative you are all loaded in on Monday. Equestrian and Livestock Load in prohibit loading in later. IF you have a special circumstance please call me prior to the show 817-877-2413. Follow your timelines as shown in the Exhibit Guide. If there is not room on the street you will be asked to wait in the staging lot. To be sure prior to your arrival, you can call the floor manager, Phil at 817-925-7221

Brown Lupton Exhibitor Load In:

1. Phase 1 begins Monday at 8am for booths: 1008 – 1015A, 1018-1019
2. Phase 2 begins Monday at 9am for booths: 1020, 1021, 1022-1028, 1038-1039, 1045-1054
3. Phase 3 begins at 10a.m. for booths: 1005-1009,1016-1017,1031– 1034, 1029-1030,
4. Phase 4 begins at 12 noon for booths: 1035-1036

Approximate Timeline: **Please refer to your Commercial Exhibit Guide for which phase your booth is in. If you cannot locate your copy it is available online at FWSSR.com under Exhibits.**

Monday – Timeline's for the 2nd and 3rd phase are estimates only. It is impossible to give you an exact timeline but we will get you in as soon as possible. Staging for first phase can begin at 1pm. Some waiting is likely and unavoidable.

- First Phase Load in begins at **3pm** for booths 100-126 and 922-946
- Second Phase Load in as soon as possible after phase 1 as space allows – booths 522-525. (typically line up around **5p**)
- Third Phase Load in as soon as possible after phase 2 as space allows – booths 127-221, 222-232, 311-321, 322-332, 411-421, 422-432, 511-521, 528, 611, 616, 619, 622, 624, 626, 631, 711,713, 715, 718, 720, 720 722, 726, 731, 811-821, 822-843, 900-921

Tuesday - Timeline for Tuesday begins at 9am. First phase can begin staging at 7:30 a.m.

- First phase load in begins at 9am unless the room is ready earlier. Booths included in first phase are: 233-243, 300-310, 333-343, 400-410, 433-443, 500-510.
- 10am Booths: 733, 800-810.
- Second Phase - Tuesday Noon – 12 p.m. Booths: 533, 538, 541, 640, 642, 700, 702, 704
- Third Phase – 7pm Booths: A633, B633, A707, B707

Wednesday - Timeline for Wednesday begins at 8am. First phase can start staging at 7am.

- First phase load in begins at 8am unless the room is ready earlier. Booths included in the first phase Wednesday are: 600, 603, 606, 736,
- Second Phase load in begins at 12 noon unless the room is available earlier. Booths in 2nd phase are: 740

Trailer Parking – Trailer parking credentials are required. Please pick them up at the exhibit office.

- Exit the North end of the Exhibit Area out the gate towards Lancaster.
- Make a left onto Lancaster Ave.
- At the light (Montgomery Street) Make a left.
- Continue South on Montgomery Drive and cross over I-30.
- Make a right at Railhead BBQ or Lovell Ave.
- Stay in towards the left and you will turn LEFT fairly quickly. Look for the Commercial Exhibitor Trailer Parking Signs and follow them to the lot entrance.
- See attached map.

Restocking and Storage –

- Vendors are allowed to restock daily beginning 1 hour prior to opening. You may bring your trailer around if needed or your personal vehicle. This is dolly in only and no overhead doors will be opened. This is strictly through the glass doors on the North end of the Amon G. Carter exhibit hall and West or South side of Brown Lupton South.
- There is no onsite storage for vendors. Please utilize your trailers for additional stock. The new exhibitor trailer lot is well lit, newly paved and has security.

Load Out –

- For the safety of our Rodeo and Roadhouse guests load out cannot begin until 1 a.m. on February 5. (after close of show on February 4)
- After 1 am trailers and vehicles can begin staging on the North End.
- Load out is not as structured as far as timelines but please note that if you are one of the first ones in, you will likely be one of the last ones out.
- The large booths on the North end of the AC exhibit hall will have to break down before vehicles will be allowed in the building. This will be a coordinated effort between officers, booth representatives and Stock Show Floor personnel.
- You do NOT have to begin your load out Saturday/Sunday at 1 a.m. In fact, many exhibitors wait until Sunday morning to begin this process.
- Again – even on Load out you are NOT able to park on Burnett –Tandy OR Tower Drive.
- You have until Monday at 5pm to have everything out of the building.

I certainly understand that as you travel from show to show things can and do happen. We will do our best to work with you and within the restraints of the building should an issue arise. Questions will likely come up. Should you have any prior to show time, please feel free to contact me at 817-877-2413.

Thank you for being an Exhibitor at the Fort Worth Stock Show & Rodeo. I look forward to working with you have an amazing year.

Ashley

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