



2012
APPLICATION FOR
EXHIBIT SPACE

Due to a very high return rate of current vendors only a limited number of booths become available each year. This application will be kept on file for three years, it is not necessary to re-apply each year.

CONTACT INFORMATION (Please print clearly, application will be discarded if not legible)

Firm Name
Primary Contact: Mr./Ms./Mrs.
Permanent Address
City/State/Zip Code
Business Phone: Cell/Other Phone:
E-Mail: Website:

BOOTH INFORMATION

Exhibit Description - Products and/or Services to be Displayed and/or Sold. If a contract were offered, displaying/selling additional items would not be allowed. Attach additional sheet if necessary but you must list primary items below.

[Blank lines for exhibit description]

BOOTH SIZE Requested:

Name and Phone of Person in Charge of Booth:

Will ANY Other Companies, Dealers, Distributors be associated with this Exhibit? If Yes, Explain in Detail:

[Blank line for explanation]

REFERENCES

Please List Recent Trade Shows and Fairs for this Exhibit with Contact Information for the Show:

[Blank lines for references]

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

By signature, applicant agrees to abide by the rules and regulations stipulated in the actual contract should space be available. By signature, applicant hereby authorizes the Southwestern Exposition and Livestock Show to secure information concerning any of the above facts and requests the companies to furnish information requested by the Southwestern Exposition and Livestock Show.

Signature Date

Application MUST be mailed to the address below. E-mailed or faxed applications OR photos will not be accepted.

Commercial Exhibit Applications To:
SOUTHWESTERN EXPOSITION AND LIVESTOCK SHOW
COMMERCIAL EXHIBITS DEPARTMENT
P. O. Box 150
Fort Worth, TX 76101-0150

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

FORT WORTH STOCK SHOW & RODEO

FREQUENTLY ASKED QUESTIONS

STOCK SHOW INFORMATION

Website:

fwssr.com

How to reach us:

Southwestern Exposition and Livestock Show
P. O. Box 150
Fort Worth, TX 76101-0150
817-877-2400

2012 Show Dates:

January 13 - February 4, 2012

Gates Open:

Daily at 8:00 a.m.

Commercial Exhibit Hours:

Sunday-Thursday 10:00 a.m. - 8:00 p.m.
Friday 10:00 a.m. - 8:30 p.m.
Saturday 9:00 a.m. - 8:30 p.m.
These hours are subject to change.

Grounds Admission:

\$10 Adults, \$5 Children 6-16, 5 & Under Free!

Senior Citizens Days:

\$4 Every Friday

Rodeo Ticket Information:

Mail Orders may be placed beginning May 1 each year. Tickets will be on sale at the Rodeo Box 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:



BOOTH SPACE INFORMATION

AMON 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 HALL:

Located next to the John Justin Arena, this area features 10'x10' booths in the heart of the Equestrian Center.

LIVESTOCK BARN LOBBIES:

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

OUTDOOR EXHIBIT SPACES:

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

FEES:

No Application Fee.

Booth Fees for all spaces are re-evaluated each year. The 2011 show rate for a 10'x10' was \$1,250.00 with a premium added for corner and/or end spaces.

FOOD/CONCESSION STAND VENDORS:

Coburn's Catering handles all food booths for the FWSSR. Please contact:

Steve Coburn
coburnsbq@coburnscatering.com
(817) 336-0401
801 North Main Street
Fort Worth, Texas 76164-9420

The Southwestern Exposition and Livestock Show is a time-honored tradition proudly showcasing Fort Worth's western heritage by hosting 23 exciting days of world-class livestock shows & auctions, kid friendly exhibits, carnival/midway fun, live music and unique daily shopping. Additionally, our new "Moo-seum Experience" offered attendees an opportunity to experience the Fort Worth Museum of Science and History, Cattle Raisers Museum and National Cowgirl Museum and Hall of Fame with the purchase of Stock Show grounds admission or that day's Rodeo ticket.

In 2011, the Fort Worth Stock Show & Rodeo's total attendance was over 930,300. One of the Saturday's had a record daily attendance of over 150,000 patrons. This year's show had 22,000 head of livestock and over 1,200 professional rodeo athletes during the 23-day run. All of these elements, coupled with 30 performances of PRCA professional rodeo action and six other specialty events shaped the 115th annual Fort Worth Stock Show & Rodeo into another successful event. The 116th event promises to be another legendary experience running January 13- February 4, 2012!

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