



PRESENTED BY **MARS** Equestrian™

TRADE FAIR APPLICATION

KENTUCKY THREE-DAY EVENT

APRIL 23-26, 2026

SPACE RENTAL INCLUDES:

- Selected Size Booth Space
- 2 Parking Permits (one premium parking space, one vendor parking space)
- 4 Worker Permits
- One (1) 20-amp Electrical Circuit
- One (1) Wi-Fi code, additional available for purchase
- Black pipe & drape provided along back panel of booth (indoor vendors only)
- One (1) Listing on Official Event Website with Link
- One (1) Official Event Program Listing
- One (1) Vendor Name and Booth Number on Trade Fair Map
- Two (2) Reserved stadium seats for dressage competition Thursday and Friday

DESCRIPTION OF VENUE:

The Kentucky Three-Day Event is an outdoor event and most of the Trade Fair is held in the Covered Arena at the Kentucky Horse Park. The Covered Arena has a permanent roof, bathrooms, lighting, and electricity, but is still considered an outdoor venue. This venue is not temperature controlled. The Trade Fair is held on the concourse and the ground floor in the covered arena and outside in the adjacent parking lot. The Trade Fair has 24-hour security guards.

The Trade Fair is open April 23-26, 2026.

EVENT DATES:

Thursday, April 23 through Sunday, April 26, 2026

MOVE-IN DATES:

Tuesday, April 21, 8:00 A.M. - 6:00 P.M.

Wednesday, April 22, 8:00 A.M. - 4:00 P.M.

SUBMISSION OF APPLICATIONS:

The application will be completed online only. This will be done through Map-Dynamics. To have a complete application on Map-Dynamics, you must pay a \$250 deposit. Once your application has been reviewed and accepted, the remaining balance will be due. If you plan to take advantage of the Early Bird Rate, payment in-full must be completed by December 10th. More information to come.



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INDOOR BOOTH SPACE RENTAL

Size		Early Bird Rate September 4, 2025 - December 10, 2025	Event Rate December 11, 2025 - April 1, 2026
★ 15' x 10'	@	\$2,125 each	\$2,425 each
★ 20' x 20'	@	\$4,620 each	\$5,235 each
★ 20' x 30'	@	\$5,880 each	\$6,600 each
★ 30' x 30'	@	\$7,585 each	\$8,475 each

INDIVIDUAL TENTED SPACE RENTAL

Size		Early Bird Rate September 4, 2025 - December 10, 2025	Event Rate December 11, 2025 - April 1, 2026
★ 10' x 10'	@	\$1,880 each	\$2,120 each
★ 20' x 20'	@	\$5,225 each	\$5,875 each

EQUIPMENT RENTAL*

Size		Early Bird Rate September 4, 2025 - December 10, 2025	Event Rate December 11, 2025 - April 1, 2026
★ Table(s)	@	\$30 each	\$40 each
★ Chair(s)	@	\$15 each	\$25 each
★ Pipe & Drape	@	\$10 per ft.	\$12 per ft.
★ Vendor Permit	@	\$30 each	\$40 each
★ Vendor Lot Parking Permit	@	\$40 each	\$50 each
★ Flooring w/ carpet	@	\$6/sq. ft.	\$6/sq. ft.

1. **APPLICATION FORM:** The Trade Fair Application Form is issued by Equestrian Events, Inc., hereinafter referred to as EEI. No request for space will be considered unless a FULLY COMPLETED APPLICATION AND APPROPRIATE FEES IN THE FULL AMOUNT have been received in the EEI office.

NO APPLICATIONS ARE ACCEPTED, NOR SPACE RESERVED OR GUARANTEED, VIA TELEPHONE

ALL merchandise to be offered MUST be listed on the application. This includes all PAST participants as well as NEW ones

2. **ACCEPTANCE/PROCESSING:** Receipt of application and fees is not an automatic guarantee of acceptance into the Trade Fair. Applications are considered according to the submitted date.

a. 2025 participants in good standing with EEI are guaranteed acceptance if application and fees are received by the EEI Office by September 1, 2025. See Rules #4 & #17 with respect to merchandise. Rates are guaranteed if payment and completed application are completed by December 10, 2025.

b. New applicants and pre-2025 returning merchants are considered according to the postmark date and the type of product(s) to be offered in relation to the number of merchants offering like or similar products. Consequently, new applicants and pre-2025 merchants should NOT wait until after December 10, 2025, to submit applications and fees.

c. PAYMENTS IN FULL ARE REQUESTED UNTIL THE APPLICATION IS ACCEPTED. Applicants will be notified via email whether they are accepted or not. New applicants, pre-2025 and 2025 Merchants whose applications are received after the December 10, 2025, deadline will be notified by email of acceptance before remaining balance can be paid. If not accepted, the payment will be returned to the applicant or voided by shredding in the EEI Office.

d. Space is limited and there is always a waiting list, so it is VERY important to submit your application early.

e. The committee evaluates each application for acceptance to hopefully ensure a reasonable market for all merchants. Every attempt is made to place merchants so that any competition will be limited. Requests for placement are honored to the best of our ability but ARE NOT GUARANTEED.

f. When the Trade Fair fills, applicants whose applications have already been received in the EEI office will be advised and placed on the waiting list.

g. Any applications submitted after April 1, 2026, will be put in a pending file, according to submission date and processed if space becomes available.

3. **LOGOS/TITLES:** The EEI logo and name, the JLR/Defender logo and name, the MARS EQUESTRIAN™ logo and name, the Kentucky Three-Day Event logo and name (or any form of this name in which a title sponsor and/or presenting sponsor logo would be included), the below-listed titles and/or any logos of Event Sponsors are protected by U.S. Trademark Laws. These Trademarks may not be used without Official Authorization. Any use, description of or reference to the EEI Logo, the JLR/Defender Logo, the MARS EQUESTRIAN™ Logo, the Kentucky Three-Day Event Logo, Sponsor Logos, or the titles Defender Kentucky Three-Day Event, CCI***** OR 5* KENTUCKY, CCI5***** OR 5* LEXINGTON, KENTUCKY CCI5***** OR 5* and/or LEXINGTON CCI***** OR 5* OR Cosequin® Lexington 4* IN ANY FORM, is prohibited. EEI may at its discretion license use of one or more of certain logos and/or titles (not to include the JLR/Defender Logo, the MARS EQUESTRIAN™ Logo, or any other Event Sponsor logo) for a fee. Contact the EEI Office with questions.

4. RIGHT OF EXCLUSION: EEI reserves the right to exclude any person or firm from exhibiting, or to close the stand of any Merchant for conduct objectionable to EEI, at its sole discretion. In the event of such exclusion or closure, the person or firm WILL NOT be entitled to any refund of the application fee.

5. ALLOTMENT OF SPACE:

- a. Applications for space shall be dealt with by EEI in its sole discretion and EEI shall determine the position to be allotted to Merchants.
- b. NO MERCHANT MAY SUBLET THE WHOLE OR ANY PORTION OF ANY SPACE ALLOTTED TO HIM/HER; the contractual merchant is wholly responsible for any supplier whose goods are exhibited in the merchant's space.
- c. MERCHANTS MUST USE THE SPACE PROVIDED AND DESIGNATED BY EEI. VIOLATORS WILL BE PENALIZED.

6. ADDITIONAL RULES:

- a. Golf carts will not be permitted to drive during show hours.
- b. You are permitted to promote from the boundaries of your booth. No promotional posters, fliers, materials, etc. are permitted outside of your paid space. No promotional posters, fliers, materials, etc. may be hung inside the covered arena or around the Kentucky Horse Park.
- c. EEI reserves the right to refuse any and all applicants or withdraw acceptance for unacceptable conduct or such other reasons as EEI in its sole discretion elects.

7. ADMISSION/PARKING PASSES:

- a. Vendors will receive parking passes and ground admission passes at the sole discretion of EEI Trade Fair committee based on booth size.
- b. Each vendor will receive ONE premium Trade Fair parking tag in a closer lot to help facilitate the restocking of merchandise. Your secondary tag will be in our vendor parking lot.
- c. Admission passes and parking passes are transferrable throughout the duration of the event.
- d. Additional passes will be available for purchase based on availability. Vendor is limited to purchasing (10) ten tickets in total.

8. SETUP OF STANDS:

- a. Goods, exhibits and units may arrive on the grounds NO EARLIER THAN TUESDAY, APRIL 21 AT 8:00 A.M.
- b. All stands MUST BE CHECKED IN BY 4:00 P.M., WEDNESDAY, APRIL 22. Merchants not checked in by 6:00 P.M. WEDNESDAY, APRIL 22 face loss of space and no refund. All vehicles must be removed from the Trade Fair area by 7:00 A.M., THURSDAY, APRIL 23.
- c. EEI will provide information on the recommended carrier service for materials shipping & handling. Merchants are not permitted to ship directly to EEI or the Kentucky Horse Park. EEI and the Kentucky Horse Park are not responsible for lost, stolen and damaged goods shipped unauthorized to EEI or the Kentucky Horse Park.
- d. Should merchants elect to use a different carrier service instead of the recommended official carrier service of the event, Merchant must be self-sufficient to setup and dismantle items for the allotted booth space. This includes any equipment needed to unload and load materials from the carrier.

9. HOURS OF OPERATION: Hours of operation may fluctuate based on weather, hours of competition or administrative decisions. Please check with the EEI Development Office for more information.

10. DISMANTLING OF STANDS: Goods, exhibits and units MAY NOT BE REMOVED prior to 4:00 P.M., Sunday, April 27, and MUST BE REMOVED no later than 12:00 Noon, Monday, April 27. Merchants are responsible for seeing that ALL items rented to them (i.e. tables, chairs, etc.) by EEI are signed in to an EEI Representative upon leaving. Merchants will be charged replacement costs of items not in allocated spot upon check out. Merchants renting items from any source other than EEI must insure those items are removed by the Noon deadline. **Merchants are subjected to a \$400 cleaning fee for any items not property of EEI or a third-party rental company or any debris that are NOT REMOVED before the Noon deadline**.

11. VEHICLES/PARKING:

- a. All vehicles must be removed from the Kentucky Three-Day Event Trade Fair Area by 7:00 A.M. Daily.
- b. All vehicles must be parked in the designated Trade Fair Parking Lot.
- c. Vehicles associated with the Trade Fair that are parked illegally (not in Trade Fair Lot) will be towed, without notification to the owner, at the owner's sole cost and expense.
- d. Any vehicles blocking other vehicles in the Trade Fair Lot will automatically be towed, without notification to the owner, at the owner's sole cost and expense.

12. REFUNDS: A refund less a handling charge of \$250.00 will be made if the notice of withdrawal and request for refund are received in the EEI Office, in writing, prior to January 1. **NO** refunds requested after January will be granted.

13. ELECTRICITY: Electricity will be made available by EEI to all merchants. Each Merchant will be provided with an individual electric box with a maximum of 20 amps. Overloading of your 20-amp electric box can lead to overheating of plugs which is a fire hazard. For those who require more power, you can purchase a second 20-amp outlet. **WE CANNOT ACCOMMODATE ELECTRIC HEATERS.** Anyone found to be using an electric heater resulting in damage to the electrical equipment will be subjected to a \$500 fine payable before the vendor disassembles the booth at the end of the show.

14. FINAL PAYMENTS: Prior to dismantling, merchants must make final and complete payment to EEI as reflected by EEI records for additional tables or chairs rented upon arrival and during the run of the Trade Fair. Failure to do so will automatically render the merchant ineligible to participate in the Trade Fair again.

15. GENERAL CONIDITIONS:

- a. No Merchant will be allowed to place exhibits of any type or description so that any part thereof projects beyond the limits of the space allotted, or in such a manner as to unduly obscure the exhibits of an adjacent stand in EEI's sole discretion.
- b. Fixture height of back or side walls and/or back or side walls not to exceed 8'.

16. INSURANCE: As a condition precedent to this agreement, all Merchants shall furnish to EEI proof of comprehensive general liability, workers compensation, and products liability insurance in a form, and in amounts, satisfactory to EEI, naming Equestrian Events, Inc. and the United States Eventing Association as additional insureds. The acceptability of this insurance coverage shall be in the sole discretion of EEI, and EEI reserves the right to prohibit the Merchant's participation if the insurance coverage is not to EEI's satisfaction. If the undersigned merchant fails to submit sufficient proof of coverage as required will have released all liability as seen in Rule #16 by the submission of the application and acceptance of the terms and conditions for the duration of the event week, April 19-28.

17. RELEASE, INDEMNIFICATION AND HOLD HARMLESS: Every Merchant shall indemnify, defend and hold harmless EEI and EEI's officers, employees, directors, sponsors, agents and volunteers from any and all claims, demands, damages, actions, costs and charges to which EEI may be subject or to which EEI may have to pay by reason of any injury to any person or property, or loss of life or property resulting from or in any way connected with, the character, condition, or use of the premises or any means of ingress thereto or egress therefrom unless such injury or loss arises solely from the negligence of EEI, and shall at his own expense, assume the defense of such claims and actions for damages arising out of such injuries or losses which may be brought against EEI by a third person; and shall pay any such judgments that may be rendered in such actions.

Natosha Barnett

Trade Fair Manager

Cell: 606-669-1874

Office: 859-233-2362

