Horse Exhibitor Information

April 23◆24◆25

MinnesotaState Fairgounds St. Paul, MN



45th Annual

Minnesota Horse Expo 2027

Presented by the Minnesota Horse Council

MnHorseExpo.org

2027 Minnesota Horse Expo

Deadlines and Return Paperwork Checklist

September 2026	Paper contracts mailed out to those requesting paper. Email registration materials to past exhibitors.
November 15, 2026	Deadline for returning booth exhibitors to claim 2026 space at the fairgrounds.
November 16, 2026	Assign booths to returning vendors who want to make changes to their booths in 2027.
December 15, 2026	Begin accepting NEW vendor registrations. Returning vendors who have NOT registered or contacted the Expo will lose returning priority status.
December 31, 2026	Last day to get full payment refund minus cancellation fee.
Jan. 1 - March 9, 2027	Cancellations get 1/2 payment refund minus cancellation fee.
February 1, 2027	Horse Stall assignments begin.
March 1, 2027	Balance/full payments and ST19 due.
March 10, 2027	Cancellations - no refund (medical emergency - see item 16 on Terms of Contract Addendum).
March 15, 2027	Ads for Official Program due.
April 1, 2027	Parade of Breed/Breed Demo speeches and music due. Stallion Presentation narrative due. Deadline for WiFi/DSL line request—paperwork turned in to the State Fair.
April 15, 2027	Deadline to order tables, chairs, carpet, etc., from the Show Decorator.

Required Paperwork Checklist

BOOTH VENDORS

- ❒ Contract and Supplement Application
- ❒ Payment (50% with contract, balance due March 1, 2027)
  Contracts received after January 31 will require full payment.
- ❒ Minnesota ST19 form (due before or at check-in)
- ❒ Proof of Insurance (due before or at check-in)

HORSE STALL VENDORS

- ❒ Contract & minimum 50% deposit (balance due March 1, 2027)
- ❒ Parade of Breed/Breed Demo speeches and music (due April 1, 2027)
- ❒ Coggins (due at check-in) - printed copies only B&W or color
- ❒ Health Certificates for all non-MN and non-WI horses (due at check-in)

Minnesota Horse Expo 2027

APRIL 23-24-25

Minnesota State Fairgrounds
St. Paul, MN

www.MnHorseExpo.org

EXHIBITOR HOURS

Friday, April 23	Saturday, April 24	Sunday, April 25
8:30am - 7:00pm Coliseum & Horse Barn open until 9:30 pm	8:30am - 7:00pm Coliseum & Horse Barn open until 9:30 pm	8:30am - 4:00pm

EXPO ADMISSION

ADVANCE TICKETS
(until April 22, 2027)

Adults (13-61).....$18.00
Seniors (62+).....$15.00
Youth (6-12).....$15.00
Child (5 & under).....FREE

TICKETS AT THE GATE

Adults (13-61).....$20.00
Seniors (62+).....$17.00
Youth (6-12).....$17.00
Child (5 & under).....FREE

ADVANCE 3-DAY TICKETS
(until April 22, 2027)

Adults (13-61).....$44.00
Seniors (62+).....$34.00
Youth (6-12).....$34.00

3-DAY TICKETS AT THE GATE

Adults (13-61).....$49.00
Seniors (62+).....$39.00
Youth (6-12).....$39.00

EXHIBIT DIRECTOR

Jenny Buskey
612-240-2435 ◆ Fax: 206-339-8990
eventoffice@mnhorseexpo.org

CONTRACT MAILING ADDRESS

Minnesota Horse Expo
PO Box 276
Madison Lake, MN 56063

PRCA RODEO

Friday, April 23 7:30pm
Saturday, April 24 7:30pm
Sunday, April 25 3:00pm

Tickets on sale November 2026

EXHIBIT BOOTH SETUP

Tuesday, April 20 ◆ Horse Trailers and Outdoor Shelters Only
Wednesday, April 21 ◆ 8:00am - 10:00pm
Thursday, April 22 ◆ 8:00am - 10:00pm
Friday, April 23 ◆ 6:30am - 8:30am

Who Do I Contact?

Expo President
Darrell Mead
612-860-4645
darrelldmead@gmail.com

Exhibits
Jenny Buskey
612-240-2435
Fax 206-339-8990
eventoffice@mnhorseexpo.org

Horse Barn Manager
barnmanager@mnhorseexpo.org

Expo Program Ads
Linda Dahl
651-353-8188
mhe-ads@dahlgraphics.com

Advance Tickets
Leslie Stewart
tickets@mnhorseexpo.org

Clinicians, Scheduling Marketing & Sponsorships
Kathy Juhl
952-356-2029
Kathy@mnhorseexpo.org

Volunteers
volunteers@mnhorseexpo.org

Rodeo
Deb Webber
rodeo@mnhorseexpo.org

Breed & Stallion Narratives
John Dahl
612-685-8726
johnkdahl@yahoo.com

Show Decorator
Cenaiko
Rent tables, chairs, carpet, etc.
763-755-8111

Data/WiFi
651-288-4400
events@mnstatefair.org

HORSE ARENA TIME

- Every attempt will be made by the Minnesota Horse Expo to maximize the time allotted in the various arenas for Horse Exhibitors. Arena time will be allotted by the Minnesota Horse Expo according to the scheduled time availability and fairness to all concerned.
- The Minnesota Horse Expo reserves the right to insert music of its own choice if the Horse Exhibitor has not submitted a CHOICE OF MUSIC BY APRIL 1, 2027.
- Costumes are encouraged for all appearances.

PARADE OF BREEDS

The Parade of Breeds is held at 9 am and noon every day and the Expo will set the schedule and prepare the narratives to introduce each breed. All Breed Representatives are requested to take part. The Expo will determine who rides in the Parade of Breeds (no stallions). New horses to the Expo may be required to submit a letter from their breed registry affirming that the horse is an accurate representative of the breed. Horses are subject to denial if the Expo determines that the horse is not fit to represent the breed. No changes or additions after April 9.

BREED DEMONSTRATIONS

Breed demos are held at the Expo (times TBD). Each breed will have one representative who will have the final approval of horses allowed in the breed demos. Prior written approval of horses in breed demo must be completed before contract is approved. Contact John Dahl to get your breed representative contact information if you do not have that already. Breed representatives are required to have typed breed narratives and music turned in by April 1, 2027. For the narrative content and format details, contact John Dahl, johnkdahl@yahoo.com, 612-685-8726. No changes or additions after April 9—no exceptions.

STALLION PRESENTATIONS

There will be Stallion presentations every day of the Expo (times TBD). Stallion owners will be contacted by the Barn Manager if they want arena time. There is no additional fee for Stallion Presentation Arena time. Stallion owners are required to have typed breed narratives and music turned in by April 1, 2027. For the narrative content and format details,contact John Dahl, johnkdahl@yahoo.com, 612-685-8726. Stallion contracts must be received by March 15, 2027 to get listed in the Expo Program.

EXHIBITOR ADMISSION

Wristbands may be picked up with Exhibitor packets in the Expo office on Wednesday, April 21, from 8:00am–8:00pm, and Thursday, April 22, from 8:00am–8:00pm. On Friday, Saturday, and Sunday, any wristbands not picked up by Thursday will only be available at the Will Call Booth starting at 6:30am.

Horse stall renters receive one Exhibitor admission ticket per horse. Additional wristbands or single daily admission tickets can be purchased at the advanced prices on Wednesday, April 21 and Thursday, April 22. Only wristbands or blue vendor tickets get exhibitors on the Expo grounds before the show opens to the public and can ONLY be purchased at Will Call at the corner of Carnes and Liggett or in the Expo office.

To help overall security, Exhibitors must wear their wristbands during setup and takedown of exhibits. Starting Friday morning, April 23, admission to the Expo grounds will only be granted with an Exhibitor wristband or single daily admmission ticket.

COGGINS/HEALTH CERTIFICATES

ALL horses are required to have two printed copies of a 2027 negative Coggins. All out-of-state horses are required to have a health certificate within 30 days of the start of Expo per state regulations. The ONLY exception are horses from Wisconsin, who only need a negative Coggins. Please have Coggins and health certificates in printed form, not an electronic form, as you MUST turn it in. Black and white is acceptable. The Horse Barn Office has a printer but does NOT have internet access.

LIABILITY INSURANCE REQUIREMENTS

The Expo recommends that all horse owners have $1 million liability insurance covering accidents involving their horses.

Individuals or families can purchase affordable $1 million dollar Excess Personal Liability Insurance if they join or renew their membership with the Minnesota Horse Council and select the Optional add-on of Equisure Insurance Policy ($25* for Individual, $85* for a family). * Equisure costs based on August 2026 rate. Visit the Minnesota Horse Council website for more information: www.mnhorsecouncil.org/membership.php

Commercial Stables are required to have General Liability Insurance (see section 17 of Terms of Contract). General Liability Insurance that meets our requirements can be obtained through Rainprotection Insurance Program (link to register for this is on our website at mnhorseexpo.org/vendors)

WILL CALL

The Will Call Booth is located at the north gate at the corner of Carnes and Liggett and is open Friday, April 23 and Saturday, April 24 from 6:30am to 9:30pm and Sunday, April 25, 6:30am to 3:30pm. If you leave the Expo and are being replaced by another person, go to the WILL CALL BOOTH and your band will be cut off and kept at the Will Call Booth. A new wristband will be put in an envelope for your replacement. The name of the replacement person should be left with the attendant at the Will Call Booth. This process only applies to the 3-day exhibitor wristband.

HORSE MOVE IN

Thursday, April 22 ◆ 6:30am - 10:00pm
Friday, April 23 ◆ 6:30am to 8:30am

- All horses are to be on the premises by 8:30am, Friday, April 23, for the required checks before unloading.
- Horses shall not be unloaded from or loaded into trailers on Minnesota Horse Expo grounds during Minnesota Horse Expo hours without written permission from the Barn Manager.
- All Horse Stall Exhibitors are required to enter the Horse Barn through the MAIN ENTRANCE on Judson Avenue. No horses are permitted to enter the barn without being checked in first by Minnesota Horse Expo personnel. Any animal showing obvious signs of illness or upper respiratory infections will be excused without refund for their contracted space. If at check-in, Minnesota Horse Expo personnel question the health of the horse(s), the veterinarian will be called to examine the horse(s) at the owner's expense. The horse(s) awaiting veterinarian examination will be put in the back of the second barn until the veterinarian approves the horse's health. If approved, the horse(s) may be moved to their proper stall assignments.
- All Exhibitors shall keep their horses on the premises at all times during Minnesota Horse Expo hours.
- LATE ARRIVALS WILL NOT BE ALLOWED TO DRIVE UP TO THE HORSE BARN FOR UNLOADING. No horse trailers or vehicles will be allowed on the Minnesota Horse Expo grounds after 8:00am on Friday, April 23. Exhibitors will carry all equipment or lead animals from the back parking areas after 8:00am. The owners must have permission from the Barn Manager for late arrival or early departure.
- Any claims for reimbursement for horses not attending the Minnesota Horse Expo due to an unavoidable illness must be accompanied by a veterinarian's certificate and be submitted no later than May 31, 2027.

FOR SALE HORSE STALLS

Horse stalls will be available for rent to horse owners for the sole purpose of selling that horse during the Minnesota Horse Expo. These stalls are assigned on a first-come, first-serve basis. A small arena is provided in the Horse Barn for horse owners to show their "For Sale" horse to prospective purchasers when the ring is available. For sale display signs are allowed. Mares and geldings only.

DOGS AT EXPO

Dogs are allowed at the Expo on a 6-ft leash in the following locations: Campground, Cattle Barn, Sheep & Poultry, Dairy building, DNR, Miracle of Birth and anywhere outside. For safety and biosecurity reasons, dogs are NOT ALLOWED in the Horse Barn or the Coliseum – this is a MN State Fair and MN Horse Expo rule. The ONLY exceptions are official service dogs (service dogs in training do NOT QUALIFY). The service animal must be under the handler's control at all times.

BARN INFORMATION

- The Minnesota Horse Expo provides a Barn Manager to coordinate activities in the Horse Barn. Please contact the Barn Manager regarding any problems or questions relating to horses. The Expo veterinarian will be on site or on call Thursday-Sunday.
- Stalls will be assigned according to the date on which the applications are received and will be assigned at the discretion of the Minnesota Horse Expo. EXHIBITOR AGREES TO ACCEPT THE STALL SPACE ASSIGNED AND FURTHER AGREES TO ACCEPT REASSIGNMENT. Such changes will not be made unless deemed a necessity by the Minnesota Horse Expo.
- Stall sizes are approximately 8 ft wide by 10 ft deep. Stall sizes may vary depending on the location in the Horse Barn.
- Exhibitors may not sublet their stall space.
- Horse stall exhibitors are encouraged to decorate their stalls. No signs or banners may be hung across aisles or higher than 8 ft.
- Exhibitors shall remain with their horses and should not restrict viewing of the horses by the public during show hours.
- Although sales of products and services are not allowed in the barn, horse farm/organizations and associations are allowed to sell clothing and other approved items ONLY IF it is logo merchandise that is promoting their association, barn, farm or breed. An ST19 form is required for all sales on the Fairgrounds. Contact Expo Office to get one."
- Bedding for the horses will be furnished by the Minnesota Horse Expo. Extra bedding can be purchased. All Exhibitors shall provide their own feeds and feeding equipment and shall be responsible for feeding and watering their horses.
- Exhibitors are responsible for maintaining the cleanliness of their stalls and areas in front of their stalls. Exhibitors shall bring their own cleaning tools and will empty the manure using the carts provided in the proper disposal area.
- A minimum of 6 ft of aisle space must be maintained at all times.
- RIDING OF HORSES INSIDE THE HORSE BARN, COLISEUM CONCOURSE, POULTRY/SHEEP BARN (except for the pony rides), OR CHS MIRACLE OF BIRTH CENTER IS PROHIBITED.

HORSE EXERCISING

- Times will be posted at Expo when horses may be exercised in the Coliseum Arena and the Cover All Arena located between the Coliseum and Como Ave. There is also an outdoor exercise arena. For information, check with the Barn Manager.

SHOWER INFO & HOURS

Showers are located on the outside southwest corner of the Horse Barn. Keys to the shower are in the Horse Barn Office and require an ID for a deposit. Shower hours will listed in the check-in packet and in the Horse Barn and Expo offices.

HOTELS

The Expo works with several area hotels to get special Horse Expo rates. Go to the Expo website http://mnhorseexpo.org/hotel.html to find out more.

CAMPING

Camper/Motor Home/LQ Horse Trailer camping is available on the northwest corner of the Expo grounds. Advanced reservations are recommended (see contract page to reserve and pay for your space). $100 flat fee for the weekend. There should be some spaces left for first-come first-served at Expo but we cannot guarantee full hookup site availability. Campers must be gone by noon on Monday, April 26. Generators are allowed. Map of the campground is on page 10.

PROGRAM ADS

Advertising is a good way to direct people to your booth. The Minnesota Horse Expo Official Program is distributed free to all attendees. Please consider advertising in this publication! Go to our website for more information, pricing and the ad insertion form or contact Linda Dahl at mhe-ads@dahlgraphics.com. The deadline for placing ads in the program is March 15, 2027.

EXPO SPONSORSHIP

Get more visibility for your company and support the efforts of the Minnesota Horse Council by being an Expo Sponsor. Contact Kathy Juhl at 952-356-2029 or Kathy@mnhorseexpo.org for current sponsorship availability, questions or ideas.

PARKING

Parking for vendors and attendees is free in the State Fair parking lots and on streets, no permit is required. All parking signs must be obeyed. There is no event parking allowed for vendors behind the buildings – this includes the Coliseum. Vehicles without special permits displayed will be towed at the owner's expense.

Special parking for horse, stock/supply trailers is available in the parking lot on the west end of the Expo grounds. Access this lot from Como Avenue at Canfield or at the west end of Judson St, the main street that runs through the Expo grounds. Exhibitors can use this parking to leave trailers and access them throughout the show. Vehicles are allowed on the Expo grounds from 6:30am - 8:00am Friday, Saturday and Sunday.

SOCIAL MEDIA

The Minnesota Horse Expo website is mnhorseexpo.org. Look there for the most complete event info updated regularly including scheduling info, volunteer signup, building maps and more. Our Minnesota Horse Expo Facebook page promotes our exhibitors, presenters and what else is happening at Expo. We encourage our exhibitors to send us horse or product info to showcase their Expo stall or booth presentations. Message the Expo FB administrators for more info on posting your info. Please mention you'll be at Expo on your own web and FB pages.

HORSE MOVE OUT

MOVE OUT– ALL EXHIBITORS
SUNDAY, APRIL 25, 2027
Expo Hours 8:30am - 4:00pm
PRCA Rodeo 3:00-5:00pm

Exhibitors may begin packing up and horses may be hand walked to the trailers at 4:00pm.

Although Expo ends at 4:00pm, vehicles will be allowed on the grounds after 5:00pm when the rodeo crowd disperses and security has determined the streets are safe for traffic.

All vehicles entering the grounds MUST have a vehicle pass which you will get at check-in. Vehicles may begin lining up to enter the grounds at 4:30pm.

Any unofficial vehicles that are parked on the Expo grounds on Sunday morning in hopes of being the first in will be ticketed and towed at the owner's expense.

MINNESOTA HORSE EXPOSITION, LLC
TERMS OF CONTRACT ADDENDUM

1. DEFINITIONS

EXHIBITOR - Shall apply to all parties that sign a contract for booth or stall rental.
COMMERCIAL - Shall apply to all parties providing a product, service, or stallion for a commercial benefit.
NON-PROFIT - Shall apply to all official non-profit organizations promoting particular equine-related activities (proof required along with contract).
BREED ASSOCIATION/REGISTRY - Shall apply to all recognized Associations/Registries that are responsible for the registry of a particular equine breed.
FOR SALE HORSES - Shall apply to all parties purchasing stall space for the purpose of selling a horse.
MHE = Minnesota Horse Exposition, Inc.
COUNCIL - Minnesota Horse Council

2. PAYMENTS AND TERMINATION OF CONTRACT/REFUNDS

If the terms of payment as set forth on the contract are not met, the rights of Exhibitor to the space shall cease and terminate without notice. Space can be reassigned and no refunds will be made. Upon request for cancellation of space prior to December 31, 2026, an exhibitor will receive a full refund, minus a $15 cancelation fee. From January 1 to 46 days before show opening, ½ will be refunded. During the last 45 days before show opening, no refunds will be made for any reason (exception - see section 16). All cancellations are subject to $15 cancellation fee. **Booths may not be set up or horses may not be moved into stalls until full payment is received.**

3. COMPLIANCE WITH LAWS AND REGULATIONS

Exhibitor agrees to obey all State laws, local ordinances and regulations governing the use of the Minnesota State Fairgrounds; to abide by the rules and regulations of the State Fair Fire Marshall and Police; to obey all MHE rules and regulations; and other public officials whose duties may regulate exhibits. All decorative materials used in displays must meet the flame proofing regulations of the State Fair. No tacks, nails, or screws may be driven into any walls, floor, or pillars of the facilities. No banners can be placed across aisles. No signs may be taped to walls. No stickers, pressure adhesives, helium balloons, etc., may be distributed. Helium balloons may be displayed with permission of the MHE. All dogs must be on a leash no more than 6 ft in length and under control at all times. No dogs are allowed in the Coliseum or Horse Barn.

4. ADVERTISING MATERIALS

No person, firm, or organization that has not contracted with the MHE for stall space in this event will be permitted to display or demonstrate any products, process, or services, or solicit orders, distribute advertising or other materials. Any infringement on this regulation will result in prompt removal of the offender from the Expo grounds. Exhibitors may not distribute literature, product samples, or other materials outside of their contracted stall space without permission from the Expo Exhibit Director.

5. FOOD AND DRINK

Food and drink are available in the Coliseum and other places within the MHE grounds. No outside food items may be sold on the MHE grounds except by the concessionaires who have made arrangements with the Minnesota State Fairgrounds. Exhibitors are not allowed to distribute food, including popcorn and beverages, in any of the MHE areas unless approval has been obtained from the MHE.

6. SAFETY PRECAUTIONS

All decorations must be made of flameproof materials or be made flameproof. All packaging containers and materials must be removed from the floor. Displays are subject to inspection and approval for safety. All propane tanks must be removed or emptied from all units to be exhibited. All vehicles must have a locking gasoline cap and one battery cable must be disconnected. NO SMOKING WILL BE ALLOWED IN ANY OF THE MINNESOTA STATE FAIR BUILDINGS.

7. SECURITY

Exhibitors are required to protect their own personal property from theft or damage during setup, tear-down, and during the MHE hours. The Horse Barn will be patrolled during the evening and night hours. Lights in the Horse Barn will be turned down at 10:00 pm and the doors will be closed. Exhibitors will be allowed to stay overnight with their horse(s) only with written permission from the MHE.

8. LOSSES

The MHE cannot take responsibility for moving costs, loss, or damage to Exhibitor's property either in shipment (coming or going) or while on the premises. Damage to inadequately packed property is the Exhibitor's own responsibility. If the exhibit fails to arrive, Exhibitor is still responsible for exhibit space rental.

9. EMERGENCY SERVICES

Call 911 immediately for any serious emergency involving loss of consciousness or heavy blood loss, and then contact the closest MHE staff or volunteer. First Aid is available for all other medical needs by contacting the Expo Office in the Coliseum.

10. REJECTION/REMOVAL OF APPLICANTS AND EXHIBITORS

The MHE reserves the right to reject any applicant or exhibitor for space at any time, and reserves the right to retake possession of any space by refunding to the applicant or exhibitor the amount paid for space. Violations of any section of this agreement will result in immediate ejection of Exhibitor without refund.

11. RIGHTS OF INTERVENTION

Complaints of any violation of the contract are to be made promptly to MHE. All Exhibitors and their personnel agree to abide by all decisions and rulings made by the MHE.

12. USE OF MOTORIZED VEHICLES

Exhibitor use of motorized vehicles, such as golf carts, ATVs, etc., during show hours is prohibited. The only motorized vehicles allowed on the show grounds are golf carts (identified with MN Horse Expo sign) which are used by the MHE and scooters or electric wheelchairs for mobility.

13. PUBLICITY RELEASE

In consideration for participation, the undersigned hereby grants to the Council and the MHE the right to use their name and likeness, and that of its employees and agents involved in the Expo, using video or audio, and use photographs in any association with the Council and the MHE in all media.

14. EXHIBITOR CODE OF CONDUCT

- Exhibitors are not permitted to behave in a manner which, in the discretion of the MHE, is objectionable.
- Exhibitors must comply with all rules, regulations, policies and terms of contract.
- Exhibitors must be considerate of other exhibitors. Under no circumstances should an exhibitor or its personnel enter any other exhibitor's display area uninvited or when unattended.
- Interference with, or disruption of another exhibitor's personnel or legitimate activities is prohibited.
- Exhibitors must refrain from conducting business outside of their contracted space (including distributing leaflets or fliers in public places) or other aisle obstructions, mascots and booth personnel must be inside your booth space (unless exempted by the MHE Board or staff).
- Exhibitor's sound level shall not be disruptive and/or interfere with the ability of any and all adjacent exhibitors and exhibit areas.

If an Exhibitor encounters or witnesses violations of any of the Terms of Contract Addendum by other Exhibitors, they should immediately contact a representative of the MHE, staff, a board member or State Fair Security to report the incident.

15. CANCELLATION OF SHOW/EXHIBITOR NON-ATTENDANCE

If the Expo is cancelled due to a pandemic or other force majeure, then Exhibitor will be offered a refund. If any portion of the facilities should be destroyed, damaged by fire, or otherwise rendered unusable, or if a strike makes it impossible for an Exhibitor to occupy the premises, the MHE and its Management are released from any and all claims which might arise in consequence thereof. If any other event or circumstance not caused by MHE prevents an Exhibitor from erecting or staffing their exhibit for all or any part of the show period, the contractual responsibility between the Exhibitor and the MHE shall be considered to be satisfied and there shall be no refund to the Exhibitor except as provided in clause 16.

16. REIMBURSEMENT

Claims for reimbursement for horses not attending the MN Horse Expo due to an unavoidable illness must be accompanied by a veterinarian's letter. Claims for reimbursement for nonattendance due to illness must be accompanied by a physician's letter or proof of positive test result for COVID-19. All claims must be submitted no later than May 31, 2027 and are subject to a $15.00 cancellation fee.

17. LIABILITY AND INSURANCE

Booth Exhibitors and Commercial Stables: All Commercial and Non-Profit booth exhibitors and Commercial Stables are required to carry Commercial General Liability Insurance including bodily injury, property damage, product liability and contractual liability with limits not less than $1,000,000 and must provide a certificate of coverage naming the Minnesota Horse Exposition, Inc, 8801 Heatherton Ridge Drive, Savage MN 55378 as additional insured.

All exhibitors bringing one or more horses to the Expo are recommended to carry liability insurance covering claims arising from accidents caused by their horse(s). Exhibitor agrees to hold harmless and indemnify the MHE, its directors, staff, and volunteers, against any and all claims arising from Exhibitor's negligent, reckless, or intentional conduct and accidents caused by Exhibitor's horse(s). If a Horse Exhibitor signs up their horse in a Vendor Demo booth, that Exhibitor is required to carry liability insurance. The Council provides Personal Excess Liability Insurance for it's horse-owning members, and an outside company offers Exhibitor Liability Insurance that meets the coverage limits required by the MHE for our exhibitors.

18. ASSUMPTION OF RISK AND WAIVER OF LIABILITY

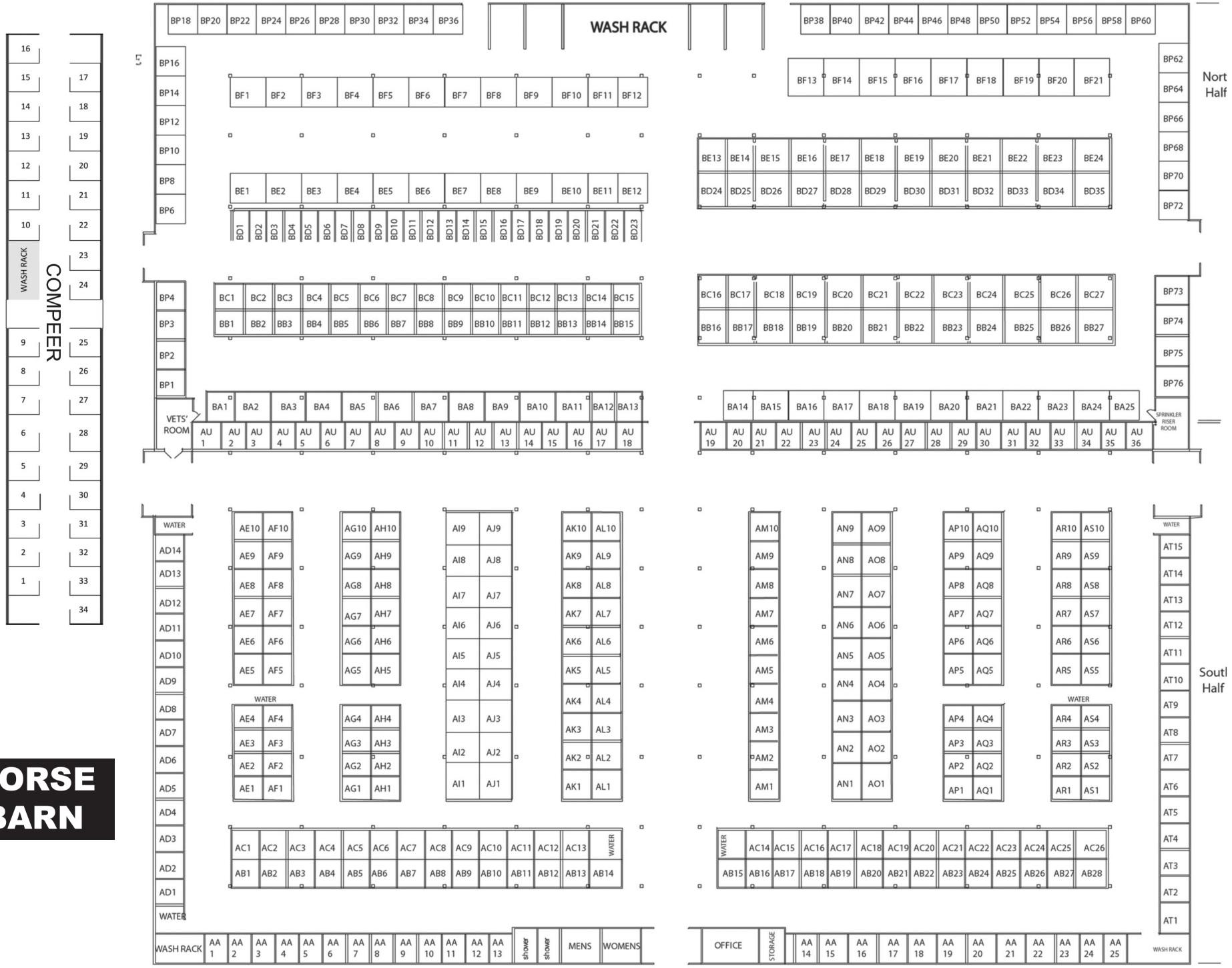
Exhibitor assumes the risk of accidents, personal injuries and damage to property while exhibiting at the Minnesota State Fairgrounds during the Expo, including but not limited to the inherent risks of livestock activities as set forth in Minn. Stat. §604A.12. Exhibitor covenants and agrees not to sue the MHE, its directors, staff, volunteers or other agents, and waives liability for all claims up to and including ordinary negligence, excluding only gross negligence, recklessness or intentional acts. Pursuant to Minn. Stat. §604.055, nothing in this agreement purports or intends to waive liability of one party for damage, injuries, or death resulting from conduct that constitutes greater than ordinary negligence.

19. INDEMNIFICATION CLAUSE

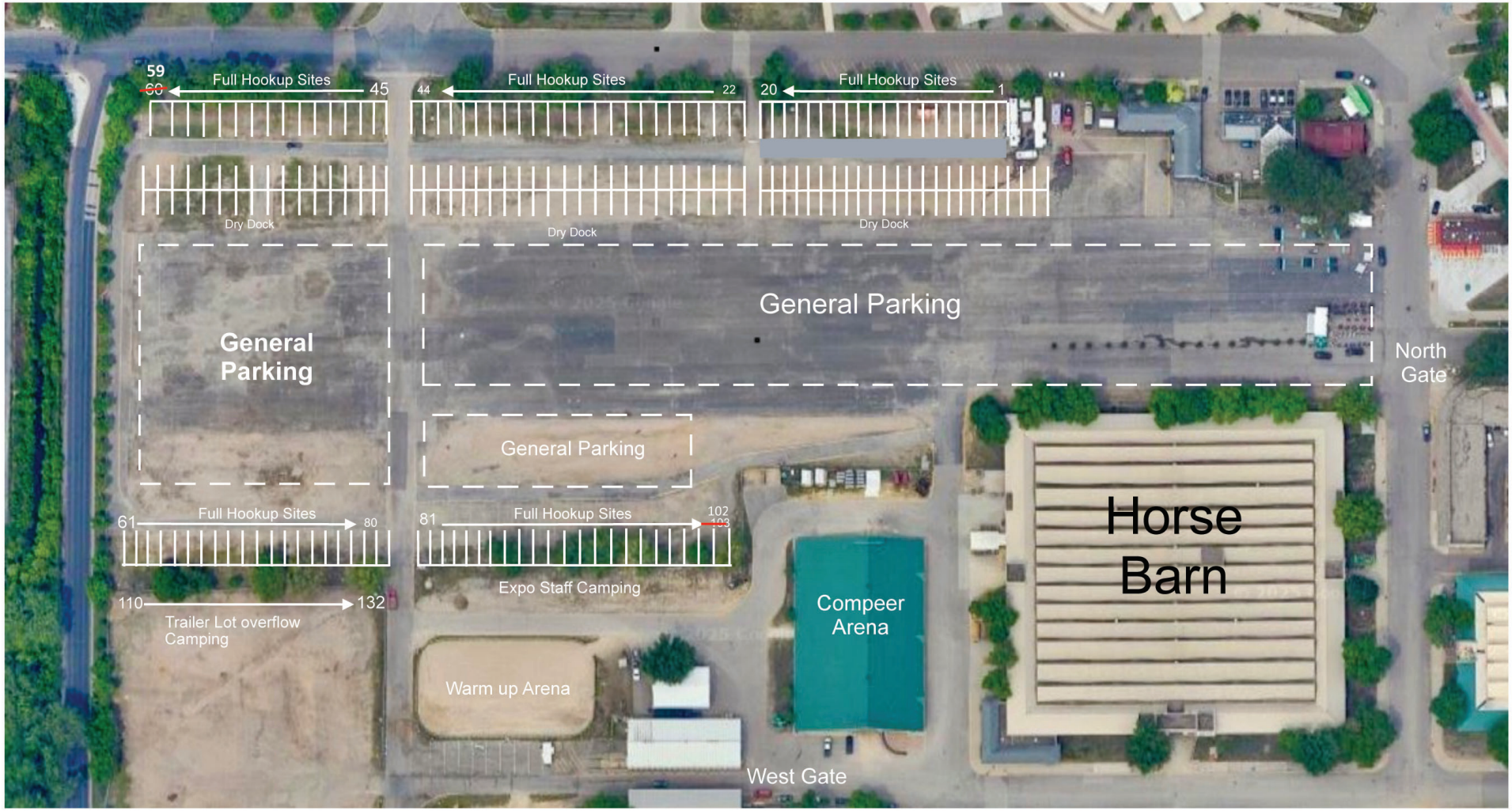
Exhibitor indemnifies and holds harmless the MHE, its members, directors, staff, or volunteers, against any claim or lawsuit arising from an accident, injury or damage caused by (or allegedly attributable to) Exhibitor or Exhibitor's presence on the premises or Exhibitor's Contract for Booth Space or Stall Rental. Exhibitor agrees to pay all attorney's fees and costs reasonably incurred by the MHE and Council to defend such claim or lawsuit and will further reimburse them for any judgment, expense or other damage caused by or attributed to Exhibitor's conduct.

20. SUBLET OF SPACE

Exhibitor may not sublet their stall or booth space. Each exhibitor must have their own signed contract with the MHE. If you cannot attend the Expo, you must cancel your contract per the cancelation terms in section 2. Sharing booth space is also not allowed without prior consent with the Exhibit Director and separate contracts with each exhibitor.

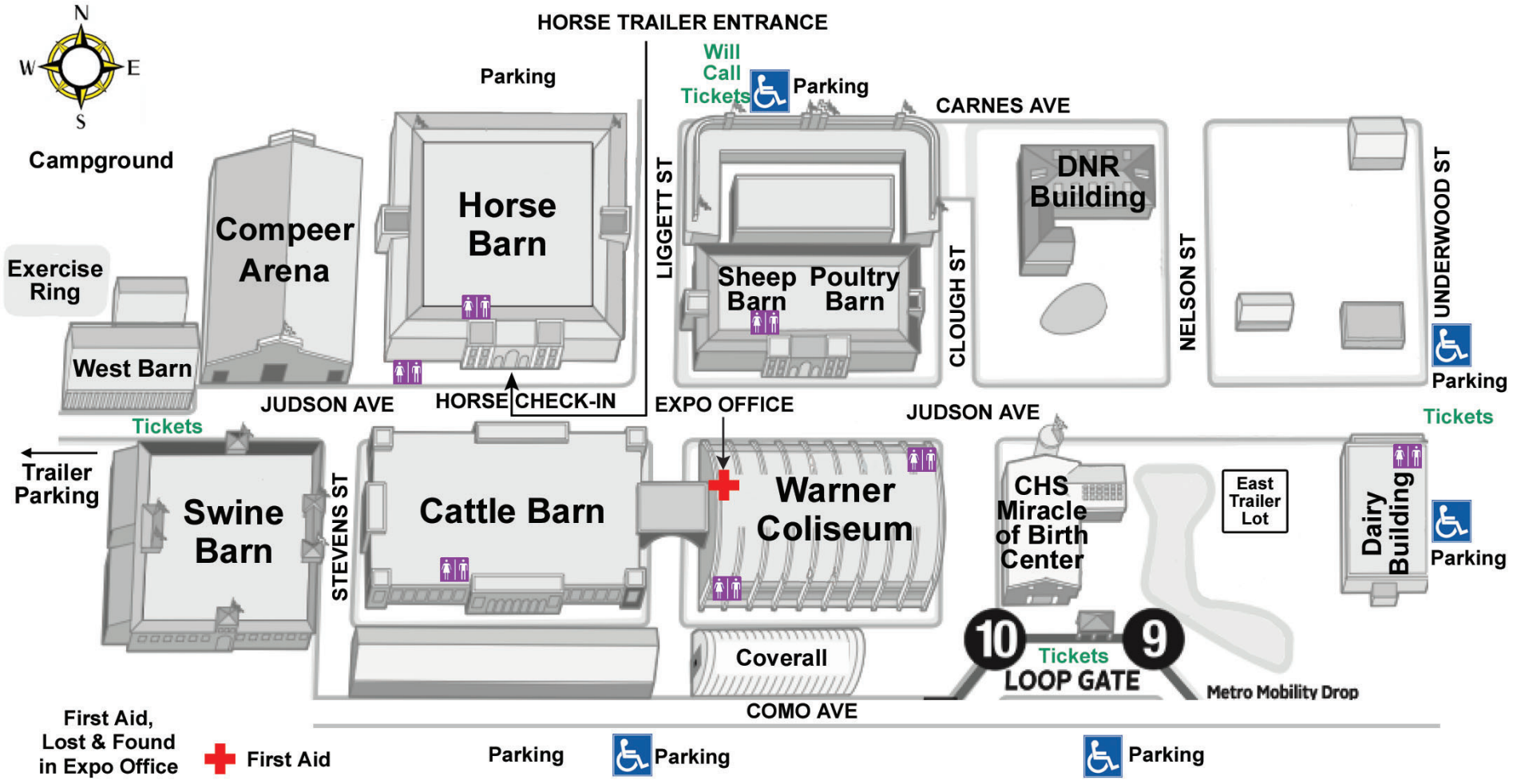

HORSE BARN
COMPEER
WASH RACK
WASH RACK
Nort Half
Soutl Half
VETS' ROOM
SPRINKLER RISER ROOM
WATER
WASH RACK
shower
shower
MENS
WOMENS
OFFICE
STORAGE

Campground Map



Full Hookup (electric, water, sewer) – Sites 1-59, 61-102
Electric only, potentially water – Trailer Lot sites 110-132
Dry Dock (no electric or water, generators allowed)

MINNESOTA HORSE EXPO SITE MAP



Membership Application

Minnesota Horse Council
P.O. Box 96
Monticello, MN, 55362-0096

Please print, complete, and mail this form with your check for the total amount to the above address. You can also join and pay dues online at ww.mnhorsecouncil.org/membership

Choose Your Membership:

☐Individual - $25

☐Family - $30

☐Corporation/Business - $35

☐Certified Stable - $45

☐Youth (Under 18 years) - $15

Name: _____

Farm/BusinessName:

_____

Address: _____

City, State, Zip:_____

Phone: _____Alt Phone:_____

Email: _____

Website URL: _____

Brief description of your stable/business/involvement with horses:

_____

_____

Would you like to volunteer with MHC? If so, please list any interest you have:

_____

_____

The MN Horse Council newsletter, “For Horses Sake” is sent by e-mail (arrives faster and saves postage and paper cost). But if you cannot receive it by e-mail, check below.

☐ United States Postal Service – Black & White

If you would like to purchase Excess Personal Liability Insurance for yourself or your family, check the appropriate box below. Note: Organizations, Corporations, Businesses and LLC’s are ***not*** eligible for this insurance. (Read about this insurance on the membership page on our website.)

Individual Insurance ☐ $30--or --Family Insurance ☐ $55

Make your check payable to the Minnesota Horse Council, Inc.

If you have any questions, please call (763) 755-7729 or email us at: info@mnhorsecouncil.org.

Minnesota Horse Expo 2027

April 23-25, 2027
Minnesota State Fairgrounds
St. Paul, MN

PROGRAM ADVERTISING

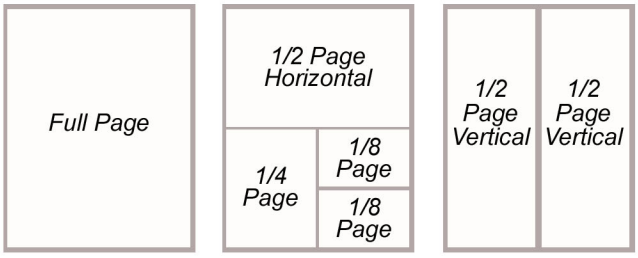
The Minnesota Horse Expo Official Program will be distributed ***FREE*** to all attendees. This is an outstanding and affordable way to advertise your horse-related products or services, training facility, or stallion to avid horse people. This invaluable guide contains the complete schedule of events, building maps, biographies of the presenters, vendor list, and much more! Many people keep the program as a resource after the event.

PRINTING SPECIFICATIONS

Program Trim Size: 8.5" x 11"
Resolution: Color - CMYK, 300 dpi; B&W - Grayscale, 200 dpi
Formats accepted: PDF, JPEG
No bleeds

Ad Sizes	Dimensions Width/Height
Back Cover*	7.5"w x 10"h
Inside Front Cover*	7.5"w x 10"h
Inside Back Cover*	7.5"w x 10"h
Full Page	7.5"w x 10"h
1/2 Page Horizontal	7.5"w x 4.75"h
1/2 Page Vertical	3.5"w x 10"h
1/4 Page	3.5"w x 4.75"h
1/8 Page	3.5"w x 2"h

* Premium Space - check for availability



AD DEADLINE
APRIL 15, 2007

Make checks payable to Minnesota Horse Expo

QUESTIONS??
Contact Linda Dahl
Dahl Graphics & Printing
651-353-8188
mhe-ads@dahlgraphics.com
www.dahlgraphics.com

LAYOUT/DESIGN

All ads must be submitted camera-ready (preferably in PDF format). If you need ad layout, please contact Dahl Graphics for a cost estimate.

AD POSITION

The positioning of ads within the program cannot be guaranteed, but every effort will be made to accommodate requests for specific positions. Early submission of your insertion order will help ensure your ad position.

CANCELLATIONS

No cancellations will be accepted or refunds given after the ad deadline.

PAYMENT TERMS

Full payment must be received with the insertion order or by ad deadline. VISA, MasterCard and Discover accepted. A $25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason.

The Minnesota Horse Expo or Dahl Graphics & Printing reserves the right to reject any ads at any time. Each ad is accepted with the understanding that the advertiser is authorized to publish its contents and they agree to indemnify the Minnesota Horse Expo and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. The Minnesota Horse Expo or Dahl Graphics & Printing assume no liability for submitted copy errors.

INSERTION ORDER

Make check payable to MN HORSE EXPO
and send completed insertion order to:
Program Advertising MN Horse Expo
PO Box 276, Madison Lake, MN 56063

_____
Company

_____
Contact Person

_____
Address

_____
City *State* *Zip*

_____
Phone Number

_____
Email

AD SIZE:

FULL COLOR AD
- ☐ Back Cover $1200
- ☐ Inside Front Cover $900
- ☐ Inside Back Cover $900
- ☐ Full Page $600
- ☐ 1/2 Page $330
- ☐ 1/4 Page $210
- ☐ 1/8 Page $125

B&W AD
- ☐ Full Page $450
- ☐ 1/2 Page $240
- ☐ 1/4 Page $140
- ☐ 1/8 Page $85

PAYMENT INFORMATION:

☐ Check ☐ Money Order
☐ VISA ☐ MasterCard ☐ Discover ☐ AmEx

Card #: _____
Exp. _____ V-Code _____

_____
Name as it appears on credit card

_____
Credit card billing address (if different than above)

I authorize that my card be charged for the amount indicated above for payment of an ad in the Minnesota Horse Expo Official Program. Credit card processing fee 3%.

Authorized Signature _____

Date _____

www.mnhorseexpo.org

Minnesota Horse Expo

April 23-24-25, 2027

Return Contract to:
eventoffice@mnhorseexpo.org
MN Horse Expo Contracts
PO Box 276, Madison Lake, MN 56063

For Info ◆ Jenny Buskey ◆ 612-240-2435

Date Received: _____
Stall Assigned: _____
☐ Returning
☐ New
☐ Insurance

PLEASE PRINT

MINNESOTA HORSE EXPOSITION CONTRACT FOR STALL RENTAL

Stable Name: _____ Primary Phone: _____
AS YOU WANT TO BE LISTED IN PROGRAM
Contact Name: _____ Alternate Phone: _____
Address: _____ City: _____ State: _____Zip: _____
Primary E-mail: _____ Secondary E-mail: _____

PREFERRED STALL LOCATION: #1_____ #2_____ #3_____ #4_____

STALL RENTALS

Required: 2027 negative Coggins on all horses and health certificate within 30 days for out-of-state (except for WI) horses

Breed _____

# of Mares _____ # of Stallions _____ (1 yr & older)

# of Geldings _____ # of Foals (under 1 yr) _____

STALLION Includes hosp. stall

____ Stalls @ $75 each..... $_____

☐ Participate in Stallion Presentations

COMMERCIAL STABLE No arena time

____ Stalls @ $75 each..... $_____

BREED ASSOCIATION/REGISTRY/NON-PROFIT

All Breed Association/Registry contracts **MUST** include a letter from the Breed Association/Registry that states you are the chosen representative. The Expo reserves the right to limit the number of horses in a particular breed.

____ Stalls @ $75 each..... $_____

FOR SALE HORSES

____ Stalls @ $75 each..... $_____

ADDITIONAL DISPLAY/TACK STALLS

No horses

____ Stalls @ $65 each..... $_____

DEMO HORSES (prior approval necessary)..... $_____

MHC Member deduct 5% (Up to $250)..... - $_____
(Does not include camping)

CAMPING @ $100..... $_____
Campsite request _____

SUBTOTAL..... $_____

Credit card processing fee (3%)..... $_____
(Does not apply to debit cards)

TOTAL DUE (U.S. Funds Only)..... $_____

PAYMENT #1 (min. 50%)..... $_____

BALANCE..... $_____

PAYMENT #2 (Due March 1)..... $_____

5% DISCOUNT for Minnesota Horse Council members. Must be current at the time of registration. All memberships expire on December 31 and must be renewed annually.

PAYMENT (Check one)

☐ Pay a 50% with your contract.

☐ Pay in full

☐ Require invoice for payment

Payment by:

__ Check payable to MN HORSE EXPO ($25 charged for all returned checks)
__ Debit card (no service charge)
__ Credit card (3% service charge)

To make a payment online, go to website: https://mnhorseexpo.org/horseexhibitors.html

Card #_____

Expiration date_____ CVV_____

Billing address (if different than above)_____

LIABILITY INSURANCE

☐ I certify that I have $1 million liability insurance and will provide proof of insurance in advance or at the Expo.

AGREEMENT:

I hereby authorize the Minnesota Horse Exposition, Inc. to reserve space for me. I agree to pay any remaining charges by March 1, 2027. Full payment must accompany all contracts received after March 1, 2027. I have reviewed and I agree to the provisions contained in the Minnesota Horse Exposition, LLC Terms of Contract Addendum and are part of this contract.

X _____
Exhibitor's Signature Date

X _____
MN Horse Exposition, Inc. Signature (Exhibit Representative) Date

The contract takes effect when each party has a copy of the contract signed by both parties or electronic confirmation and the minimum 50% deposit has been paid.

WE CANNOT GUARANTEE A LISTING IN THE PROGRAM FOR CONTRACTS RECEIVED AFTER MARCH 15, 2027.