

Hunting, Fishing, Camping, Biking, Hiking, Exploring, Photography, etc. . . .

What product or service do you have to offer?

~ Sign up now for the 8th Annual ~



Midland, TX

The Midland Horseshoe Pavilion ~ 2514 Arena Trail

**June 23, 24 & 25, 2017**

**Show Hours :**

**Thursday June 22nd**

Set-up from 1pm-7pm

**Friday June 23rd**

Set-up from 10am-3pm

Show hours 3pm-7pm

**Saturday June 24th**

Show hours 10am-6pm

**Sunday June 25th**

Show hours 11am-5pm

Tear down 5pm-10pm

**Benefits of exhibiting:**

The Great Outdoors Expo will attract thousands of men and women who want to know about the latest products, services, and see what outfitters and guides that are out there. Don't miss the opportunity to exhibit your products and services to ready to buy consumers, all gathered for this event under one roof. We strive to offer an EXPERIENCE when customers come to the show, shopping, hands on, product demonstrations, entertainment and more.

It is a great place for your company to meet and greet many new potential clients and customers. In addition to exhibit space, sponsorship opportunities are available to provide your company with even more exposure leading up to and at the event.

Please call us today for sponsorship packages available. 806.253.1322

**Exhibition booth includes:**

Pipe and drape - 8ft backdrop and either 3ft or 8ft side drapes

Company sign

4 vendor badges per booth

Company listed in Show list online

Discount passes for VIP customers

Mentions on Facebook

**Exhibit booth cost: see next page**

**Exhibiting at the Great Outdoors Expo gives you the opportunity to:**

- ◆ Sell products/services on-site
- ◆ Demonstrate products/services
- ◆ Create brand awareness
- ◆ Distribute free samples and literature
- ◆ Build your customer base
- ◆ Introduce and test new products/services
- ◆ Network and develop B2B opportunities
- ◆ Maintain and grow existing relationships with customers
- ◆ Generate leads



For more information contact our office at ~ in-fo@goetx.com

PH: 806-253-1322 Fax: 806-253-1368

**SILVER SPUR**  
TRADE SHOWS



**June 23, 24 & 25, 2017**  
**Horseshoe Pavilion**  
**Midland, Texas**

**Application & Contract for Exhibit Space**

**Registration Information**

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Mobile/Cell \_\_\_\_\_  
 Email \_\_\_\_\_  
 TX Resale Tax ID # \_\_\_\_\_

**Exhibit Space Rates**

Rates below are for Exhibit Space, pipe & drape, booth sign, **2 chairs & 4 exhibitor badges** ONLY  
 Deposit of 1/2 is required with application, balance is due May 15, 2017. **NO EXCEPTIONS. After May 15 full payment required.**  
**Sponsorships are available**, please contact us for details.  
**Booths** \_\_\_\_\_ 10x10 @ \$475 = \$ \_\_\_\_\_  
 \_\_\_\_\_ 10x20 @ \$900 = \$ \_\_\_\_\_  
 \_\_\_\_\_ 20x20 @ \$1700 = \$ \_\_\_\_\_  
 \_\_\_\_\_ Bulk Space \$ \_\_\_\_\_  
 Bulk pricing available upon request for large items

**Products & Services Information**

PLEASE LIST ALL PRODUCTS AND SERVICES YOU WITH TO EXHIBIT  
 \_\_\_\_\_  
 \_\_\_\_\_

How many TABLES do you want? \_\_\_\_\_  
 Please put 0 if you do not want any  
 \_\_\_\_\_ tables x \$5.00 = \$ \_\_\_\_\_  
 How many CHAIRS do you want? \_\_\_\_\_

**Booth Choice & Electricity**

List 3 choices of booth locations:  
 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

Booth choice may not be available, no guarantees, our best attempt will be made) Thank you!!

**You get 2 PER booth**  
 \_\_\_\_\_ extras chairs x \$1 = \$ \_\_\_\_\_  
 **Corner Spaces \$50.00 EXTRA** \$ \_\_\_\_\_  
 Passes  
 \_\_\_\_\_ passes (1 admit only) x \$3 = \$ \_\_\_\_\_  
 \_\_\_\_\_ extra exhibitor badges x \$5 = \$ \_\_\_\_\_  
 **ELECTRICITY @ \$15** \$ \_\_\_\_\_

**ELECTRICITY ~ \$15 charge for electricity**

(please check one) ~ YES \_\_\_\_\_ NO \_\_\_\_\_  
 Electricity: 110v/20amp, if you require more, please let us know!  
 Exhibitor supplies own cord.

**Thank you!**

**Grand Total** \$ \_\_\_\_\_  
**Deposit Paid** \$ \_\_\_\_\_  
**Balance Due** \$ \_\_\_\_\_

**I have read and agree to abide by all show rules and regulations...**

**Signature Required:** \_\_\_\_\_ **Date** \_\_\_\_\_

**Payment Information**

Amount Enclosed \_\_\_\_\_ Payment method:  Check (made payable to SSTS)  Visa  MasterCard  
 Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ V-Code \_\_\_\_\_  
 Name on Card (Please Print) \_\_\_\_\_ Signature \_\_\_\_\_  
 Address where credit card bill is received (Please Print) \_\_\_\_\_

**Please return completed application with payment to:**  
 Silver Spur Trade Shows, Inc., P.O. Box 208, Ralls, Texas 79357  
 Phone: (806) 253-1322, Fax: (806) 253-1368 www.goetx.com ~ info@goetx.com



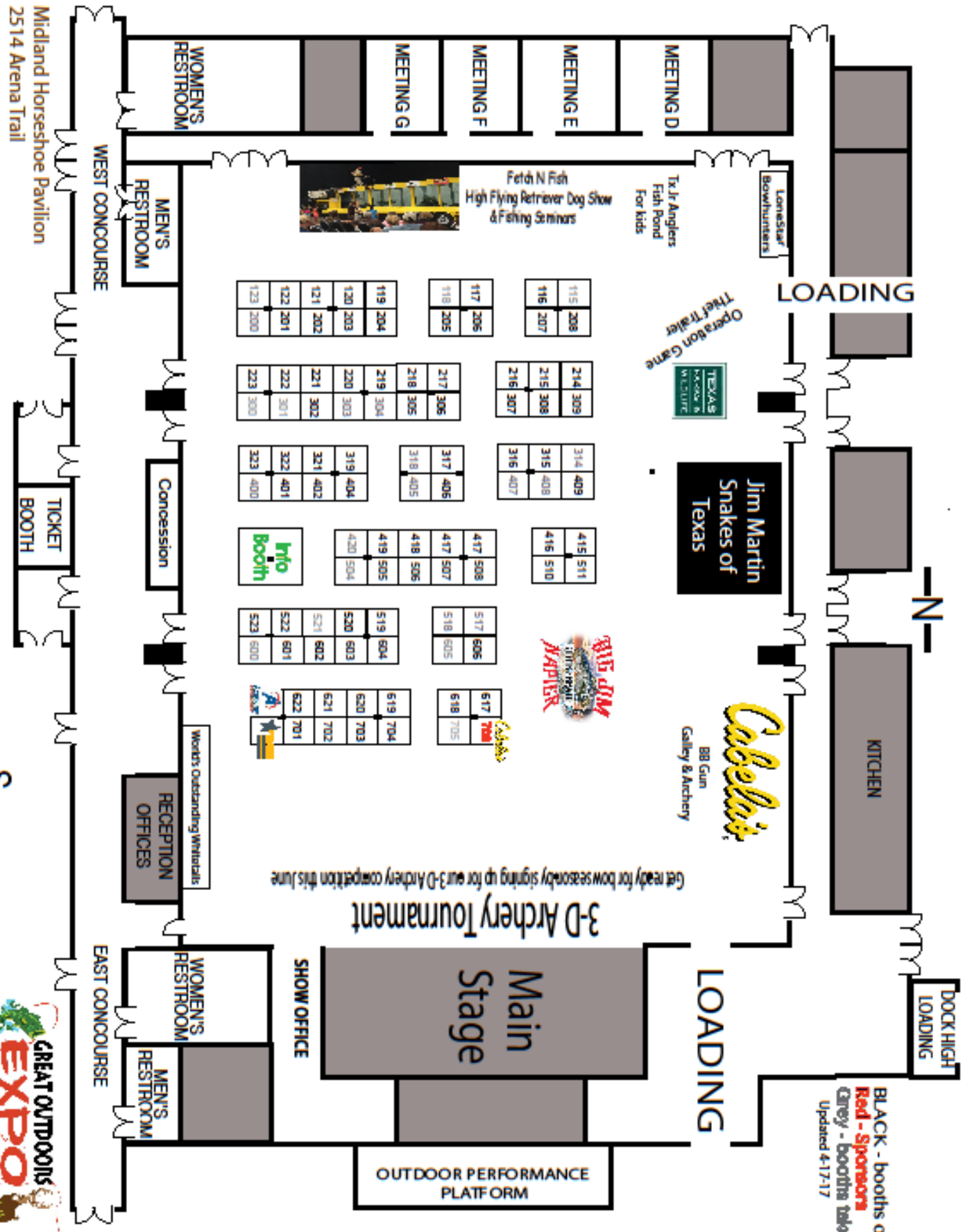


# Exhibitor Rules and Regulations

By signing the Exhibitor Contract, Exhibitor agrees to participate in the "Great Outdoors Expo" and understands the terms listed below.

- EXHIBITORS BOOTH and FEES.** SSTS shall provide the Exhibitor's booth(s) with one (1) ten-foot draped backdrop, (1) booth sign, and 4 Exhibitor Badges. Final placement of booths are under the discretion of the show management. Exhibitor agrees to pay SSTS on or before May 15, 2017, the total booth fee and if advertising costs are due, the represented amount on the exhibitor contract. All application deposits will be applied to the total fee due to SSTS. Any reservations made after May 15, 2017, payment is required in full at time Agreement is sent. Some exclusions will apply with a late application. Except as set forth in paragraph 7 the deposit and fees are nonrefundable.
- USE.** Exhibitor's use of the display booth(s) shall be limited to merchandise and/or services listed on the exhibitor contract and shall be used for no other purpose without the prior written consent of SSTS. SSTS reserves the right to reject or remove any display without refund that has been falsely entered or that SSTS in its sole discretion deems inconsistent, unsuitable or objectionable with the sue set forth on reverse, or which otherwise fails to comply with this Agreement. Booth space may not be purchased for resale to another exhibitor. Any exhibitor not registered with the show will be asked to leave. You may not share booths with other companies unless specified on application and service fee assessed.
- RULES, REGULATIONS and COMPLIANCE WITH LAW .** Exhibitor and its use shall comply with all applicable federal, state and local laws and ordinances, and with all lawful orders of police and fire departments having jurisdiction. **NO FIREARM SALES** will take place in the show in compliance with BATF & TABC rules and regulations, except as outlined in #13 below. Without limiting the generality of the above, Exhibitor agrees not to obstruct aisles or access to neighboring booths, nor conduct or operate its exhibit so as to cause interference with, annoyance or endangerment to other exhibitors or visitors. No exhibits or advertising shall extend beyond the space allotted to Exhibitor. The distribution of any samples, souvenirs, publications, or other sales or promotional activities shall be conducted only from within the Exhibitor's booth. Exhibitor shall not without the prior consent of SSTS, put up or operate any engine or motor or machinery on he premises or use oils, burning fluids, camphene, kerosene, naphtha, or gasoline for either mechanical or other purposes, or use any agent other than electricity for lighting. Exhibitor shall not otherwise bring any combustibles, explosives, and dangerous or hazardous materials to the event.
- DAMAGE OR DEFAACEMENT OF THE MIDLAND HORSESHOE PAVILION.** Exhibitor shall not injure, mar, or deface the Horseshoe or the grounds outside the Horseshoe. Placing advertising material on automobiles on Horseshoe grounds is specifically prohibited. Exhibitor shall not drive any nails, hooks, tacks, or screws in any part of the Center, nor shall it make any alteration of any kind therein. Upon demand of the Horseshoe or SSTS, Exhibitor shall pay to the Horseshoe or SSTS such sums as shall be necessary to restore the premises, the Horseshoe and Horseshoe grounds to their original condition if any portion thereof shall be damaged by the act, default or negligence of Exhibitor.
- LIMITATION OF LIABILITY.** Except to the extent of the deposit and Exhibitor's fees paid here under, SSTS and the Horseshoe shall not be liable for any loss or injury to persons or property of Exhibitor, or direct or consequential damages. Exhibitor shall indemnify, hold harmless and defend SSTS and the Horseshoe, their directors, officers, agents and employees for and from any and all losses, claims, liabilities, damage, action, or judgment recovered from or asserted against SSTS or the Horseshoe, or any other expense, including reasonable attorney's fees and costs, arising from Exhibitor's participation in the Great Outdoors Expo, or arising from any negligence of Exhibitor or any of its agents, employees, contractors or invitees; provided however, that such indemnification shall not apply in the case of damage or injury directly resulting from the solid negligence or willful misconduct of SSTS or the Horseshoe.
- EXHIBITOR'S INSURANCE.** SSTS has general liability insurance covering the show dates. This insurance does not cover the exhibitor's exhibit, contents, visitors within the confines of exhibitor's leased space, or exhibitor's personnel. All exhibitors are responsible for all liability that may arise from any action, sampling or interaction that occurs in relation to the exhibitor's booth. Any exhibitor that provides any kind of invasive procedure such as, but not limited to, tattooing, piercing, blood testing, laser, injections, etc. must provide SSTS with proof of insurance that covers such procedures.
- CANCELLATIONS.** If Exhibitor cancels this Agreement by written notice prior to May 15, 2017, SSTS shall refund in full the deposit set forth on the reverse side. In the event Exhibitor notifies SSTS in writing of its cancellation at any time after May 15, 2017, SSTS will retain all amounts previously paid. SSTS reserves the right to cancel this agreement based on information received from reliable or official sources that may question the exhibitor's ethical or legal business practices. If such a cancellation should occur, then SSTS will refund exhibitors booth payment in full.
- EXCLUSIVITY.** Unless approved in advance, SSTS will not guarantee any product or service exclusivity nor guarantee exhibitors sales volume. SSTS will make an effort to limit the number of booths of likeness.
- MUSIC.** Music of any kind can be utilized by an exhibitor so long as it is not interfering with your neighbor. SSTS has the right to have removed any kind of loud distractions.
- OCCUPANCY.** Exhibitor agrees to occupy and have its exhibit ready for public viewing no later than Friday at 3:00pm, June 23, 2017. Exhibitor must have at least one person in attendance at their exhibit at all times the event is open to public, taking every precaution against injury. **BOOTH MUST REMAIN OCCUPIED UNTIL SHOW CLOSURE AT 5:00 PM SUNDAY June 25, 2017. FEES MAY APPLY TO ANY EXHIBITOR IN VIOLATION AND FUTURE SHOW PARTICIPATION MAY BE REVOKED.**
- VACATION.** In the event Exhibitor has not entirely removed all display items before Sunday, 10:00 pm, June 25, 2017, unless previously arranged, then SSTS shall be authorized to remove, at the sole cost and expense of Exhibitor, any and all items remaining on the property without liability for any resulting damages or losses.
- INTERRUPTIONS or TERMINATION OF THE EVENT.** It is understood and agreed that SSTS and The Horseshoe reserve the right to interrupt or terminate the event, when, in the judgment of SSTS or The Horseshoe, such interruption or termination is necessary to protect public order and safety. Exhibitor waives any claim against SSTS or The Horseshoe for refund, damages, or compensation should the event, and the Agreement, be so interrupted or terminated. In addition, in the event the space reserved hereunder of any portion of the exhibition area is destroyed or damaged by fire, or any other cause, or in the event any other casualty renders SSTS or The Horseshoe fulfillment of this Agreement impossible or impractical, then this Agreement shall terminate, and neither SSTS nor The Horseshoe shall be liable for any refund or damages to Exhibitor. Exhibitor further assumes the risk of any prevention, interruption or termination of the event due to strikes, lockouts, labor disputes, acts of God, structural defects in The Horseshoe facility, hostile governmental action, riot, civil commotion, or other causes beyond the reasonable control of SSTS, and SSTS shall not be liable to Exhibitor for any refund or damages there from.
- PRIZES.** Exhibitor shall be solely responsible to ensure that any drawings, lotteries, or contests held by Exhibitor on the premises are conducted in strict compliance with local, state and federal laws.
- EXCUSSED PERFORMANCE.** Show Management shall not be liable for nor deemed to be in default on account of any delay or failure to perform pursuant to this agreement if due to any cause or condition beyond the reasonable control of Show Management. This includes agreements with Sponsors, Media partners, Guest Speakers and/or any stage appearances that may for whatever reason be changed or cancelled.
- FOOD & BEVERAGE.** All exhibitors must comply with The Horseshoe sampling policy and size restrictions. Food must be pre-packaged to go. Exhibitor will be solely responsible for obtaining a local "resale permit" from the local health department.
- SALES TAX.** Exhibitor is solely responsible for all applicable sales tax revenues.

Midland Horseshoe Pavilion  
 2514 Arena Trail  
 July 15-17, 2016



BLACK - booths open  
 Red - Sponsors  
 Grey - booths taken  
 Updated 4-17-17

