



# WASHINGTON INTERNATIONAL HORSE SHOW

• 3299 K Street NW, Suite 600 • Washington, DC 20007 •  
www.wihs.org • (202) 525-3679 • info@wihs.org

March 10, 2010

TO: Potential New Vendor

FROM: Melissa Fairfield  
Administrative Director

I am pleased to enclose information about becoming a vendor at the 2010 Washington International Horse Show (WIHS). An equestrian tradition since 1958, the Washington International Horse Show brings horses and riders of all ages, including Olympic champions from all over the world, to the nation's capital for thrilling jumping competition and a chance to compete for more than \$400,000 in prize money and championship titles. About 500 horses participate in show jumping, hunters and equitation events during the six-day show. Since its debut, the Washington International Horse Show has been a popular Washington, D.C. fixture visited by presidents, first ladies, celebrities, business and military leaders, as well as countless horse enthusiasts of all ages.

The 2010 WIHS will be held October 26-31, 2010 at the Verizon Center in downtown Washington, D.C. Vendors who participate in the Washington International Horse Show have the opportunity to showcase their products and services to more than 14,000 exhibitors and spectators who attend the show throughout the week. Do not miss out on this extraordinary opportunity to be a part of Washington's equestrian tradition and to market your products and services, in person, to international clientele.

This year, in addition to your vendor space, WIHS is offering a Vendor Sponsorship opportunity designed to enhance your presence at the horse show. We have bundled many of our most popular amenities into this moderately priced package. One important amenity is a wristband that grants unlimited, daily access to our Exhibitors' Lounge (includes breakfast and lunch). This year the Lounge will be open only to those with Lounge wristbands. You may use the Lounge wristband included with the Vendor Sponsorship package or purchase wristbands separately for \$200 each.

Another opportunity for vendors is participation in the popular Washington International Horse Show Silent Auction. Vendors may showcase their products by donating an item to the Silent Auction. The auction begins Tuesday, October 26, and continues through close of show on Saturday, October 30.

Enclosed you will find the following:

- 2010 Vendor Sponsorship Package
- 2010 Passport Booklet information
- 2010 Silent Auction Donation Certificate
- 2010 Parking Order Form
- 2010 Vendor Insurance Requirements
- 2010 Advertising Opportunities
- 2010 Vendor Booth Space Price Guide
- 2010 Verizon Vendor Map
- 2010 Vendor Agreement

To secure a vendor space, a down payment equal to 50% of the full price of the booth space, as well as payment in full of the sponsorship package, is due by Friday, **June 4, 2010**. The remaining balance is due by **Friday, September 3, 2010**. A 5% discount will be applied for anyone who has a confirmed down payment by June 4. In the event a vendor space is not fully paid for by close of business on September 3, that space will not be held and the deposit forfeited.

Vendor Welcome Packets will be mailed on Monday, October 4, 2010, to all fully paid vendors. This packet will contain information regarding ordering electric, telephone, and Internet services, as well as the move in/move out policy. Please note that none of these services may be ordered until payment in full for the vendor booth space has been received. Additionally, if these services are not ordered by the date reflected in the Welcome Packet, additional charges will apply.

Thank you for your interest in the Washington International Horse Show. If you have any questions or concerns, please feel free to contact me at (202) 525-3679 or via email at [Melissa@wihs.org](mailto:Melissa@wihs.org). I look forward to seeing you at the 2010 WIHS.

Sincerely,

Melissa Fairfield  
Administrative Director



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## Vendor Sponsorship Package

The Washington International Horse Show is proud to offer a new Vendor Sponsorship package for 2010. This unique opportunity will allow vendors to increase their visibility both before and during the 2010 WIHS. The cost of the sponsorship opportunity is \$850 in addition to the cost of the booth space. Included in the sponsorship package are the following amenities:

### Sponsorship Package includes:

- **Exhibitor Lounge Access for One—breakfast, lunch and refreshments served daily, open from 5 a.m. to 2 p.m.**
- **One Premier Parking space**
- **Your choice of ½ page black and white advertisement in the WIHS Prize List or the WIHS Official Show Program**
- **One advertisement in the Passport—a pocket size advertisement booklet available to all spectators and exhibitors throughout the week\*\***
- **Two daily Public Address Announcements with logo placement on Ryegate scoreboard**
- **Website listing prior to the horse show**
- **20 General Admission vouchers redeemable for tickets to any performance**

If purchased separately these amenities would total \$1,650, not including PA announcements which are not offered outside of this sponsorship opportunity. By purchasing this Vendor Sponsorship Package you will receive an \$800 cost savings over purchasing these options individually.

If you are interested in participating in the vendor sponsorship, please indicate in the appropriate area on the vendor contract. Please note that the full payment of \$850 is due no later than close of business on Friday, June 4<sup>th</sup>.

Please contact Melissa Fairfield at (202) 525-3679, or via email at [Melissa@wihs.org](mailto:Melissa@wihs.org), with any questions or concerns.

\* Please note the copy ready dates for the WIHS Prize list is June 1<sup>st</sup> and for the WIHS Official Show Program is August 1<sup>st</sup>. The advertisement will be placed in the publication in a location of our choice.

\*\* Passport Advertisement must include a coupon offer.



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## Washington International Horse Show Passport Booklet

The Washington International Horse Show Passport Booklet is a pocket-sized advertisement booklet that features coupon offers from businesses in the Penn Quarter district of Washington, DC. Available to all exhibitors and spectators who attend the horse show, the Passport serves as a tool to encourage attendees to explore the unique community that surrounds the WIHS and provides an outlet to maximize your business opportunity. Appearing in the booklet assists spectators and exhibitors in knowing your location on the concourse.

Examples of area business and their coupon offers that will appear in the booklet:

### Austin Grill

750 E Street, NW  
Washington, DC 20004  
202.393.3776  
www.austingrill.com

- Happy Hour from 2 p.m. to 7 p.m. at the bar
- Includes \$5 frozen margaritas, \$5 margaritas on the rocks, \$5 draft beers and ½ price appetizers
- For WIHS, coupon can be used for happy hour prices on the weekend as well.

### National Museum of Crime and Punishment

575 7<sup>th</sup> Street NW  
Washington, DC 20004  
202.621.5550  
www.crimemuseum.org

- \$3 off general admission with coupon code Horse Show

### Spy Museum

800 F Street NW  
Washington, DC 20004  
202.654.2843  
www.spymuseum.org

- 50% off General Admission to the Spy Museum from 10/26-11/14

In order to be listed, there is a \$50 fee and a coupon offer must be provided by the vendor. If you choose to participate, please indicate so in the appropriate area in the vendor contract and complete that Washington International Horse Show Passport Book Listing form, located on the next page in this packet. Please email your logo to [Melissa@wihs.org](mailto:Melissa@wihs.org), so that it may be placed in the booklet alongside the coupon offer.





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## Silent Auction Donation Certificate

Donor Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website address: \_\_\_\_\_

Company logo  Yes (Please send logo to [melissa@wihs.org](mailto:melissa@wihs.org) – hi-res files preferred)  
 No

**Item Donated:** Please give a description of your donation including color, size, style, etc. Include brochures and/or photographs whenever possible. (Due to space limitations, items must be valued at \$250 or more).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Special Conditions/Restrictions \_\_\_\_\_

Item Value: \$ \_\_\_\_\_ Minimum Bid: \$ \_\_\_\_\_ Minimum Raise: \$ \_\_\_\_\_

Item  is enclosed  will be mailed  will be delivered to WIHS office

Gift Certificate  is enclosed  will be mailed to WIHS office

this donation form serves as the gift certificate

**Note: All items must be received in the WIHS office no later than October 1st**

Donor Signature \_\_\_\_\_ Date \_\_\_\_\_

- ❖ Proceeds from the Washington International Horse Show benefit local and national charities.
- ❖ Items that are not bid on or not picked up will be retained by the Washington International Horse Show
- ❖ The WIHS is a 501(c)(3) tax-exempt organization and donations are tax deductible to the full extent of the law.
- ❖ The WIHS has the right to categorize items, set minimum bids, combine items to create packages, or to decline to accept items.

**Washington International Horse Show**  
**3299 K Street, Suite 600**  
**Washington, DC 20007**  
**Melissa@wihs.org**



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## PREFERRED PARKING INFORMATION

- The WIHS has negotiated a discounted rate for the Verizon Center Parking Garage. The garage is located directly beneath the Verizon Center and has elevator access to the main concourse level. The parking pass allows you in-and-out privileges from the Cage, a security-monitored area in the Verizon garage, and assures that you will have a parking space. The WIHS will distribute these parking passes on Monday, October 25<sup>th</sup>, the day of vendor move-in. **Please note: You must be willing to leave your keys in your vehicle as they are parked multiple vehicles deep.** The rate for a weekly pass is \$150.
- Camper and RV parking is available at Prince George's Equestrian Center located in Upper Marlboro, MD. You may also park trailers at this location and leave them there for the week of the show. Camper and RV spaces are \$300 for the week.

*Please return the completed order form below with credit card information or a check made payable to WIHS no later than Friday, September 3, 2010. Additional charges will be applied to any parking passes ordered after this date.*

Vendor Name: \_\_\_\_\_

### **Parking Passes (VERIZON CENTER)**

# of parking passes \_\_\_\_\_ @ \$150.00 = \_\_\_\_\_

### **Trailer Parking (PG EQUESTRIAN CENTER)**

# of camper passes \_\_\_\_\_ @ 300.00 = \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_

-or-

Checks should be made payable to: *Washington International Horse Show*



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## VENDOR INSURANCE REQUIREMENT 2010 WIHS

It is a contractual obligation for all vendors at the 2010 Washington International Horse Show (October 26 – 31) to carry insurance as outlined below.

Vendors must provide WIHS with a Certificate of Liability Insurance evidencing a policy of no less than One Million Dollars (\$1,000,000.00) per occurrence in Combined Single Limit Bodily Injury, Property Damage insurance and Completed Products liability, naming the *Washington International Horse Show Association, Ltd.* as a **specifically designated additional insured.**



## VENDOR INSURANCE

**Exhibitor Liability Insurance** coverage is required of all vendors and provides coverage in the event that you or your exhibit causes injury to a person or damage to another vendor or person's property. All vendors must provide a Certificate of Liability Insurance **evidencing a policy of no less than One Million Dollars (\$1,000,000.00) per occurrence in Combined Single Limit Bodily Injury, Property Damage insurance and Completed Products liability, naming the Washington International Horse Show Association, LTD (WIHS) and Verizon Center as specifically designated additional insured.**

The WIHS office must receive your insurance certificate no later than September 3, 2010:

Washington International Horse Show

Attn: Melissa Fairfield

3299 K St NW, Suite 600

Washington, DC 20007

FAX: 202.525.3679

OR Email to: [Melissa@wihs.org](mailto:Melissa@wihs.org)

The WIHS provides arena security after hours. You are reminded, however, that this is an open booth exposition and that the responsibility for safeguarding your booth and your merchandise is yours.

To avoid security problems, take these suggested precautions:

- Display one-of-a-kind and other such items with appropriate supervision
- Cover items nightly. Secure Valuables that are easily removable or take them with you each night when you leave
- If a theft should occur, report stolen items to show management or to the appointed security officer.

Fire and theft insurance covering your property is the sole responsibility of the vendor. The WIHS's insurance does not cover the vendors. The WIHS will not be held liable for damage or loss to vendor's property through fire, theft, accident or any other cause. The WIHS Show will not assume liability for any injury that may occur to show visitors, vendors, their agents or employees.

It is strongly recommended that each vendor insure their own booth and all display materials to protect themselves and their company against liability from injury to any persons or damage to any property in connection with their display.

The Washington International Horse Show and/or all other contractors shall not be liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues, or for any collateral costs which may result from any loss, damage or theft.

Therefore, we advise you to have insurance coverage on your personal property and products. You can usually obtain this coverage by contacting your insurance company and having it added as a "rider" to your company's current policy. If not, we may be able to suggest some alternate temporary insurance companies. In addition to the General Liability Insurance coverage listed above, there are two other types of coverage that you should consider:

- All Risk – insures your property in transit during the exhibition.
- No Show Insurance – provides reimbursement of expenses in the event that the show is canceled, postponed, moved or the event that your materials do not arrive on-site.

**Vendor Acceptance Statement:**

I have read and agree to the Insurance terms and requirements listed above.

\_\_\_\_\_  
Vendor Signature

\_\_\_\_\_  
Date

# Washington International Horse Show Advertising Order Form

Circle rate(s) of ads you wish to reserve

<b>2010 WIHS Advertising Rates*</b>						
<b>Ad Unit</b>	<b>Official Show Program</b>		<b>WIHS Prize List</b>		<b>Regional HS Prize List</b>	
	Color	Black/White	Color	Black/White	Color covers only	Black/White
Full Page	\$1,750	\$1,000	\$800	\$550	--	\$350
Half Page	\$1,100	\$600	\$500	\$350	--	\$200
Quarter Page	\$600	\$350	--	\$200	--	Not avail.
Business Card Directory			\$175	\$100		\$85
Cover-Back	Not avail.	Not avail.	Not avail.	Not avail.	Not avail.	Not avail.
Cover-Inside Front	\$4,000	Not avail.	\$2,000	--	\$750	\$550
Cover-Inside Back	\$3,000	Not avail.	\$1,400	--	\$600	\$500

\*15% discount for advertisers who purchase ads in multiple publications.

Name: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**METHOD OF PAYMENT** (payment due with space reservation)

Check enclosed. Please make payable to Washington International Horse Show

Please charge my credit card:  Visa  Master Card  American Express

Name on Credit Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Advertiser's Signature \_\_\_\_\_ Date: \_\_\_\_\_

The Washington International Horse Show is a 501(c)(3) not-for-profit organization.  
3299 K Street, NW, Suite 600, Washington, DC 20007 • (202) 525-3679 • Fax (202) 525-3686  
[info@wihs.org](mailto:info@wihs.org) • [www.WIHS.org](http://www.WIHS.org)



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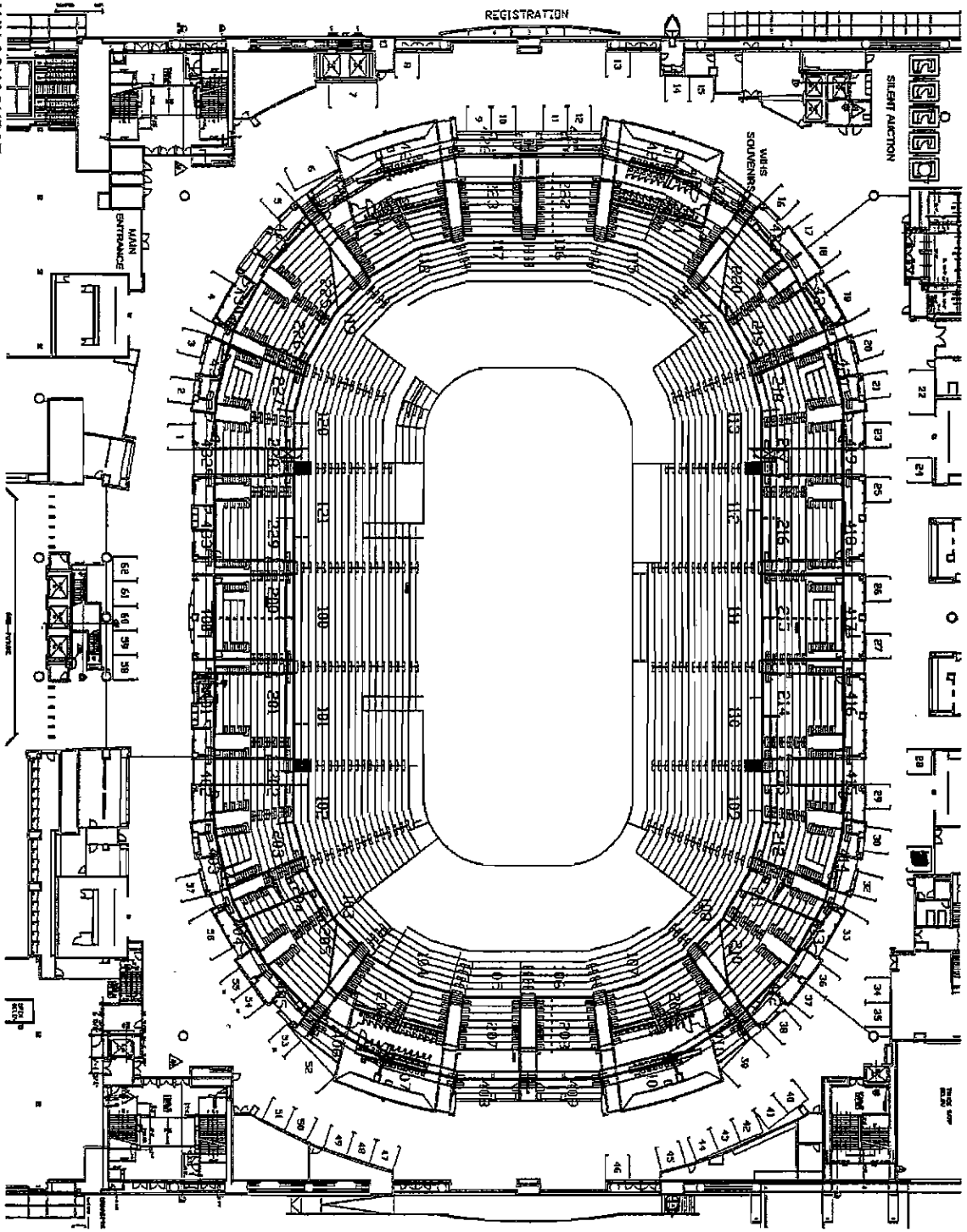
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## 2010 Washington International Horse Show Vendor Price Guide


#	Size (depth x width)	Price
1	7' ½" x 10' 9"	\$1,800
2	7' ½" x 15' 4"	2,200
3	7' ½" x 12' 4"	2,000
4	7' ½" x 18' 4"	2,600
5	10' x 10' 10"	2,200
6	7' x 20'	2,600
7	7' ½" x 19' 6"	2,600
8	7' ½" x 9'	1,800
9	7' ½" x 13' 4"	2,200
10	7' ½" x 13' 4"	2,200
11	7' ½" x 13' 3"	2,200
12	7' ½" x 13' 3"	2,200
13	7' ½" x 18'	2,600
14	7' ½" x 11'	1,800
15	7' ½" x 11'	1,800
16	7' ½" x 10' 9"	1,800
17	7' ½" x 11' 6"	2,000
18	7' ½" x 11' 6"	2,000
19	7' ½" x 18'	2,600
20	7' ½" x 12' 4"	2,000
21	7' ½" x 15' 4"	2,200
22	7' ½" x 19' 6"	2,600
23	7' ½" x 10' 10"	1,800
24	7' ½" x 8' 8"	1,800
25	7' ½" x 12' 2"	2,000
26	7' ½" x 12'	2,000
27	7' ½" x 12'	2,000
28	7' ½" x 10' 6"	1,800
29	7' ½" x 11'	1,800
30	7' ½" x 15' 3"	2,200
32	7' ½" x 12' 2"	\$2,000

#	Size (depth x width)	Price
33	7' ½" x 18' 2"	2,600
34	7' ½" x 11' 10"	2,000
35	7' ½" x 11' 10"	2,000
36	7' ½" x 11' 6"	2,000
37	7' ½" x 11' 6"	2,000
38	7' ½" x 10' 10"	1,800
39	7' ½" x 17' 6"	2,600
40	7' ½" x 9' 10"	1,800
41	7' ½" x 9' 10"	1,800
42	9' x 9' 10"	2,000
43	9' x 9' 10"	2,000
44	9' x 9' 10"	2,000
45	7' ½" x 10' 8"	1,800
46	7' ½" x 9'	1,800
47	7' ½" x 10' 8"	1,800
48	7' ½" x 10' 8"	1,800
49	7' ½" x 10' 8"	1,800
50	7' ½" x 12'	2,000
51	7' ½" x 12'	2,000
52	7' ½" x 19' 6"	2,600
53	7' ½" x 10' 2"	1,800
54	7' ½" x 11' 10"	2,000
55	7' ½" x 11' 10"	2,000
56	10' x 17' 6"	2,600
57	7' ½" x 12' 4"	2,000
58	12' x 10'	2,200
59	12' x 10'	2,200
60	12' x 10'	2,200
61	12' x 10'	2,200
62	12' x 10'	2,200

PLAN VIEW: MAIN CONCOURSE  
SCALE: 1"=20'-0"



1

	<b>VERIZON CENTER - MAIN CONCOURSE</b> WASHINGTON, DC		<b>HARGROVE</b> <a href="http://www.hargrovelac.com">www.hargrovelac.com</a> One Hargrove Drive Lanham, MD 20706   301.364.7000
	ARCHITECT: J. H. ROBERTS CONTRACTOR: J. H. ROBERTS PROJECT: Verizon Center DATE: 08/11/11 SCALE: 1"=20'-0"	PROJECT: Verizon Center DATE: 08/11/11 SCALE: 1"=20'-0"	

## 2010 WASHINGTON INTERNATIONAL HORSE SHOW VENDOR AGREEMENT

Washington International Horse Show (WIHS) will provide the following for the 2010 Washington International Horse Show, October 26-31, 2010:

- Vendor space(s) on the main concourse of Verizon Center
- Three wrist bands per vendor space which grant access to the Verizon Center concourse, valid during the week of the show.

Vendors secure a space by submitting 50% of the total booth fee for each space made payable to Washington International Horse Show. Down Payment is due on signing in order to secure your vendor space. (See attached chart for vendor space pricing.) The balance due must be received no later than **September 3, 2010**.

*Please note the following:*

- Prices do not include electricity, phone, draping, tables, rental of furniture, decorations, private security, or access to the exhibitor lounge.
- Agreement may be terminated by giving written notice no later than August 15, 2010. A 25% termination fee will be charged. No refunds will be made for any reason after August 15, 2010.
- WIHS reserves the right to prohibit the sale of any merchandise it deems inappropriate in its sole discretion.
- No exclusives will be granted to any vendors.
- Corporations not located in the District of Columbia must register as a foreign corporation with the DC Business Regulation Administration, Corporations Division. Contact (202) 442-4430.
- A temporary sales tax account will be automatically issued to vendors by the District of Columbia. Further information and forms will be provided at the Show.
- Schedule: All vendors must be fully installed by 7:00 a.m. on Tuesday, October 26, 2010, and completely removed by 12:00 a.m. on Monday, November 1, 2010. **No exceptions!** At a minimum, vendor spaces **must** be open from 3:00 p.m. to close of show Tuesday through Thursday and from noon through close of show Friday through Sunday. Move-in procedures will be provided.
- All vendor activities must be confined within vendor space.
- Only one business may operate from each vendor space unless special permission has been granted by WIHS.
- Vendor must provide to WIHS a certificate of insurance with WIHS named as a specifically designated additional insured. See and sign the Vendor Insurance form (attached).
- Vendors must abide by all fire regulations, keep vendor spaces clean, not endanger public safety and not inconvenience other vendors.
- Disputes arising from any cause whatsoever shall be settled by the WIHS Chief Executive, whose decision shall be final. WIHS reserves the right to discontinue any vendor in violation of this agreement. No refunds will be granted.



Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip code \_\_\_\_\_

Phone: \_\_\_\_\_ Phone (Cell\*\*) \_\_\_\_\_

\*\* Please include a cell phone number so that we may reach you during the show.

Email \_\_\_\_\_ Website address \_\_\_\_\_

Social Security Number OR Tax ID number: \_\_\_\_\_