

43rd Annual

Minnesota Horse



Expo 2025

April 25•26•27

Canterbury Park
Shakopee, MN

Presented by the
Minnesota Horse Council

Booth Exhibitor Information



www.MnHorseExpo.org



2025 Minnesota Horse Expo

Deadlines and Return Paperwork Checklist

Late October/Early November 2024	Paper contracts mailed out to those requesting paper. Email registration materials to past exhibitors.
December 15, 2024	Deadline for returning booth exhibitors to have priority.
December 16, 2024	Begin accepting NEW vendor registrations. Returning vendors who have NOT registered or contacted the Expo will lose returning priority status
December 31, 2024	Last day to get full payment refund minus cancellation fee.
January 1 - March 10, 2025	Cancellations get 1/2 payment refund minus cancellation fee.
February 1, 2025	Balance/full payments and ST19 due. Horse Stall assignments begin.
March 2025	Show Decorator will begin to contact vendors for booth set up requests (ie. tables, chairs, carpet).
March 11, 2025	Cancellations - no refund (medical emergency - see item 16 on Terms of Contract and Rules and Regulations).
March 31, 2025	Ads for Official Program due. Parade of Breed/Breed Demo speeches and music due. Stallion Presentation narrative due.

Required Paperwork Checklist

BOOTH VENDORS

- Contract and Supplemental Application
- Payment (50% with contract, balance due February 1, 2025)
- 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 February 1, 2025)
- Parade of Breed/Breed Demo speeches and music (due April 1, 2025)
- Coggins - printed copies only B&W or color (Due PRIOR to check-in)
- Health Certificates (Due PRIOR to check-in)
- Proof of EVH-1, EVH-4 and Influenza vaccination by a veterinarian not less than 14 days and not more than 180 days prior to arrival. (Due PRIOR to check-in)



APRIL 25-26-27

Canterbury Park
1100 Canterbury Rd
Shakopee, MN 55378

www.MnHorseExpo.org

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

EXHIBITOR HOURS

Friday, April 25	Saturday, April 26	Sunday, April 27
9:00am - 7:00pm	9:00am - 7:00pm	9:00am - 5:00pm

EXPO ADMISSION

ADVANCE TICKETS
(until April 24, 2025)

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 24, 2025)

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

SAFETY PROCEDURES

Exhibitors will be required to follow any safety guidelines and procedures in place at the time of the event as they pertain to check-in and during show procedures.

EXHIBIT BOOTH SETUP

Wednesday, April 23 ♦ 8:00am - 10:00pm
 Thursday, April 24 ♦ 8:00am - 10:00pm
 Friday, April 25 ♦ 7:00am - 8:30am



Who Do I Contact?

Expo President

Darrell Mead
612-860-4645
DarrellMead@comcast.net

Expo Program Ads

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

Volunteers

Erin Corcoran
612-559-2704
volunteers@mnhorseexpo.org

Exhibits

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

Advance Tickets

Leslie Stewart
612-716-1522
tickets@mnhorseexpo.org

Breed & Stallion Narratives

John Dahl
612-685-8726
johnkdahl@yahoo.com

Horse Barn Manager
barnmanager@mnhorseexpo.org

**Clinicians, Scheduling
Marketing &
Sponsorships**

Kathy Juhl
952-356-2029
Kathy@mnhorseexpo.org

Show Decorator
TBD

EXHIBITOR MOVE-IN

HORSE TRAILER SALES EXHIBITORS: *New for 2025: All horse trailers will be outside at Canterbury Park. Due to the new spaces, you will be charged for each trailer you bring rather than a square footage. We will work with all trailer dealers on placement. Move in dates will be determined soon. At this time we do not expect trailers to be brought to Canterbury Park earlier than the official move in dates of April 23 & 24.

INDOOR EXHIBITORS: Move in dates will be Wednesday, April 23 and Thursday, April 24. More information will be sent at a later date

OUTDOOR VENDORS: Shelters, large tents and trailers that will be used to sell out of will be allowed to move in Wednesday, April 23, Thursday, April 24 or Friday, April 25 before 8:00am. Staking of tents on asphalt is not allowed. Work with the Exhibit Director on placement based on your needs.

Security will be on the Expo grounds at all times.

EXHIBITOR CHECK-IN

Exhibitor check in is at the main gate/entrance at Canterbury Park Wednesday, April 23, 8:00am to 8:00pm or Thursday, April 24 from 8:00am to 8:00pm and Friday, April 25, 7:00am to 9:00pm. All Exhibitors will need a 3-day wristband during the show, which will be picked up at check-in.

WRISTBANDS:

1 Booth = 2 Wristbands

2 Booths = 4 Wristbands

3 Booths = 6 Wristbands

4+ Booths and Bulk space = 8 Wristbands

More details about wristbands, purchasing additional ones or daily tickets at a reduced rate and how they work along with more check-in information will be provided after registration.

NON-PROFIT STATUS

To get the Non-profit rate, you are required to show proof of non-profit status with your registration. This would be an IRS letter or a letter from the Secretary of State showing your non-profit designation.

DOGS AT EXPO

Pets are NOT allowed at Canterbury Park. Guests may bring their trained service animal into Canterbury Park. Working dogs (guide dogs for the blind, service dogs for people with disabilities) or working dogs in training are permitted. The service animal must be innoculated and leashed at all times.

FOOD AT EXPO

NO outside food or beverage will be allowed by vendors or participants within Canterbury Park.

INDOOR BOOTH INFO

Booths will vary between 8x10, 10x10 and 8x12. Table top spaces vary, but are usually 3-4' deep by 6' wide. There are electric outlets in every building, and each vendor booth has access to them. The Expo provides pipe and drape to each booth with an 8' high back and 3' high side drapes (table tops do NOT have side drapes). We do NOT provide tables and chairs. You can bring your own or rent them through our Show Decorator will be on site during check-in and through Saturday for any orders for tables/chairs special needs.

INDOOR ELECTRIC SERVICES

(Prices are for the entire weekend)

Booth Drop \$50

120 Volt 20 Amp \$100

220 Volt 20 Amp \$200

220 Volt 30 Amp \$225

220 Volt 50 Amp \$275

3 Phase \$400

Outdoor availability and prices TBD

LIABILITY INSURANCE REQUIREMENTS

Commercial and nonprofit booth exhibitors are required to carry Commercial General Liability Insurance including bodily injury, property damage, product liability and contractual liability coverage with limits not less than \$1,000,000, and must provide a certificate of coverage naming the Minnesota Horse Exposition, Inc. as an additional insured. 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](#)). All exhibitors are required to sign a contract which includes language that indemnifies and holds harmless the Minnesota Horse Exposition, Inc., its members, 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). Certificate Holder: Minnesota Horse Exposition, 8801 Heatherton Ridge Dr, Savage, MN 55378.

PARKING

Parking for exhibitors and attendees is free. All parking signs must be obeyed. There is no event parking allowed for exhibitors within the Expo event area. 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.

INTERNET ACCESS

Wi-Fi is available in all indoor buildings and is complementary. Outdoor Wi-Fi access TBD.

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

Motor Home/LQ Horse Trailer camping will be available on a limited basis. There will be a dry camping area (no water/sewer, no electrical, generators allowed) for \$50 per camper for the weekend. There will also be a limited amount of RV hook-up camp sites, but the number available won't be known until we get closer to Expo. These spaces will be \$125 for the weekend and will be based on a lottery. See contract page to pay for the \$50 camping spot and indicate if you want to be entered into the lottery for an RV site. If you are selected you can pay the balance when you check in at Expo. Additional RV camping is available at Dakotah Meadows RV Park at Mystic Lake Casino 5.8 miles away and opens in March. dakotahmeadows.com to book a site.

SALES TAX

The current sales tax at Canterbury Park is 8.375% but is subject to change by Scott county and/or the City of Shakopee. (To find out what items are taxable in Minnesota: www.revenue.state.mn.us. For information related to sellers and event operators, see Fact Sheet #148, Selling Event Exhibitors and Operators.)

The State of Minnesota requires all booth exhibitors to have a Minnesota Sales Tax ID number unless they can state on the ST19 form why they are not required to have one. All vendors must turn in an ST19 form. There is a box to check if you are not selling any product or if you are selling non-taxable items and therefore you do not have to have a MN tax ID number.

Vendors not in compliance will be fined \$100 per day if they do not have a valid sellers permit (M.S. 289A.60 Subd.17). A FEIN or Social Security number are NOT a compliant number. Attached is the informational sheet for the ST19 form and the form that you need to turn in to the Expo Office.

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.

PROGRAM ADS

Advertising is a good way to direct people to your booth. The MN 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 mhe-ads@dahlgraphics.com. The deadline for placing ads in the program is March 31, 2025.

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. More information, pricing and the sponsorship form is available at www.mnhorseexpo.org

MISC INFO

- All trailer exhibitors must have a valid Minnesota license.
- Gambling, lotteries, pull tabs, or any other games of chance that exchange money in any form are strictly prohibited.
- Raffles require a Minnesota Lawful Gambling form LG220 filled out and returned to the Exhibit Director for pre-approval by the Canterbury Park at least 60 days in advance.
- SCOOTERS or other motorized vehicles for mobility on the Expo grounds must be authorized by the Expo.

EXHIBITOR MOVE-OUT

MOVE-OUT HOURS

Sunday, April 27 ♦ 5:00pm - 11:00pm

Monday, April 28 ♦ 8:00 am - Noon

TERMS OF CONTRACT AND RULES AND REGULATIONS

1. DEFINITIONS

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.

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, 2024, an exhibitor will receive a full refund, minus a \$15 cancellation 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 12). 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; to abide by the rules and regulations of the Canterbury Park Holding Corporation; to obey all MN Horse Expo rules and regulations; and other public officials whose duties may regulate exhibits. All decorative materials used in displays must meet the flame proofing regulations. 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 MN Horse Expo.

4. ADVERTISING MATERIALS

No person, firm, or organization that has not contracted with the Minnesota Horse Exposition, Inc., 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 for purchase within the Minnesota Horse Expo event space. No outside food items may be brought in or sold. Exhibitors are not allowed to distribute food, including popcorn and beverages, in any of the Minnesota Horse Expo areas within Canterbury Park.

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 HORSE EXPO BUILDINGS.**

7. SECURITY

Exhibitors are required to protect their own personal property from theft or damage during setup, tear-down, and during the Minnesota Horse Expo 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 Minnesota Horse Expo.

8. LOSSES

The Minnesota Horse Expo 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 Minnesota Horse Expo staff or volunteer. First Aid is available for all other medical needs by contacting the Expo Office or security.

10. REJECTION/REMOVAL OF APPLICANTS AND EXHIBITORS

The MN Horse Expo 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 Rules and Regulations are to be made promptly to Minnesota Horse Expo. All Exhibitors and their personnel agree to abide by all decisions and rulings made by the Minnesota Horse Expo.

12. USE OF MOTORIZED VEHICLES

Exhibitor use of motorized vehicles, such as golf carts, ATVs, etc., during show is prohibited.

13. PUBLICITY RELEASE

In consideration for participation, the undersigned hereby grants to the Minnesota Horse Council and the Minnesota Horse Exposition, Inc., 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 Minnesota Horse Council and the Minnesota Horse Exposition, Inc., in all media.

14. EXHIBITOR CODE OF CONDUCT

- Exhibitors are not permitted to behave in a manner which, in the discretion of the Minnesota Horse Exposition (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 Rules, Regulations or Terms of Contract by other Exhibitors, they should immediately contact a representative of the MHE, staff, a board member or official event security to report the incident.

15. CANCELLATION OF SHOW/EXHIBITOR NON-ATTENDANCE

If the Minnesota Horse 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 MN Horse Expo 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 MN Horse Expo 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 MN Horse Expo 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, 2025 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

All exhibitors bringing one or more horses to the Expo are required to carry liability insurance covering claims arising from accidents caused by their horse(s). Exhibitor agrees to hold harmless and indemnify the Expo, 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 Minnesota Horse Council provides Personal Excess Liability Insurance for its horse-owning members, and an outside company offers Exhibitor Liability Insurance that meets the coverage limits required by the Expo for our vendors.

18. ASSUMPTION OF RISK AND WAIVER OF LIABILITY

Exhibitor assumes the risk of accidents, personal injuries and damage to property while exhibiting at Canterbury Park during the Minnesota Horse 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 Minnesota Horse Expo, 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 Minnesota Horse Exposition, Inc., 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 Space Rental. Exhibitor agrees to pay all attorney's fees and costs reasonably incurred by the Minnesota Horse Exposition, Inc., and Minnesota Horse Council, Inc., 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 Minnesota Horse Expo. If you cannot attend the Expo, you must cancel your contract per the cancellation terms in section 2. Sharing booth space is also not allowed without prior consent with the Exhibit Director and separate contracts with each exhibitor.