



Booth Exhibitor Information

April 24•25•26

Minnesota State Fairgrounds
St. Paul, MN

44th Annual

Minnesota Horse

Expo 2026

Presented by the
Minnesota Horse Council



www.MnHorseExpo.org



2026 Minnesota Horse Expo

Deadlines and Return Paperwork Checklist

September 2025	Paper contracts mailed out to those requesting paper. Email registration materials to past exhibitors.
November 15, 2025	Deadline for returning booth exhibitors to claim 2024 space at the fairgrounds.
November 16, 2025	Assign booths to returning vendors who want to make changes to their booths in 2026.
December 15, 2025	Begin accepting NEW vendor registrations. Returning vendors who have NOT registered or contacted the Expo will lose returning priority status.
December 31, 2025	Last day to get full payment refund minus cancellation fee.
Jan. 1 - March 9, 2026	Cancellations get 1/2 payment refund minus cancellation fee.
January 1, 2026	Horse Stall assignments begin.
March 1, 2026	Balance/full payments and ST19 due. Show Decorator will begin to contact vendors for booth set up requests (ie. tables, chairs, carpet).
March 10, 2026	Cancellations - no refund (medical emergency - see item 16 on Terms of Contract and Rules and Regulations).
March 15, 2026	Ads for Official Program due.
April 1, 2026	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.

Required Paperwork Checklist

BOOTH VENDORS

- ☐ Contract and Supplement Application
- ☐ Payment (50% with contract, balance due March 1, 2026)
- ☐ 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 2026)
- ☐ Parade of Breed/Breed Demo speeches and music (due April 1, 2026)
- ☐ 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)



APRIL 24-25-26

Minnesota State Fairgrounds
St. Paul, MN

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 24

9:00am - 7:00pm
Coliseum & Horse Barn
open until 9:30 pm

Saturday, April 25

9:00am - 7:00pm
Coliseum & Horse Barn
open until 9:30 pm

Sunday, April 26

9:00am - 5:00pm

EXPO ADMISSION

ADVANCE TICKETS

(until April 23, 2026)

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

ADVANCE 3-DAY TICKETS

(until April 23, 2026)

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

TICKETS AT THE GATE

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

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

Tuesday, April 21 ♦ Horse Trailers
and Outdoor Shelters Only

Wednesday, April 22 ♦ 8:00am - 10:00pm

Thursday, April 23 ♦ 8:00am - 10:00pm

Friday, April 24 ♦ 6:30am - 8:30am



Expo President

Darrell Mead
612-860-4645
darrellmead@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

Who Do I Contact?

EXHIBITOR MOVE-IN

HORSE TRAILER SALES EXHIBITORS: Trailers can start moving in on Tuesday, April 21. Do NOT move in any trailers prior to Tuesday.

INDOOR EXHIBITORS: To help with vehicle congestion during setup, please unload your vehicle quickly and then move it off of the street before you set up your booth to allow others to unload. Vehicles could be ticketed/towed if left unattended for more than 1 hour. We appreciate your cooperation.

OUTDOOR VENDORS: If you need to stake something down or put a sign in the ground, you **MUST** call Gopher State One Call 811 at least 1 week prior to digging.

- Buildings/shelters/trailers: We would like you to start moving in on Tuesday, April 21, as this gets you in and set up before the busy days.
- Sidewalks or streets **CANNOT** be blocked or have anything hanging over them unless your assigned space includes street parking.

Security will be on the Expo grounds starting at 8:00am Wednesday, April 22 through the Expo.

EXHIBITOR CHECK-IN

Exhibitor packets and wristbands must be picked up at the Expo Event Office on the northwest outside corner of the Coliseum, 1784 Judson Avenue on Wednesday, April 22, 8:00am to 8:00pm or Thursday, April 23 from 8:00am to 8:00pm. If you do NOT pick up your exhibitor packet and wristband(s) on Wednesday or Thursday, the **ONLY** way you can get onto the Expo Grounds on Friday morning is through Will Call (opens at 6:30am) at the north gate at the corner of Carnes and Liggett.

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

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.

GETTING INTO EXPO

All Exhibitors will need a wristband on the wrist to enter the Minnesota Horse Expo starting Friday morning at 6:30am. Exhibitors can get on Expo Grounds at 6:30am each morning and can drive a vehicle onto the grounds if necessary, but all vehicles must be off the Expo grounds by 8:45am. Security will start reminding drivers of this at 8:30am.

WRISTBANDS:

- 1 Booth = 2 wristbands
- 2 Booths = 4 wristbands
- 3 Booths = 6 wristbands
- 4+ Booths and Bulk space = 8 wristbands (maximum is 8)

The special 3-day exhibitor wristbands can **ONLY** be purchased Wednesday and Thursday in the Expo Office for \$44 each. Starting at 9:00am on Friday April 24, Exhibitors that do not have a wristband may purchase daily admission at the Ticket Booths for \$20.00. All ticket booths open at 8:30am each day of Expo. Wristbands are **NOT** mailed out in advance.

If you have a 3-day wristband and have to leave the Expo to be replaced by another person, go to the Will Call Booth. Your band will be cut off and kept at Will Call and a new wristband will be put in an envelope for your replacement. This does **NOT** apply to daily wristbands. The Will Call Booth is located at the corner of Carnes and Liggett.

DAILY EXHIBITORS: Should you need more tickets for additional workers, daily exhibitor admission may be purchased at a discount at the Expo office for \$18.00 each on Wednesday, April 22 and Thursday, April 23. After that time, exhibitors that do not have a wristband may purchase daily admission at any Ticket Booth at regular price (\$20.00). However, it is important to remember that only an exhibitor wristband or blue vendor ticket allows someone 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. The general public is not allowed in until 9:00am Friday to Sunday.

WILL CALL

The Will Call Booth is located at the north gate at the corner of Carnes and Liggett and is open Friday, April 26 and Saturday, April 25 from 6:30am to 9:30pm and Sunday, April 26, 7:30am 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.

INDOOR BOOTH INFO

Booths are 10x10. The exception to this is the Coliseum where booth sizes vary between 8x10 and 10x10 or larger. 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. However, you WILL need to bring an extension cord to reach the outlet. They MUST be three-wire flexible, minimum 12 gauge or larger, with a three-prong ground. No lightweight (2-wire) extension cords or "zip" cords are allowed on the State Fairgrounds. There is no charge for electricity. 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 who will be on site during check-in and through Saturday for any orders for tables/chairs special needs.

VENDOR DEMO BOOTH

Exhibitors that have a product or equipment that can be demonstrated directly on a horse have the opportunity for a Demonstration booth, which includes a 10x10 pipe and drape booth next to a 8x8 cattle panel stall. There will be a limited number of these available and located in the main aisle of the Horse Barn. The vendors can choose their own demo times and how often they demo and arrange the demos directly with horse owners. Liability insurance is required for all horses used in the vendor demos.

BOOTH RESTOCK

Vehicles are allowed on the Expo grounds from 6:30-8:30am Friday-Saturday and 7:30am-8:30am on Sunday, if vendors need to restock their booths.

SHIPPING INSTRUCTIONS

If you need to have supplies or shipments sent to the Expo Grounds for the show, you can send them to: (Your business name) C/O MN Horse Expo, Coliseum, 1784 Judson Ave, St. Paul, MN 55108. Please DO NOT ship with an arrival date before Monday, April 20, as no one will be there to accept them before that date. Shipments will be held in the Expo Office in the Coliseum until they are picked up. They are secure, but the staff does NOT have the time to check each delivery. They get dropped off in the Expo Office at the Coliseum.

FORKLIFT

If you need a forklift or tractor to move anything at your booth area, stop by the Expo Office or call 651-642-2338 (ONLY DURING SET UP DAYS) to get on the list. It may take a while, but when one is available it will be sent to your booth for assistance. Weight limit for the forklift is 6,000 lb, but this can vary based on weight distribution. If your load is over 5,000 lb, contact the Event Manager at eventoffice@mnhorseexpo.org.

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). \$75 for dry dock or \$150 for full hookup (electric/water/sewer) 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 27. Generators are allowed. Map of the campground is on page 14.

PARKING

Parking for exhibitors 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 exhibitors 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.

EXHIBITOR MOVE-OUT

MOVE-OUT HOURS

Sunday, April 26 ♦ 5:00pm - 11:00pm

Monday, April 27 ♦ 8:00am - Noon

A green vehicle pass is for exhibitors in the Coliseum, Sheep, Poultry, and Miracle of Birth buildings and any exhibitors outside of those buildings. Green passes ONLY get your vehicle in the EAST gate line by the Dairy Building and exit at either the north gate or the Loop gate. Blue vehicle passes are for the Cattle Barn, Swine Barn and the Horse Barn and any vendors outside of those buildings. Blue passes ONLY drive your vehicle through the WEST gate by the Compeer Arena.

On Sunday at 5:00pm, ALL vehicles entering the Expo grounds MUST have a vehicle pass.

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.

INTERNET ACCESS

All requests for internet use will require a completed application which will be sent upon request. Make sure to check the WiFi/DSL question on the Supplement page.

Coliseum: Wi-Fi is available for a fee by logging in and paying directly from your smart phone or computer/tablet just by following the prompts for the State Fair Wi-Fi.

Cattle Barn and Miracle of Birth Buildings: Wi-Fi is available upon request. Let the Event Manager (eventoffice@mnhorseexpo.org) know that you need a Wi-Fi connection ASAP (deadline: April 1. Once the State Fair knows where the vendors are that need a connection, they will set up WiFi in the building. Miracle of Birth also has wired internet connections if the vendor brings their own access line (let Jenny know).

Sheep and Poultry Buildings: (NO Wi-Fi in the Sheep and Poultry buildings). Data services ONLY available with a DSL line. Paperwork is required by April 1 to set up a DSL line so contact the Event Manager at eventoffice@mnhorseexpo.org to get the application.

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.

SALES TAX

The current sales tax at the Minnesota State Fairgrounds is 9.875% but is subject to change by Ramsey county and/or the City of Falcon Heights. (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.

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 15, 2026.

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 on the Fairgrounds.
- Raffles require a Minnesota Lawful Gambling form LG220 filled out and returned to the Exhibit Director for pre-approval by the State Fair and State of Minnesota at least 60 days in advance.
- SCOOTERS or other motorized vehicles for mobility on the Expo grounds must be authorized by the Expo.

The map illustrates the layout of the 2017 National Farm Show grounds. Key features include:

- Entrances and Ticketing:** "Will Call Tickets" and "Expo Office" are located near the Horse Barn. "Horse Check-In" and "Expo Office" are located near the Cattle Barn. "Tickets" are marked at several locations, including the Dairy Building and the Robert A. Christensen Pavilion.
- Buildings and Exhibitions:** The map shows the Horse Barn, Cattle Barn, Lee & Rose Warner Coliseum, Commissary, Sheep & Poultry, DNR Building, DNR Park, DNR Stage, Adventure Park, Dairy Building, Welcome Wall, FFA, CHS Miracle of Birth Center, Christensen Farms Stage, and the Robert A. Christensen Pavilion.
- Arenas and Performance Spaces:** The Warm-Up Arena, Forage, West Barn, Compeer Arena, and Dan Patch Park are also indicated.
- Parking and Transportation:** The Midway Lot, Campground, and various parking areas (LOT A, LOT B, LOT C, LOT D) are shown. The map also includes the location of the "First Aid, Lost & Found in Expo Office" and the "Bike Lot".
- Streets and Landmarks:** The map shows the layout of the show grounds, including the Midway Lot, Campground, and various parking areas. The map also includes the location of the "First Aid, Lost & Found in Expo Office" and the "Bike Lot".

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, 2025, 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 governing the use of the Fairgrounds; to abide by the rules and regulations of the State Fair Fire Marshall and Police; 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 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 MN Horse Expo. 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 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 in the Coliseum and other places within the Minnesota Horse Expo grounds. No outside food items may be sold on the Minnesota Horse Expo 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 Minnesota Horse Expo areas unless approval has been obtained from the Minnesota Horse Expo.

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 in the Coliseum.

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 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 MN Horse Expo and scooters or electric wheelchairs for mobility.

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 State Fair 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, 2026 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 the Minnesota State Fairgrounds 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.

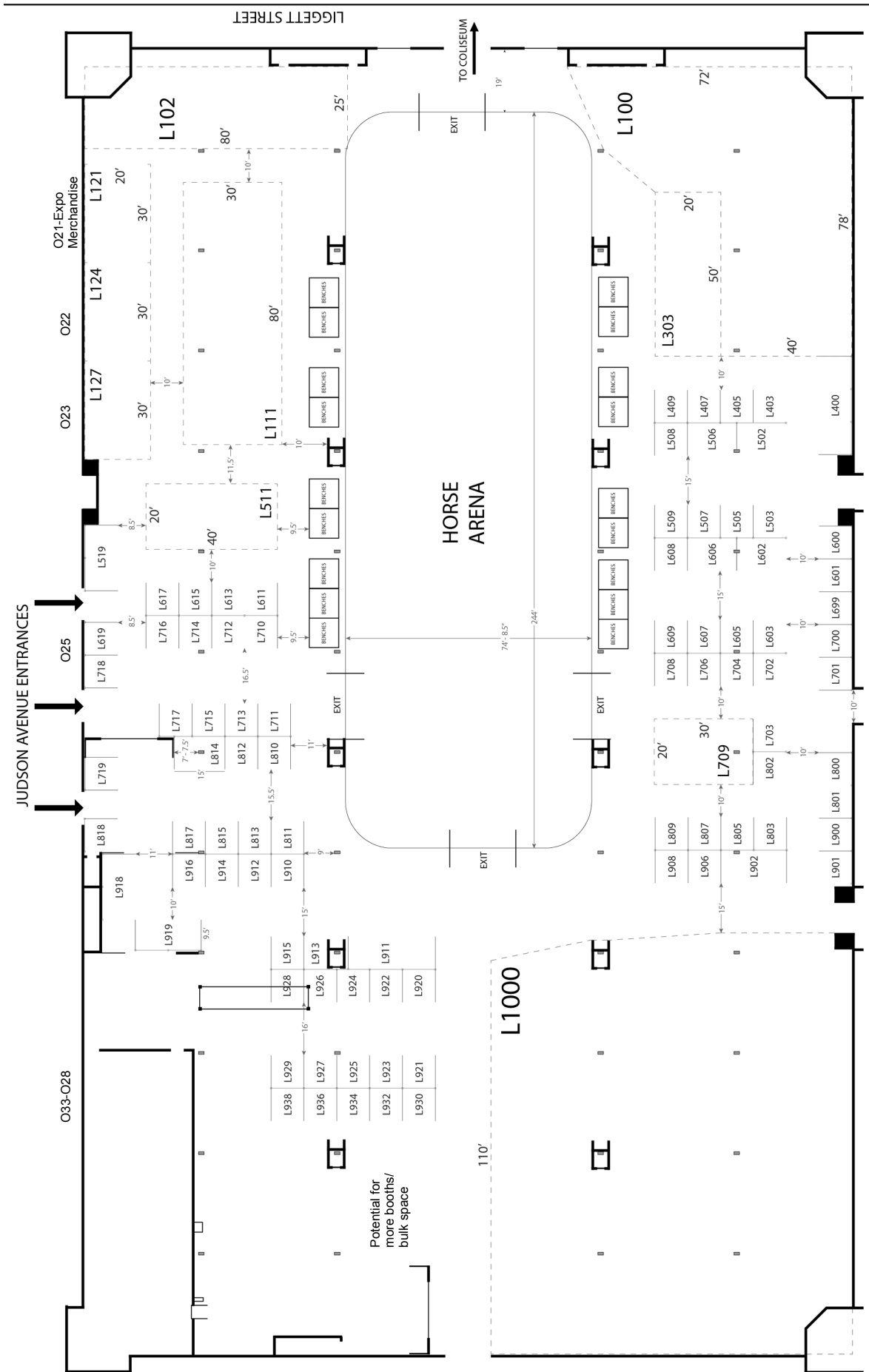
19. INDEMNIFICATION CLAUSE

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

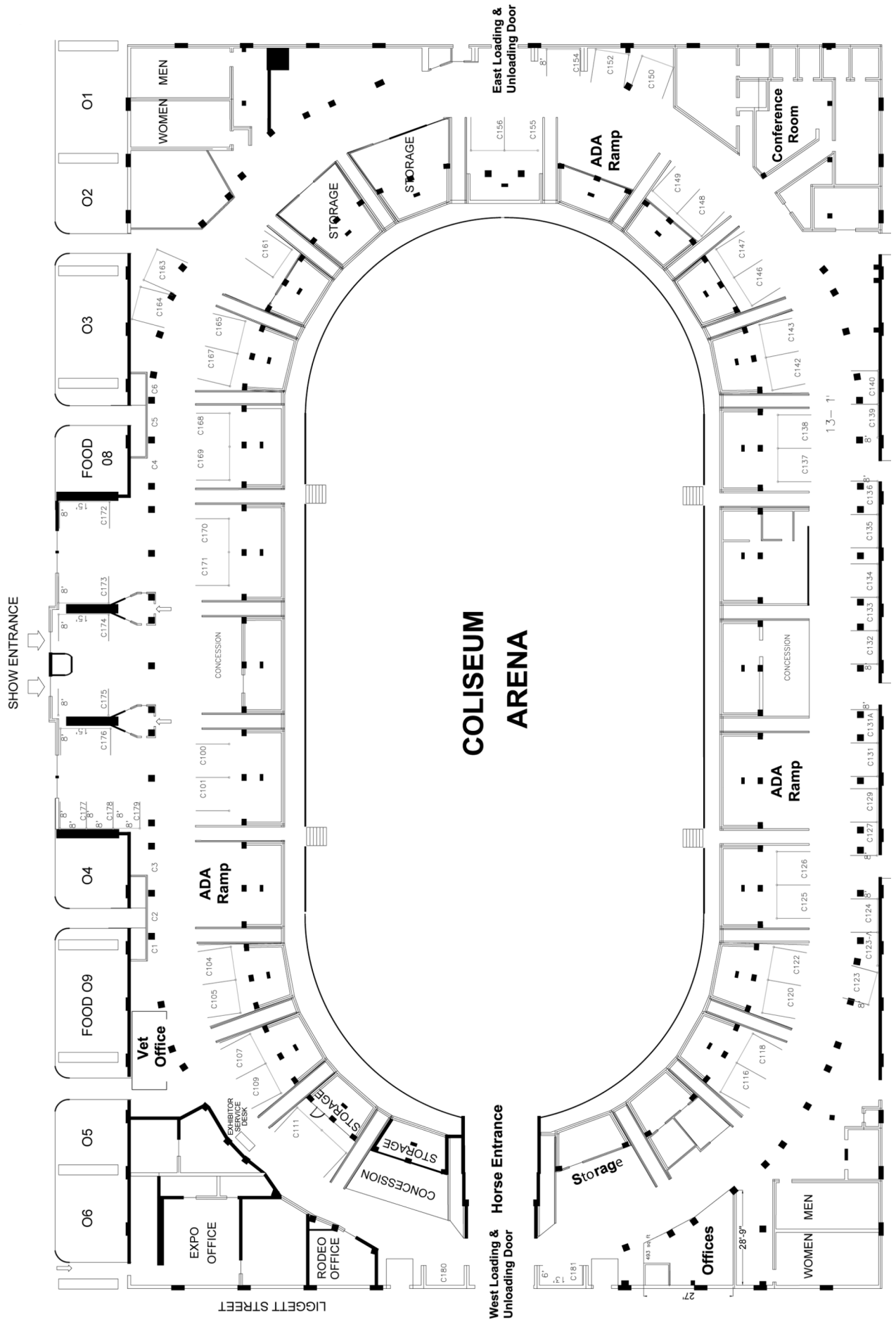
Exhibitor may not sublet their stall or booth space. Each exhibitor must have their own signed contract with the Minnesota Horse Expo. If you cannot attend the Expo, you must cancel your contract per the cancellation terms in section 2. Sharing booth space is also not allowed without prior consent with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

CATTLE BARN



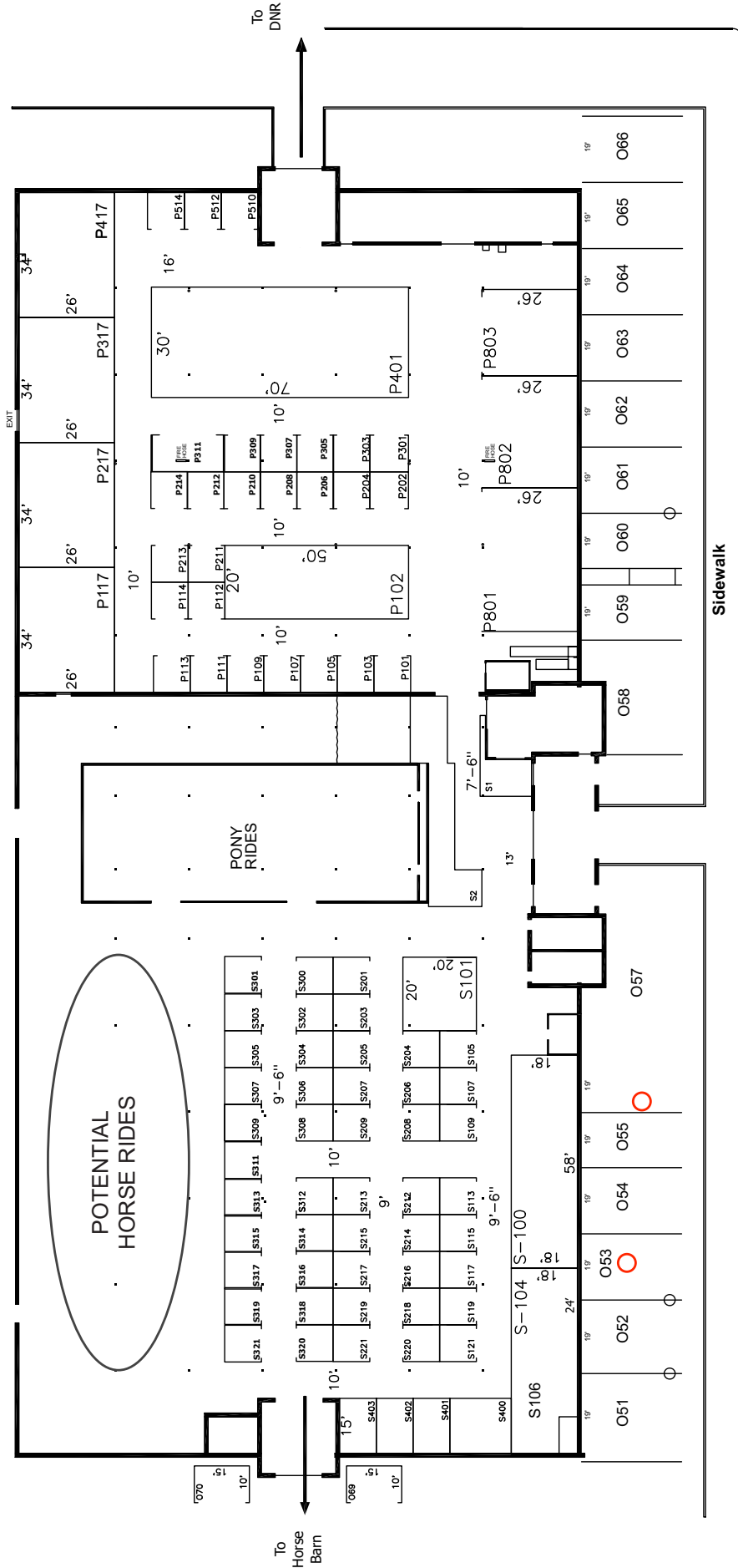
ALL MAPS ARE SUBJECT TO CHANGE

COLISEUM



SHEEP BARN

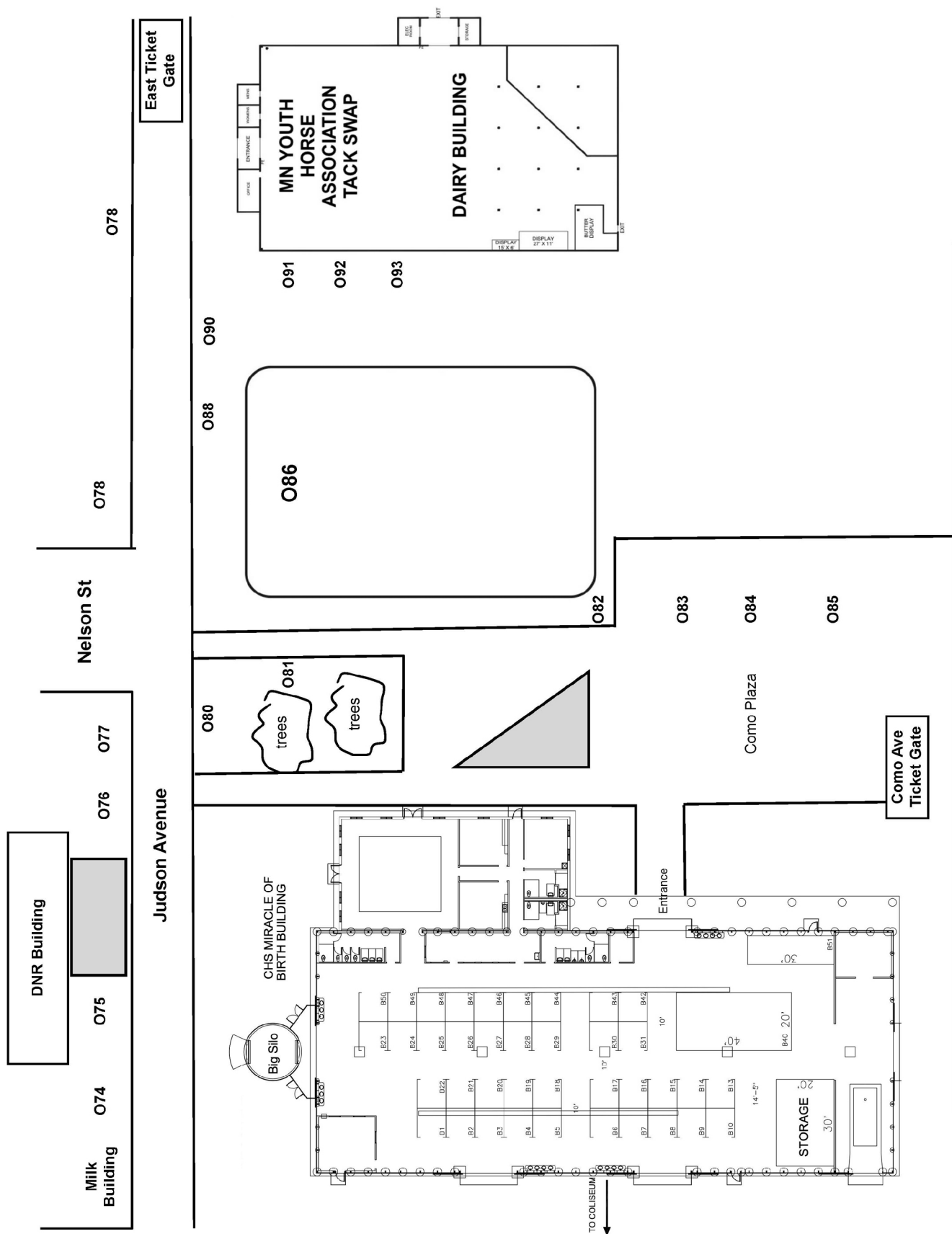
POULTRY BARN



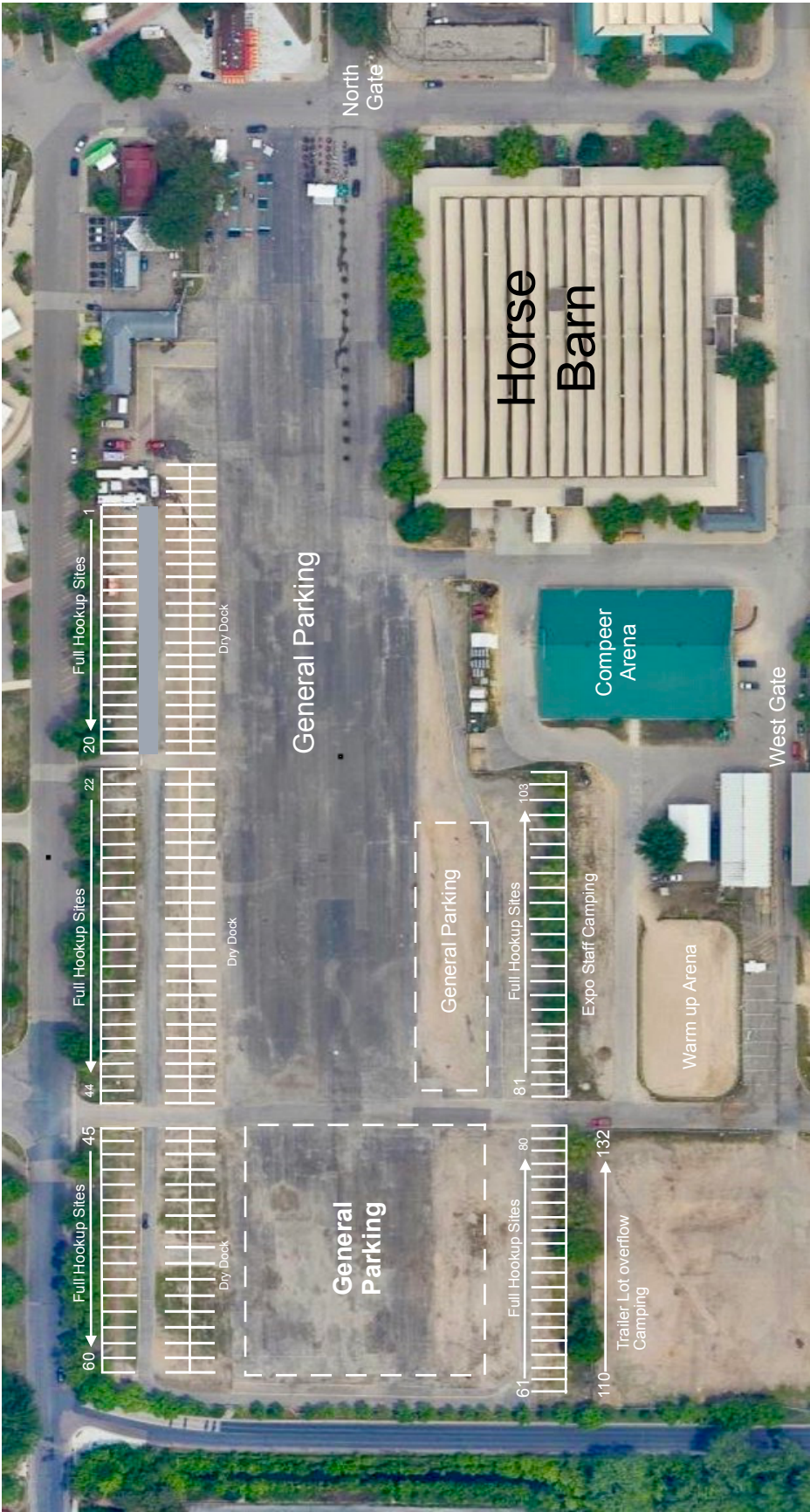
Judson Street

MIRACLE OF BIRTH BUILDING

DAIRY BUILDING



Expo Campground



- \$150 for the weekend - Full Hookup (electric, water, sewer) – Sites 1-60, 61-103
- \$100 for the weekend - Electric only, potentially water – Trailer Lot sites 110-132
- \$75 for the weekend - Dry Dock (no electric or water, generators allowed)



RAINPROTECTION.INSURANCE

WHERE YOUR EVENT GETS INSURED

Rainprotection is an Authorized Official
Insurance Supplier for Minnesota Horse Expo.

Exhibitor Liability Insurance Program

As a standard requirement for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Insurance Coverage is not optional.

This insurance must be in force during the lease dates of the event, April 22-26, 2026, naming Minnesota Horse Expo (8801 Heatherton Ridge Drive, Savage MN 55378) as the certificate holder. The following must be named as additional insured: Minnesota Horse Expo and MN State Fairgrounds.

Rainprotection Insurance Program

If you do not have insurance, or you would rather not use your own insurance, (similar to when you rent a car – so that claims would not be filed against your policy), we have set up a program with Rainprotection Insurance through which, you can purchase compliant insurance instantly online.

Benefits of using this program:

- No Deductible – unlike your corporate policy, Rainprotection's policy has no deductible. Should there be a claim, you will have no out of pocket costs and your future rates will not go up since you would not need to submit a claim on your policy.
- No Hassles – you will not need to go back and forth with your broker adding additional insureds and making your insurance compliant with show requirements.
- Coverage for exhibitors who do not have an existing policy.
- Coverage for international exhibitors whose insurance will not cover them in the U.S.A.
- Easy and Inexpensive to purchase instantly online.
- Already pre-filled with all the proper show information.
- Submitted to show management for you - Once purchased, they automatically receive a copy.

Make This Process Simple - Purchase Your Insurance Now and Forget About It

Click the link below to purchase your Liability Insurance for \$69
(plus any applicable taxes)

*While completing the online application, DO NOT check any boxes unless it
specifically relates to what you will be doing at your booth at the event*

[https://www.totaleventinsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=hVIY0lgwACo\\$](https://www.totaleventinsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=hVIY0lgwACo$)

After reading the above information, if you still decide to use your own insurance, please make it compliant and then submit a copy to:

eventoffice@mnhorseexpo.org



April 24-26, 2026
Minnesota State Fairgrounds
St. Paul, MN

PROGRAM ADVERTISING

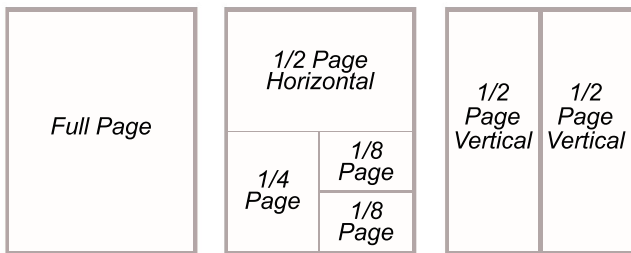
The Minnesota Horse Expo Official Program will be distributed **FREE** to all attendees. This is an outstanding and affordable way to advertise your horse-related products or services, training facility, or stallion to avid horse people. This invaluable guide contains the complete schedule of events, 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*	7.25" x 9.75"
Inside Front Cover*	7.25" x 9.75"
Inside Back Cover*	7.25" x 9.75"
Full Page	7.25" x 9.75"
1/2 Page Horizontal	7.25" x 4.75"
1/2 Page Vertical	3.5" x 9.75"
1/4 Page	3.5" x 4.75"
1/8 Page	3.5" x 2"

* Premium Space - check for availability



AD DEADLINE
3/15/26

**Make checks
 payable to
 Minnesota
 Horse Expo**

QUESTIONS??

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

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 \$900
☐ Inside Front Cover \$720
☐ Inside Back Cover \$720
☐ 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 _____

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.

www.mnhorseexpo.org