

43rd Annual

Minnesota Horse



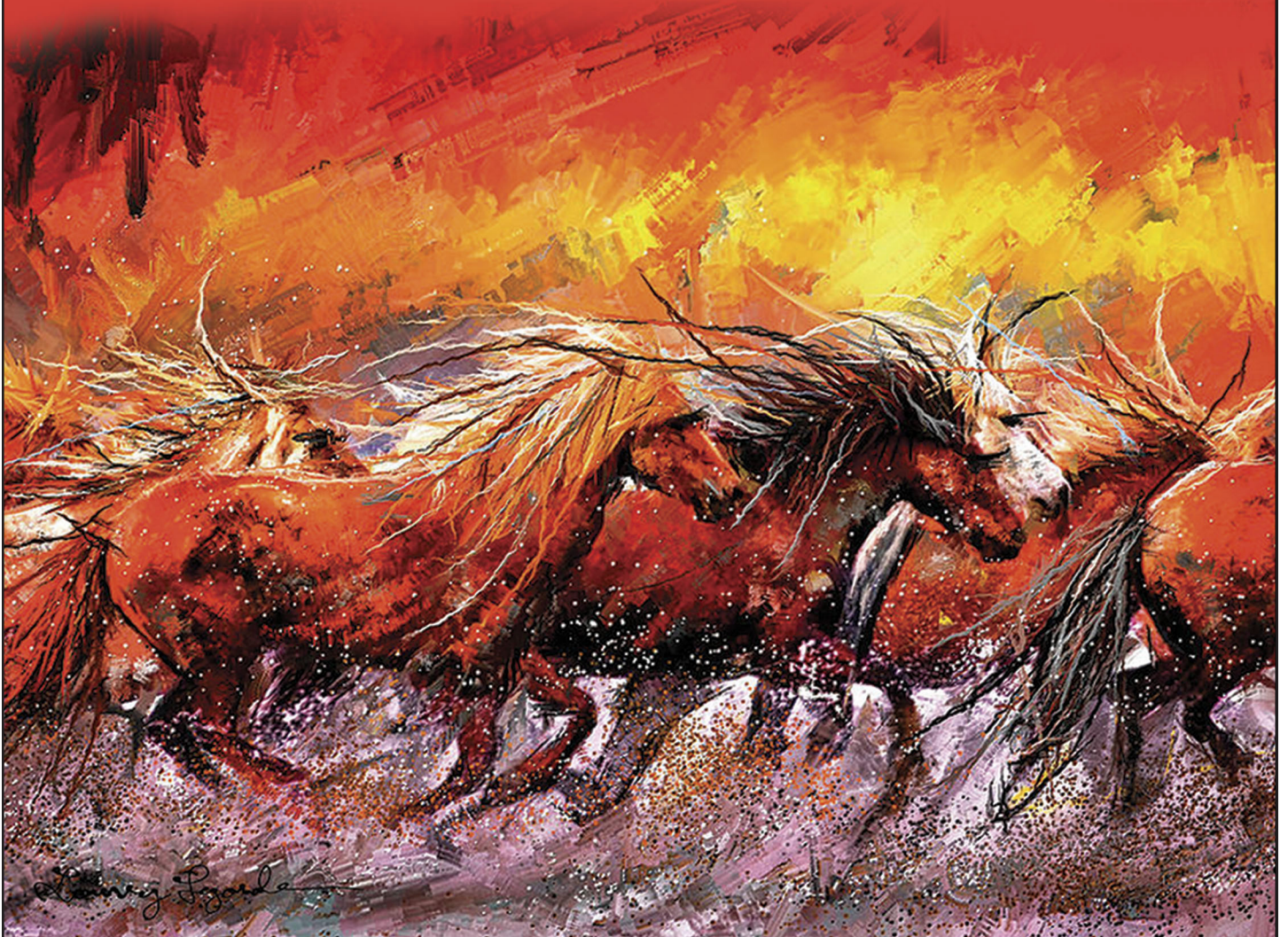
Expo 2025

April 25•26•27

Canterbury Park
Shakopee, MN

Presented by the
Minnesota Horse Council

Horse Exhibitor Information



www.MnHorseExpo.org



2025 Minnesota Horse Expo Deadlines and Return Paperwork Checklist

March 1, 2025	Horse Stall assignments begin.
March 25-April 25	Timeframe for getting health certificates
March 31, 2025	Ads for Official Program due.
April 1, 2025	Parade of Breed/Breed Demo speeches and music due.
April 12, 2025	Cancellations - no refund (medical emergency - see item 16 on Terms of Contract and Rules and Regulations).
April 24, 2025	Horses arrive at Canterbury for Expo. Must have copies of negative Coggins and Health certificates with you. If you give us an original, you might not get it back.

Required Paperwork Checklist

BOOTH VENDORS

- Contract and Supplement Application
- Payment (50% with contract, balance due March 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 April 1, 2025)
- Parade of Breed/Breed Demo speeches and music (due April 1, 2025)
- 2025 Coggins
- Health Certificates for all horses.
- EHV-1 and EHV-4 vaccinations within 6 months.



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

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.

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

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

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

HORSE ARENA TIME

- Every attempt will be made by the Minnesota Horse Expo to maximize the time allotted for Horse Exhibitors. Arena time will be allotted by the Minnesota Horse Expo according to the scheduled time availability and fairness to all concerned.
- The Minnesota Horse Expo reserves the right to insert music of its own choice if the Horse Exhibitor has not submitted a CHOICE OF MUSIC BY APRIL 1, 2025.
- Costumes are encouraged for all appearances.

PARADE OF BREEDS

The Parade of Breeds are held at Noon every day, and the Expo will determine the times and the order. All Breed Representatives are requested to take part. The Expo Barn Manager will determine who rides in the Parade of Breeds. All horses are subject to denial if Expo staff determines that the horse is not fit to represent the breed. No stallions allowed. Narratives go to John Dahl, johnkdahl@yahoo.com. The Parade will begin in the heated Horse Demo Arena and if weather permits might continue onto the track in front of the Grandstand.

BREED DEMONSTRATIONS

Breed demos will be held at various times throughout each day in the heated Horse Demo Arena (times TBD). Stallions are allowed. Breed Representatives are required to have typed breed narratives and music turned in by April 1, 2025. For the narrative content and format details contact John Dahl, johnkdahl@yahoo.com or 612-685-8726.

HORSE EXERCISING

- Times will be posted at Expo when and where horses may be exercised. For information, check with the Barn Manager.

WILL CALL

Will Call is located at the main entrance and is open Friday, April 25 and Saturday, April 26 from 6:00am and Sunday, April 27, 7:00am to 3:30pm. If you leave the Expo and are being replaced by another person, go to Will Call and your band will be cut off and kept at the Will Call. 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 Will Call. This process only applies to the 3-day exhibitor wristband.

EXHIBITOR ADMISSION

Wristbands may be picked up with Exhibitor packets in the Expo office on Wednesday, April 23 from 8:00am – 8:00pm, and Thursday, April 24, from 7:00am – 10:00pm. On Friday, Saturday, and Sunday, any wristbands not picked up by Thursday will only be available at the Will Call Booth starting at 6:00am.

Horse stall renters receive one Exhibitor admission wristband per horse. Additional wristbands or single daily admission can be purchased at the advanced prices on Wednesday, April 23 and Thursday, April 24. Only wristbands get exhibitors on the Expo grounds before 8:30 am.

To help overall security, Exhibitors must wear their wristbands during setup and takedown of exhibits. Starting Friday morning, April 25, admission to the Expo grounds will only be granted with an Exhibitor wristband.

COGGINS/HEALTH CERTIFICATES

All horses (including pony/horse rides) entering Canterbury for the first time must have an original health certificate (Certificate of Veterinary Inspection) issued within 30 days of their arrival and a negative 2025 Coggins Test Certificate. Equine rhinopneumonitis (EHV-1 and EHV-4) and Influenza vaccination dates, specific product used and expiration date and rectal temperatures for each horse should be included on the health certificate. Printed copies only—electronic copies on phones will not be accepted

Every horse coming to Canterbury must be vaccinated for EHV-1 and EHV-4 and Influenza within 6 months to the date of entry. The specific product used and expiration date as well as the date the horse was vaccinated must appear on the health certificate.

Have copies of the Coggins and Health Certificates with you. Do not send in advance

LIABILITY INSURANCE REQUIREMENTS

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

Individuals or families can purchase affordable \$1 million dollar Excess Personal Liability Insurance if they join or renew their membership with the Minnesota Horse Council and select the Optional add-on of Equisure Insurance Policy (\$21* for Individual, \$41* for a family).

* Equisure costs based on January 2025 rate.

Visit the Minnesota Horse Council website for more information: www.mnhorsecouncil.org/membership.php

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

HORSE MOVE IN

Thursday, April 24 ♦ 7:00am - 10:00pm

Friday, April 25 ♦ 6:30am to 8:30am

- All horses are to be on the premises by 8:30am Friday April 25 for the required checks before unloading.
- Horses shall not be unloaded from or loaded into trailers on Minnesota Horse Expo grounds during Minnesota Horse Expo hours without written permission from the Barn Manager.
- All Exhibitors shall keep their horses on the premises at all times during Minnesota Horse Expo hours.
- LATE ARRIVALS must have permission from the Barn Manager for late arrival or early departure.
- Demo Horses may have different move in/out rules.
- Any claims for reimbursement for horses not attending the Minnesota Horse Expo due to an unavoidable illness must be accompanied by a veterinarian's certificate and be submitted no later than May 31, 2025.
- More details for horse move-in will be sent with stall assignment.

HORSE MOVE OUT

**HORSES MAY NOT BE
MOVED OUT UNTIL 5 PM SUNDAY.**

STALLION STALLS

Stalls for Stallions are enclosed on the sides and back with metal walls so that the horses cannot have contact with each other. Therefore there is no need for a courtesy stall. The Stallion stalls are also located next to the horse barn and are covered with a roof but not enclosed by walls so wind will impact these stalls. Photos of these stalls are available.

TACK STALLS

The main Horse Barn has 68 stalls, so at this time we do not know if we will have enough stalls to sell as additional tack stalls and will not know until we know how many breeds/horses are coming to the Expo. If you want to purchase a tack stall, indicate it on the contract but do NOT include it in your payment at this time. If you are able to get a tack stall you can pay for it at check-in. If tack stalls are not available, we will save an area near the Horse Barn that a trailer can be parked for tack storage.

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.

BARN INFORMATION

- The Minnesota Horse Expo provides a Barn Manager to coordinate activities in the Horse Barn. Please contact the Barn Manager regarding any problems or questions relating to horses. Expo veterinarians will be on call 24 hours.
- Stalls will be assigned according to the date on which the applications are received and will be assigned at the discretion of the Minnesota Horse Expo. EXHIBITOR AGREES TO ACCEPT THE STALL SPACE ASSIGNED AND FURTHER AGREES TO ACCEPT REASSIGNMENT. Such changes will not be made unless deemed a necessity by the Minnesota Horse Expo.
- Stall sizes are approximately 10x12 or 12x12.
- Exhibitors may not sublet their stall space.
- Horse stall exhibitors are encouraged to decorate their stalls. No signs or banners may be hung across aisles or higher than 8 ft.
- Exhibitors shall remain with their horses and should not restrict viewing of the horses by the public during show hours.
- Although sales of products and services are not allowed in the barn, horse farm/organizations and associations are allowed to sell clothing and other approved items ONLY if it is logo merchandise that is promoting their association, barn, farm or breed. An ST19 form is required for all sales at Canterbury. Contact the Expo Office to get one.
- Bedding for the horses will be furnished by the Minnesota Horse Expo. Extra bedding can be purchased. All Exhibitors shall provide their own feeds and feeding equipment and shall be responsible for feeding and watering their horses.
- Exhibitors are responsible for maintaining the cleanliness of their stalls and areas in front of their stalls. Exhibitors shall bring their own cleaning tools and will empty the manure using the carts provided in the proper disposal area.
- A minimum of 6 ft of aisle space must be maintained at all times.
- RIDING OF HORSES INSIDE THE HORSE BARN, OR ANY OTHER BUILDING IS PROHIBITED.

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.

PROGRAM ADS

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

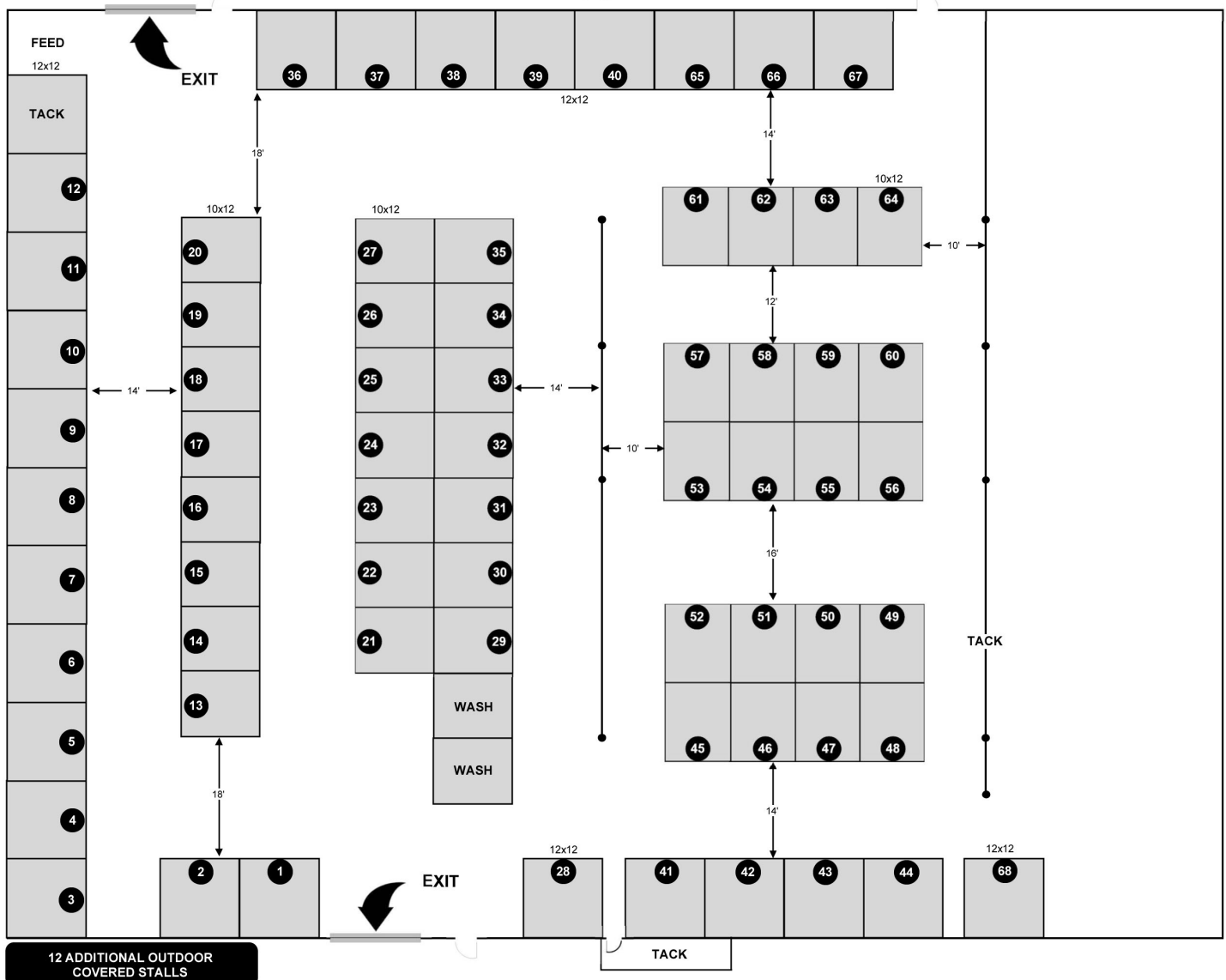
SOCIAL MEDIA

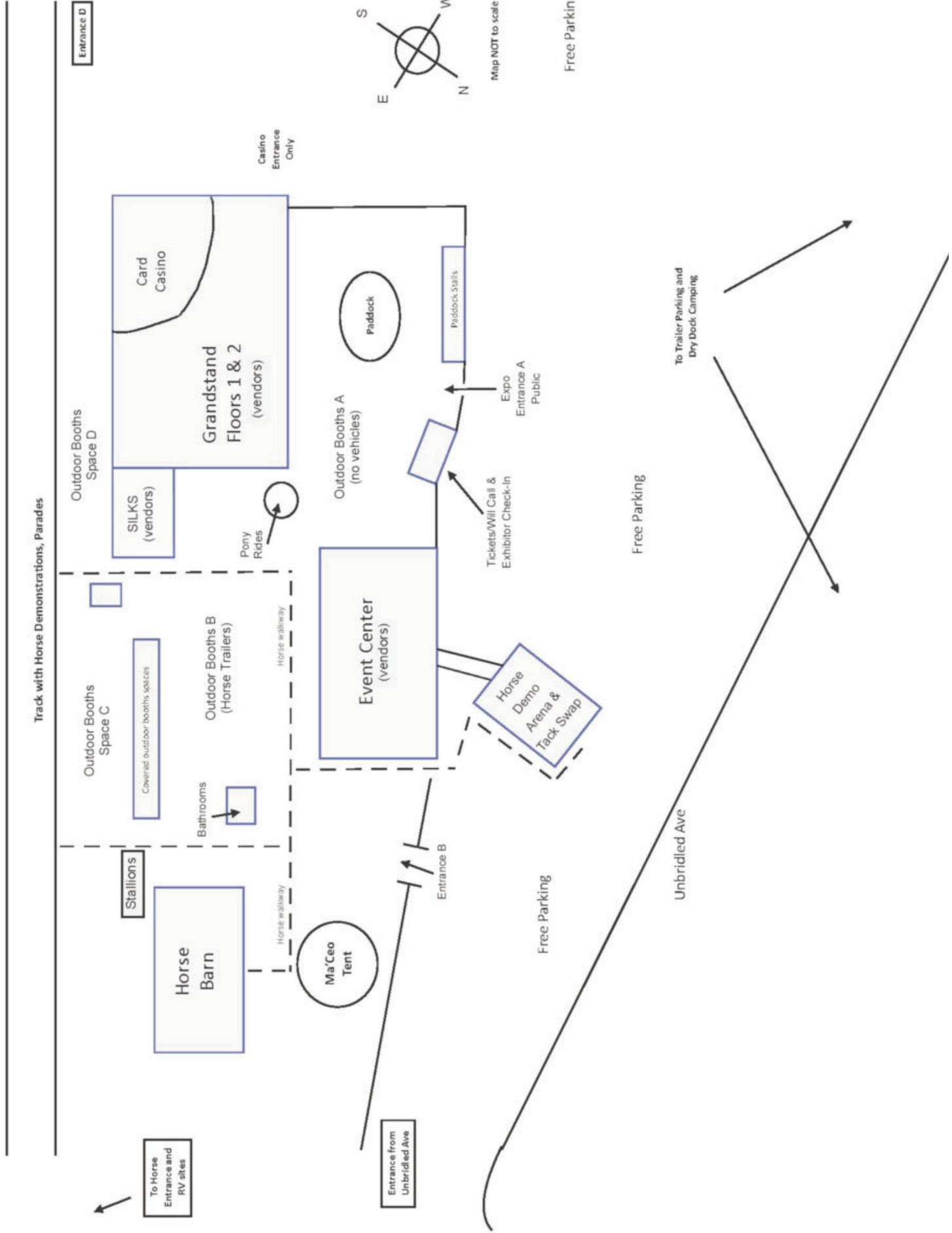
The Minnesota Horse Expo website is mnhorseexpo.org. Look there for the most complete event info updated regularly including scheduling info, volunteer signup, building maps and more. Our Minnesota Horse Expo Facebook page promotes our exhibitors, presenters and what else is happening at Expo. We encourage 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.

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.

RECEIVING BARN LAYOUT





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.



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

Date Received: _____
 Stall Assigned: _____
 Insurance

April 25-26-27, 2025

For Info ♦ Jenny Buskey ♦ 612-240-2435

CONTRACT FOR STALL RENTAL

PLEASE PRINT

Stable Name: _____ Primary Phone: () _____
 Contact Name: _____ Alternate Phone: () _____
 Address: _____ E-mail: _____
 City: _____ State: _____ Zip: _____

The Expo will determine stall locations.

STALL RENTALS

Required: 2025 negative Coggins on all horses and health certificate for ALL horses (see page 4)

Breed _____
 # of Mares _____ # of Stallions _____ (1 yr & older)
 # of Geldings _____ # of Foals (under 1 yr) _____

STALLION

_____ Stalls @ \$220 each.....\$ _____

BREED ASSOCIATION/REGISTRY/NON-PROFIT

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

_____ Stalls @ \$155 each.....\$ _____

ADDITIONAL DISPLAY/TACK STALLS

No guarantee of availability, do not include in your initial subtotal. Pay at check-in. \$ _____

_____ Stalls @ \$65 each.....\$ _____

5% MHC Member discount on stalls.....\$ _____

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

SUBTOTAL.....\$ _____

CAMPING - \$50.....\$ _____
 Place my name in the lottery for RV hookup site

Credit Card Processing Fee (3%).....\$ _____

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

PAYMENT.....\$ _____

5% DISCOUNT

2025 Minnesota Horse Council Member by April 1, 2025

PAYMENT (Check one)

- Pay a 50% deposit (Balance due by March 1, 2025). Second half credit card payments will automatically be charged at that time.
- Pay in full
- Require invoice for payment
- Please send receipt

Payment by:

- Check (\$25 charged for all returned checks)
- Credit card # _____
 Expiration date _____ Security Code _____
 3% service charge on credit card payments

Billing address (if different than above) _____

LIABILITY INSURANCE

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

AGREEMENT:

I hereby authorize the Minnesota Horse Exposition, Inc. to reserve space for me. I agree to pay any remaining charges by April 1, 2025. Full payment must accompany all contracts received after April 1, 2025. I have reviewed and I agree to the terms and provisions contained in the Terms of Contract and the Rules and Regulations which supplement and are part of this contract.

X

 Exhibitor's Signature Date

X

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

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

WE CANNOT GUARANTEE A LISTING IN THE PROGRAM FOR CONTRACTS RECEIVED AFTER MARCH 31, 2025.

Minnesota Horse Expo 2025



April 25-27, 2025

**Canterbury Park
Shakopee, 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

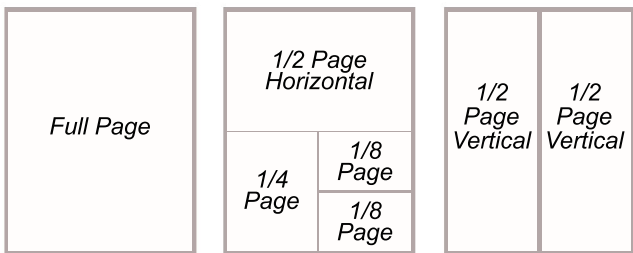
Program Trim Size: 8.5" x 11"
Resolution: Color - CMYK, 300 dpi; B&W - Grayscale, 200 dpi
Formats accepted: PDF, JPEG
No bleeds

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"

AD DEADLINE
3/31/25

**Make checks
payable to
Minnesota
Horse Expo**

* Premium Space - check for availability



QUESTIONS??

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

LAYOUT/DESIGN

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

AD POSITION

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

CANCELLATIONS

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

PAYMENT TERMS

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

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

INSERTION ORDER

Make check payable to MN HORSE EXPO

and send completed insertion order to:

Program Advertising MN Horse Expo

PO Box 276, Madison Lake, MN 56063

Company _____

Contact Person _____

Address _____

City _____

State _____

Zip _____

Phone Number _____

Email _____

AD SIZE:

FULL COLOR AD

- Back Cover \$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 _____

Minnesota Horse Expo 2025

www.mnhorseexpo.org

April 25-27, 2025

Canterbury Park
Shakopee, MN

SPONSOR OPPORTUNITIES

The Minnesota Horse Expo is our state's largest equine trade show and breed exhibition featuring education, shopping, and horse breeds. When you become a Minnesota Horse Expo sponsor, you're able to reach the attendees, as well as support the efforts of the Minnesota Horse Council (www.mnhorsecouncil.org). Profits from the Minnesota Horse Expo go to the Minnesota Horse Council. Get more visibility for your company at the Expo by choosing a sponsorship package listed below which includes a sponsor listing in the program and your organization's logo (linked to your home page) on the Minnesota Horse Expo website.

Innovative sponsorship ideas are continually being considered. Contact Kathy Juhl at 952-356-2029 or kathy@mnhorseexpo.org for more information. **Previous year's sponsors have priority renewing 2025 sponsorships.**

EXPO SPONSORSHIPS

PLATINUM
\$2,000

- Two banners displayed at Expo (\$600 value)
- Full page color ad in program (\$600 value)
- Static ad on select Canterbury monitors
- 10 Expo admission tickets (\$200 value)
- Sponsor listing in program & website

DIAMOND
\$1,500

- Two banners displayed at Expo (\$600 value)
- Half page color ad in program (\$330 value)
- Static ad on select Canterbury monitors
- 8 Expo admission tickets (\$160 value)
- Sponsor listing in program & website

GOLD
\$1,000

- One banner displayed at Expo (\$300 value)
- Half page color ad in program (\$330 value)
- Static ad on select Canterbury monitors
- 6 Expo admission tickets (\$120 value)
- Sponsor listing in program & website

SILVER
\$500

- Banner displayed at Expo (\$300 value)
- Quarter page color ad in program (\$210 value)
- Static ad on select Canterbury monitors
- 4 Expo admission tickets (\$80 value)
- Sponsor listing in program & website

BRONZE
\$300

- Banner displayed at Expo (\$300 value)
- 1/8 page color ad in program (\$125 value)
- Sponsor listing in program & website

COPPER
\$150

- 1/8 page color ad in program (\$125 value)
- Sponsor listing in program & website

CUSTOM
\$ _____

- _____
- _____
- _____
- _____
- _____

STATIC AD REQUIREMENTS

Format: JPG, 1920 pixels (w) x 1080 pixels (h)

SPONSORSHIPS

Make check payable to
MN HORSE EXPO

Send check and this completed insertion order to:

MN Horse Expo Sponsorships
5305 Edsall Rd, Mound, MN 55364

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

Email _____

EXPO SPONSOR

- Platinum (\$2,000)
- Diamond (\$1500)
- Gold (\$1,000)
- Silver (\$500)
- Bronze (\$300)
- Copper (\$150)
- Custom (\$ _____)

PAYMENT TERMS

Full payment must be received with the sponsor application. A \$25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason. Credit card payments add 3%.

MAXIMUM BANNER SIZE - 4 h' x 10' w

Sponsors provide their own banners and are responsible for bringing banners to the Expo Office by 5pm on Thursday and picking up after 6pm on Sunday. Shipped sponsor banners should be sent to MN Horse Expo, Attn: Kathy Juhl, Sponsorships, Canterbury Park, 1100 Canterbury Rd, Shakopee, MN 55379. Shipments should arrive no earlier than Wednesday, April 23.

SPONSORSHIP QUESTIONS?

Contact Kathy Juhl
952-356-2029 • kathy@mnhorseexpo.org

To be listed in the program, applications and payment must be received by March 15, 2025