



## Dear Commercial Exhibitor:

The show goes on! We have later dates, a shorter show and new rules to comply with but we plan to roll on with our 84th Annual Show! The "Homegrown Fun in 2021" show will kickoff Wednesday March 10th and close the evening of Sunday March 14th.

The 5 day show will be full of events such as Tractor/Truck Pull, Milwaukee Tool Demo, Horse Pull Day, Classic Steer Show & Sale, 45th Annual Miss Rodeo NDWS Contest & Luncheon, Ranch Rodeo, 3 PRCA Rodeos, Battle of the Border HS Rodeo, King of the Sale Ring Auctioneer Contest, Jr. Cattle Show, Craft & Antique Market (now located in the South Exhibit Building), Ag Speakers, 4-H Crop Show Judging and more!

As in the past the NDWS offers Free Admission, Free Parking and is Handicapped Accessible. Tickets must be purchased for featured events in the main arena. We provide an excellent opportunity to exhibit and market your products.

**NDWS Main Building** exhibits open Wednesday March 10th and run through Sunday March 14th.

**South Exhibit Building** exhibits open the same time with no turn over time this year.

Please review the Commercial Exhibitor Guidelines & Regulations and also the additional information attached. If you have any questions, please contact our office at 800-437-0218, 701-845-1401 or email [ndws@northdakotawintershow.com](mailto:ndws@northdakotawintershow.com).

We invite you to join us and participate in the longest running Ag show in North Dakota!

Sincerely,

Tesa Klein  
NDWS Manager

# 2021 North Dakota Winter Show - March 10 –14

## Commercial Exhibitor Rules & Regulations

Preference will be given to 2020 Exhibitors until **January 29th, 2021**. **This means that if you want to occupy the same booth you had at the 2020 show, you must submit a \$200 non-refundable deposit, for each booth you plan to occupy.** Following this date, all remaining booths will be available to everyone on a first come, first serve basis.

**A. Commercial Exhibitor Applications:** No food or beverage may be sold or dispensed from any exhibit space

without prior approval.

**B. PAYMENTS & REFUNDS:**

- A \$200 non-refundable deposit **per booth space** will reserve your booth if paid by **Jan. 29, 2021**.

*-Remaining balance is due by February 19, 2021*

**-Commercial exhibit space applications must be signed and accompanied by appropriate fee.** Applications will not be processed, nor space assigned, unless the agreement is accompanied by payment as scheduled above. **NO EXHIBITOR WILL BE ALLOWED TO SET-UP UNLESS THEIR SPACE IS PAID IN FULL.**

**ALL rental fees must be paid in U.S. funds.** It is expressly agreed by the Exhibitor that in the event he/she fails to pay the space rental fee at the time specified, or fails to comply with any other provisions contained in these Rules and Regulations, concerning the use of exhibit space, NDWS Management shall have the right to reassign the booth locations indicated on the Space Rental Agreement. In the event of default by the Exhibitor as outlined in the above sentence, the Exhibitor shall forfeit the amount for the space reservation, regardless of whether or not the NDWS enters into a further lease for the space involved.

**Cancellations:** Deposits are **NON-Refundable**. Refunds less the \$200 deposit will be issued only if cancelled by Feb. 1, 2021. If the NDWS has to cancel the 84th Annual Show due to Covid-19 Restrictions 100% of booth fee will be refunded.

**C. AUTHORIZED REPRESENTATIVES:** Each exhibitor must name one individual who is responsible for installation, operation and removal of the company's exhibit booth.

**D. SPACE RENTAL AND ASSIGNMENT OF LOCATION:** Whenever possible, space assignments will be made in consideration of the request submitted on the space rental agreement. However, the NDWS Management reserves the right to make the final determination of all space assignments.

**E. BOOTH RENTAL RATES: Special 2021 Rates!!**

**MAIN EXHIBIT BUILDING: (March 10-14)**

All booth space except those listed below (**10'x 8' depth**) **\$450.00**

**Corner spaces** **\$500.00**

- Row A 1, 8, 9, 16
- Row B 32, 25, 24, 17
- Row E 77, 84, 85, 92
- Row F 108, 101, 100, 93
- Row G 109, 117, 118, 126
- Row H 143, 135, 134, 127

**Under the Bleachers** **\$400.00**

- Row C 33-47
- Row D 64-76

**SOUTH EXHIBIT BUILDING: (March 10-14)** **10'x10'** **Bulk Space**  
**\$450.00** \$1.50 per sq. ft (min of \$700)

**BULK BOOTH SPACE:** This space is primarily used for booths with large displays or machinery. The front length may not be more than twice the booth's depth.

**OUTSIDE EXHIBIT SPACE: (March 10-14)** **\$150**

All outside exhibit space has a 10' frontage and 18' depth

**F. BOOTH CONSTRUCTION AND SPECIAL REQUIREMENTS:** All booths will have an 8 foot back drop, except under the bleachers which have a 7-foot ceiling at the backdrop and are 8 feet deep. Portable displays or backdrops in these booths shall not exceed 5 ½ feet in height, if they are to be positioned at the back of the booth. All booths will have a 3-foot tall side rail. Displays or other items in the front of the exhibit space must not interfere with a clear view of neighboring booths. The front of your display may not, in any way, extend further than your allotted space. For no reason should your booth be left unattended. If we find that it is unattended it may affect your booth placement for the following year.

**G. BOOTH SIGNAGE:** All booths **MUST** have the business name or organization clearly identified in a professional manner. **NO HAND WRITTEN SIGNS.**

**H. ELECTRIC:** 110 volt electrical hookups are provided. If other electrical arrangements are needed, they must be specified on the Space Rental Agreement. If during the show you require extra electrical needs that were not paid for in advance, you will be billed for the electrical fee, as well as a \$50 administrative fee. **Exhibitors must provide their own extension cords.**

**I. TABLES & CHAIRS:** Exhibitors must provide their own tables and chairs, or these items may be rented from Fargo Rental, by completing the enclosed order form. **Please send a separate check and the order form for these items, to Fargo Rental 701-532-1448, 3201 32nd St S Fargo, ND 58104.**

**J. INTERNET CONNECTION:** NDWS is equipped with wireless internet; due to large amounts of people connecting however, we **DO NOT** guarantee connectivity at all times. **There are limited hardline internet connections in Aisle E, spaces 77-92, for an additional rental fee of \$50.**

**K. CHECKING IN:** Exhibitors ***must check in at the Guest Services Booth, located inside the main entrance doors, prior to booth set-up.*** This includes exhibitors who have booths in the South Exhibit Building. If someone is not at the booth, there will be contact information for the Commercial Exhibit Coordinator. Please do not start setting your booth up until you have checked in.

**L. SET-UP, EXHIBIT HOURS AND TEAR-DOWN:**

**1. MAIN BUILDING & South Exhibit Building SET-UP:** Installation and set-up of all exhibits will take place on Monday March 8th 10am to 7pm and Tuesday March 9th 8am to 8pm. **Any space not claimed by 5pm on Tuesday, March 9th, may be sold or reassigned by NDWS Management. Please contact our office for any special requests.**

**2. BULK SPACE EXHIBITORS** will be contacted with move-in time.

**3. EXHIBIT HOURS** **Main Building & South Exhibit Building**

	<u>OPEN</u>	<u>CLOSE</u>
Wednesday March 10	9 am	7 pm
Thursday March 11	9 am	7 pm
Friday March 12	9 am	7 pm
Saturday March 13	9 am	7 pm
Sunday March 14	9am	4pm

\* you may choose to remain stay open later for the night events if you wish

**6. TEAR-DOWN/REMOVAL:** All Exhibits: **May not be removed prior to 4pm on Sunday March 14th.**

**This is after the last event on Sunday the close of the 2021 Show.**

**If your exhibit is removed earlier you will not be asked back to the 2022 Show.**

**M. PARKING:** A vendor parking area will be located on the north side of the building. Handicap parking is available in the gated area on the east side, with a state issued permit. There is **NO** parking allowed in the gated area on the west side of the building. If restocking of your exhibit is necessary, it should be done prior to 9 am each day; you will need to obtain a load/unload pass each time, which will

**N. LIABILITY AND INSURANCE:** Each exhibitor will be required to provide a Certificate of Insurance, naming the North Dakota Winter Show as additional insured, in the amount of \$1,000,000 (one million dollars) Combined Single Limit. ***This certificate must be received in our office by February 12th 2021.***

**O. COVENANTS:**

- Subletting of exhibit space is prohibited.
- Exhibitors involved in taxable retail sales must comply with ND State Tax Laws.
- The posting of printed or written materials, except from a contracted location is prohibited.
- Walking concessions are prohibited and all operating equipment must be attended.
- No alcoholic beverages are allowed in the arena or commercial exhibit area.
- Exhibitors shall conduct business in a quiet and orderly manner, keeping the exhibit space neat and clean. Deposit all rubbish in the garbage receptacles provided and, if desired, sweep booth floor into the aisle prior to departure each day. **Cleanup service is provided each evening in the aisles only.**
- Use of a sound amplification system, either inside or outside, must be approved by the NDWS.
- Business discussions cannot be initiated with persons standing in line for an exhibit or performance.
- NDWS visitors may not be intentionally touched without their prior consent.
- Exhibitor agrees to defend at its own expense, indemnify and save harmless the North Dakota Winter Show from any and all liability penalties, damages, costs, expenses, causes of action and claims in every kind and nature arising from illness, death, bodily injury or property damage to any person whomever, occasioned by or growing out of or in any way connected with the occupation or use of the leased premises or activities associated with this Agreement.
- Exhibitor agrees to sell and will be limited to those products listed on the Agreement.

**P. REVOCATION AND FORFEITURE:** The violation of any of the terms and agreements hereof, shall, at the election of the NDWS Management, work a revocation and forfeiture of all rights and privileges herein granted. NDWS Management reserves the right to remove an exhibitor, at any time, with or without cause.

- Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in the North Dakota Winter Show.

## Area Accommodations

### Valley City, ND

AmericInn, I-94 exit 292	877-845-0007 or 701-845-5551	<b>*Gold Level Sponsor*</b>
GrandStay Hotel & Suites	701-490-3500	<b>*Gold Level Sponsor*</b>
Super 8 Motel, I-94 exit 292	800-800-8000 or 701-845-1140	
Econo Lodge, I-94 exit 292	800-319-5333 or 701-845-5333	
Three Oaks Guest Inn, 530 3 St SE	701-490-6000	
Sheyenne Riverbend Farm, exit 292 & 3 miles south	701-845-1377	

### Tower City, ND: 15 miles east

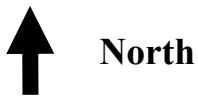
Tower City Inn Bed & Breakfast, exit 307	701-749-2660
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### Casselton, ND: 39 miles east

Days Inn, Hwy 18 & I-94, exit 331	888-847-4524 or 701-347-4524
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### Jamestown, ND: 34 miles west

Quality Inn, Hwy 281 S & I-94, exit 258	800-424-6423 or 701-252-3611
Gladstone Select Hotel, 111 2 St NE	866-748-4466 or 701-252-0700
Budget Lodge, 1009 12 Ave SE, exit 260	888-252-2363 or 701-252-2363
Comfort Inn, 811 20 St SW, exit 258	800-228-5150 or 701-252-7125
Days Inn, 825 20 <sup>th</sup> St SW, exit 258	800-329-7466 or 701-251-9085
Holiday Inn Express, Hwy 281 & I-94, exit 258	800-465-4239 or 701-252-2131
Jamestown Motel, 1018 4 Ave SW, exit 258	800-682-6227 or 701-252-0471
Two Rivers Inn , 408 West Business, exit 258	701-252-0222
Star Lite Motel, 1610 East Business, exit 260	888-252-5112 or 701-252-5111
Super 8 Motel, Hwy 281 S. & I-94, exit 258	800-800-8000 or 701-252-4715
Hampton Inn & Suites	701-952-6500
Fairfield Inn & Suites	701-952-6300



# Main Exhibit Building

## EXHIBITOR

**Main Building Booth Rates**  
(March 10-14) 10'x8' depth

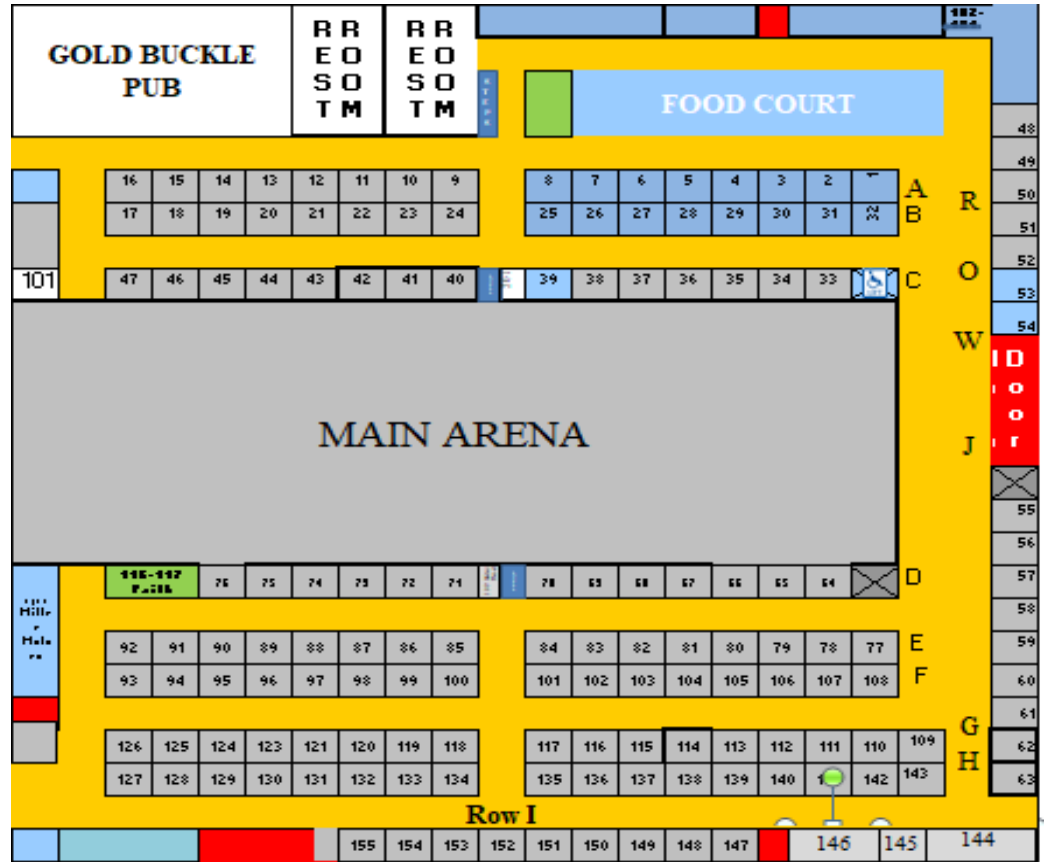
**General Booth Spaces —\$450.00**

**Underneath Bleachers —\$400.00**  
Row C & Row D

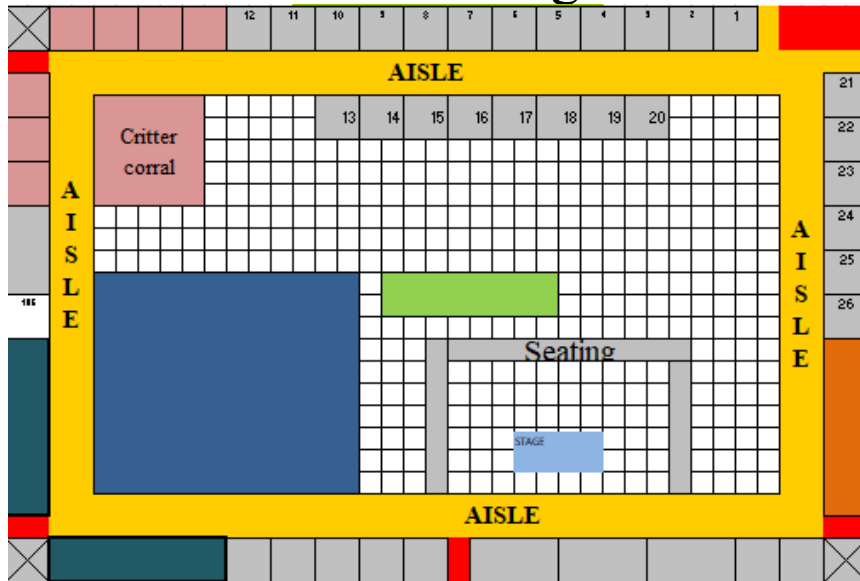
**Corner Spaces —\$500.00**  
Row A 1, 8, 9, 16  
Row B 32, 25, 24, 17  
Row E 77, 84, 85, 92  
Row F 108, 101, 100, 93  
Row G 109, 117, 118, 126  
Row H 143, 135, 134, 127

-----Not Available

**X** Hardline Internet available in Row E 77-92 only. Additional \$50 per space



# South Exhibit Building



## South Exhibit Bldg Booth Rates (March 10-14) 10'x10'

**10x10 space —\$450.00**  
**Bulk Space —\$1.50 per sq. ft. (min of \$700)**  
(Wednesday to Sunday)

\*-- **Bulk Space** is primarily used for booths with large displays or machinery. The front length may not exceed more than twice the booth's depth.

**OUTSIDE SPACE (10'x18') —\$150**  
(display machinery or equipment by the main doors)

*For more information, contact the NDWS:  
1-800-437-0218 or [ndws@northdakotawintershow.com](mailto:ndws@northdakotawintershow.com)*

*View our website,  
[www.northdakotawintershow.com](http://www.northdakotawintershow.com), for updates, or find us on  
Facebook [www.facebook.com/NDWinterShow](http://www.facebook.com/NDWinterShow)*