



International Finals Rodeo 56

Held at the Lazy E Arena on January 15 – 18, 2026

Trade Show Application

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Cell Phone: _____ Email: _____

Website or Facebook: _____

Company Name to be published: _____

List the products or services you are requesting to exhibit: _____

Arena Concourse (<i>Note: not all spaces are 10'x10'</i>)				
Square Footage		X	\$ 6.00	\$
Retail Trailer Display – Outdoor				
Square Footage		X	\$ 5.00	\$
Horse Trailer Display – Outdoor				
Square Footage		X	\$ 3.00	\$
Electrical Services Fee				
110 Volt / 20 AMPS		X	\$ 75.00	\$
110 Volt / 30 AMPS		X	\$ 125.00	\$
220 Volt / 50 AMPS		X	\$ 150.00	\$
Total				\$

Oklahoma Sales Tax Law
MUST provide ONE of the following:
• SSN (Social Security Number) • FEIN (Federal Employer Identification Number) • OK Tax Permit Number • Display Only (if no sales tax collected)
SSN#: _____
FEIN #: _____
OK TAX #: _____
Display Only: _____

Payment Deadline:

50% Deposit: Due with application

Balance: Booth fee must be paid in full no later than **December 15, 2025**.

To submit payment, click on this link: [PayPal Payment](#), which allows you to pay with a PayPal account or any major credit card. Personal checks are not accepted.

Terms and Conditions: Vendors must read and agree to the Terms and Conditions acknowledging required insurance coverage.

The undersigned understands and agrees that a vending space is not confirmed until a completed Trade Show Application and payment in full is received. Also, agrees to the Terms and Conditions of this contract and shall observe and abide by any additional regulations that are communicated for the safety and betterment of the event.

Company Name: _____

Contact Name: _____ Date: _____

Please email this application to the Terri Sharp at TradeShow@IPRARodeo.com

International Finals Rodeo 56
Lazy E Arena / Guthrie, Oklahoma / January 15 –18, 2026
Trade Show Terms & Conditions

The following Terms & Conditions are to assist vendors in preparing exhibits in a manner suitable to the nature of the show. Show Management reserves the right to rule on the suitability of an exhibit prior to, or during, the course of the show. Show Management has the right to limit the number of booths selling the same items. Arrangements must be made immediately to conform to proper standards or be declined further use of exhibit space.

OKLAHOMA SALES TAX: Vendors are responsible for collecting sales tax, the rate in Logan County. Vendors that have an Oklahoma Sales Tax permit number must be included within this agreement. If you do not provide this information as requested, state law requires you to remit your sales tax and tourism levy to the Oklahoma Tax Commission online within 15 days following the event. Vendors shall pay or reimburse IFR all taxes resulting from the Vendor's rental of occupancy of exhibition space, display of merchandise, taking of orders or related Trade Show activities, no matter how the taxes are designated or levied.

INSURANCE AND LIABILITY; INDEMNITY. Vendor agrees and understands that IFR and Lazy E Arena (LEA) are not responsible for loss or damage occurring to the vendor's property from any cause whether resulting from, without limitation, fire, storms, acts of God, water damage, air conditions/heating failure, theft pilferage, bomb threats, or roof leaks. Valuables should be secured or packed away each night. Vendor agrees to protect and hold harmless IFR and LEA and each of their respective owners, employees, and other agents, from and against all claims, losses, damages, judgments, expenses, or costs against any and all claims for, injury or damage to persons or property arising out of the activities (whether negligent, intentional or reckless) of the vendor, his agents, employees, invitees, licensees, or guests, to defend IFR and LEA against any and all such claims and to reimburse and indemnify IFR for any loss, damage, expense (including, but not limited to, reasonable attorneys' fees) or payment suffered thereby. The vendor shall maintain in effect and, and upon request, shall supply IFR with a certificate of insurance for comprehensive general liability insurance with combined bodily injury and property damage limits of \$500,000 each occurrence and \$1,000,000 aggregate, and an umbrella liability insurance policy with limits of \$1,000,000.

ADVERTISING: The use of audiovisual equipment is allowed with appropriate volume consideration for neighboring areas and overall show atmosphere. Vendor agrees to conduct all business within the confines of their contracted space.

BOOTH SPACE ASSIGNMENTS: IFR will assign booths in any and all cases. All previous year's vendors will have first right to renew with priority will be given to applicants according to the time their written request is received, availability of requested area, the amount of space requested and the special needs and compatibility of Vendors. IFR reserves the right to rearrange the booth assignments and relocate any exhibit for the betterment of the event.

BOOTH SPACE PRESENTATION: Each booth display must be consistent with the size of the assigned space. Booths may be up to 8' in height at the back and the sides—up to a distance of 5' from the back, then 3' high the remaining distance to the aisle to allow visibility for adjoining booths. Vendors may not, without consent from trade show management, at the time of contracting the exhibit space, construct high side walls or display merchandise in such a way that obstructs the view of adjacent exhibit spaces. All aisles and building exits must be kept free of products, displays, etc., at all times. Aerial signage is permitted above contracted space, not in the aisle, and must be in compliance with all facility and Fire Marshal regulations. All signage within space should be printed and not handwritten. Any exhibits with unattractive or unfinished portions exposed, including at the rear or sides, must be acceptably covered at the Vendor's expense to the satisfaction of trade show management. The assigned space must provide enough room for Vendor personnel.

EVENT PASSES: Any necessary vendor passes for building access will be issued upon arrival at the event.

EXHIBITION HOURS: Vendor shall staff their exhibit space at all times during event hours. Vendor shall be responsible for the conduct of any employees, agents, visitors, or guests of vendor in or about the exhibit space.

FIRE MARSHAL REGULATIONS: All decoration materials must be able to withstand a flameproof test as prescribed by the Fire Ordinances of Oklahoma, and Vendor acknowledges that it is Vendor's duty to examine such fire ordinances. Combustible decorations, such as crepe paper, tissue paper, cardboard, and corrugated paper, shall not be used. Exhibit balloons or similar inflatable materials are prohibited unless anti-inflammable gases are used. All packing containers, excelsior, wrapping paper, etc. are to be removed from the floor and must not be stored under tables or behind displays. Flammable fluids are to be kept in safety containers. Open flames, butane gas, oxygen tanks, tents, EZ-Up tents, space heaters, or microwaves are not permitted without permission from management.

FOOD: The selling/giving away of alcohol, food, or food products, tobacco products, or beverages is strictly prohibited.

PETS: No Pets or live animals, other than service animals, are permitted in the Trade Show area. Dogs in all other areas must be on a leash or restrained. Proof of current Rabies Vaccine must be available upon request. Offering pets for sale is not permitted. Any aggressive animal will be immediately removed. Offering pets for sale is prohibited.

REFUNDS, CREDITS, AND CANCELLATIONS: No booth fee credits will be issued. If written notice from vendor cancelling an exhibit space is received by IFR prior to December 15, 2025, 50% of the funds submitted will be refunded. No refund will be made for cancellations after December 15, 2025. Any exhibit space cancellation after December 15, 2025, resulting from a COVID related health issue will be eligible for a 50% refund of monies received upon receipt of a written physician's confirmation. If the space reserved for the vendor is not occupied by the initial day starting time, the space will be considered canceled and shall revert to IFR without obligation on the part of IFR for any refund whatsoever. IFR shall have the right to assign such space to another Vendor.

SAFETY: Vendor shall take all necessary precautions for the safety of their personnel, other vendors and all other persons and shall comply with all applicable provisions of federal, state, and municipal safety laws, building codes, and ordinances to prevent accidents or injury.

SCHEDULE: The event schedule will be available on the IFR Website.

SPONSOR REQUIREMENTS & TRADEMARKS: IFR has the sole and exclusive right to produce or sell products bearing its logo and show names. Only its designated licensees may distribute such products. Cinch Sponsorship requirements for any vendor selling like item: Competitive Jean, shirts and apparel brands may not offer special promotional deals, either directly or in conjunction with a trade show retailer on their brands at sponsored IFR events. Special promotional deals would include but not limited to any percent of fixed amount discount from the normal retail price, a "by two get one free" arrangement or a gift with a purchase.

TRAILER PARKING: All empty and overstock trailers must be parked across the road on the North Property by the wooden tack shop. **With limited attendee parking, vendor trailers parked in the general parking lots will be towed at the owners' expense.**

VEHICLE PARKING: Vendors may park in any of the general parking areas (please note that the east parking lot will not be available due to construction and the south lot requires credentials) and enter through the South VIP doors (next to the elevator) with your vendor credentials prior to the start of the event. After the event starts you may enter any door with your credentials.