



EXHIBITOR QUICK FACTS

EXHIBITOR MOVE IN:

TUESDAY - Feb. 2 - 8:00 am - 6:00 pm

WEDNESDAY - Feb. 3 - 8:00 am - 5:00 pm

EXPO/SHOW FLOOR TIMES:

THURSDAY - Feb. 4 - 10:00 am - 5:00 pm

FRIDAY - Feb. 5 - 10:00 am - 5:00 pm

SATURDAY - Feb. 6 - 9:00 am - 5:00 pm

EXHIBITOR MOVE OUT:

SATURDAY - Feb. 6 - 5:00 pm - 10:00 pm

SUNDAY - Feb. 7 - 8:00 am - 12:00 pm

Exhibitor move in-out times can be adjusted with communications with Mike ahead of time.

SHOW FREIGHT:

GES also handles the freight for the show, both advanced shipments and direct to site.

ADVANCE SHIPMENT TO WAREHOUSE:

GES

Wild Sheep Foundation Annual Conference

Exhibiting Company Name

Booth #

101 Panther Drive

Reno, NV 89506

United States of America

DIRECT SHIPMENT TO EXHIBIT SITE:

GES

Wild Sheep Foundation Annual Conference

Exhibiting Company Name

Booth #

Reno-Sparks Convention Center

4590 South Virginia Street

Reno, NV 89502

United States of America

The Wild Sheep Foundation provides the following for each 10x10 booth space rented:

- Pipe & Drape
- Company sign and listing in the Convention Program (if fully paid by November 15, 2026)
- 2 Exhibitor Registration Packets. Packets include: Name badges, Wednesday Welcome Back Tickets, Thursday, Friday & Saturday Exhibitor Breakfast tickets, entrance into the Exhibit Hall & Seminars.
- One Complimentary Annual Wild Sheep Foundation Membership to each exhibitor.

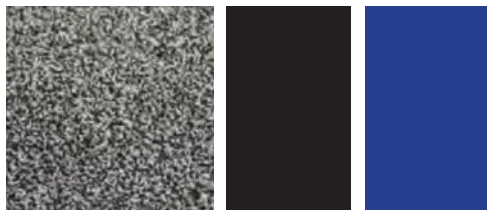
Electricity, chairs and tables are not included in the price of the booth. These items can be ordered directly from GES Expo Services at a later date. WSF encourages our exhibitors to attend the evening banquets and other Sheep Show events. Tickets may be purchased at the prices listed on the registration form.

The rules and regulations stated on the reverse of this agreement, as well as any other addenda to these rules, shall be understood to be part of the Booth Application & Contract Agreement, and the exhibitor expressly agrees to accept and abide by all rules and regulations pertaining to the Exhibit Hall.

2027 SHEEP SHOW FLOOR COLORS

CARPET = PEPPER

DRAPES = GREEN/BEIGE



EXHIBITOR RULES & REGULATIONS

Exhibit booths are open to commercial firms and corporations who regularly provide products or services related to the education, conservation, research, and recreational activities of the Wild Sheep Foundation. Display space is also assigned to non-commercial state and national organizations of similar purposes.

Installation and any fees associated with the set up of exhibit booth is the responsibility of the Exhibitor. WSF personnel will not assist in any of the set up or dismantling of your exhibit display.

The Wild Sheep Foundation (WSF) reserves the right to make changes in booth assignments through February 1, 2027 to ensure an even flow of attendee traffic or to maintain the character of the show.

Non-Exhibitor solicitation is strictly prohibited.

No exhibitor shall assign, sublet or share the whole or any part of the space assigned. No exhibitor is permitted to show goods or services other than those manufactured or dealt in by him/her in his/ her regular course of business and shall be approved by WSF pursuant to the exhibitor application. Collection of applicable state sales tax is the responsibility of the exhibitor making the sale.

There will be no fund raising activities allowed in any booths without explicit approval from the WSF Management.

WSF Management, the building management, officers, directors or staff members of the same will not be responsible for the safety of property of the exhibitors, their agents or employees from theft, damage by fire, accident or other causes. Exhibitors wishing to insure their goods must do so at their own expense.

Breech-loading firearms displayed must be deactivated by removal of the firing pin or otherwise altered so they may not be fired. No gun powder, live rounds or flammable or inherently hazardous or dangerous items may be displayed.

All decorations must be flame retardant or flame proof. All hangings must clear the floor. Electrical wiring must conform with all National Electrical Code Safety Rules.

Exhibits which include the operation of audio visual equipment must be conducted or arranged so as not to annoy or disturb adjacent exhibitors or their customers.

WSF Management reserves the right to restrict exhibits which, because of noise, method of operation, or for any reason are objectionable in the judgement of the management, and also to limit or prohibit any exhibit or evict any exhibitor who, in the opinion of the management, may detract from the general character of the Exhibit Hall as a whole. In the event of such restrictions or eviction, WSF Management is not liable for any refund or other costs incurred by the exhibitor or required to assign him other space.

No exhibit shall be allowed to extend into the aisle beyond the space assigned. Exhibitor constructed sidewalls more than 4 feet high cannot extend more than 5 feet from the rear of the booth to allow unobstructed view of adjacent booths.

Insurance: A Certificate of Insurance as proof of exhibitor's General Liability Insurance at a minimum of \$1,000,000 and naming Wild Sheep Foundation and convention location as additional insured is required by November 1, 2026.

Exhibitors shall not injure or deface the walls or floors of the building, the booths or the equipment of the booths. If such damage occurs, the exhibitor will be liable.

The exhibitor must comply with all federal, state, county and local fire, police, health or public safety laws, regulations or ordinances, which are, or may be applicable to the exhibit covered by this agreement.

These rules and regulations have been formulated in accordance with public safety rules and in the best interest of the exhibitors, WSF Management and its members and visitors. Exhibitors expressly accept and agree to abide by these regulations; and any and all matters, whether or not specifically covered in the regulations, are subject to the sole discretion and final decision of WSF Management. Exhibitor agrees to abide by the determinations of WSF.

Freight Handling

All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under GES jurisdiction.



WEDNESDAY NIGHT KICKOFF DINNER

Join us Wednesday night at the Peppermill for our annual kick off banquet. This event is part of our exhibitor package and gives you a great opportunity to visit with old friends and make some new ones. This ticket will print off with your booth badge at registration when you check in at our kiosks.

FLOOR CREDIT DRAWING:

This is a way that we like to celebrate and support our exhibitors. Attendees enter a raffle that is free to them DAILY to win Floor Credit at our show by going into hall 3 to the floor credit drawing area. This can be spent with any of our exhibitors at the show. The exhibitor takes the certificate as cash and redeems it by taking it to the Exhibitor Registration desk. It is then taken by our team to the accounting office and we will write a check for the amount spent to the exhibitor. The drawings will be for five \$1,000 credits on Thursday, two \$2,500 credits Friday, and one \$5,000 credits Saturday. Each day the floor credit drawing starts fresh requiring attendees to check into the raffle daily. This program is made possible by Floor Credit Drawing Sponsors, so please make sure you give them a shoutout of thanks.

EXHIBITOR WELCOME BACK BREAKFAST:

You are invited to join us for our annual Welcome Back breakfast for Exhibitors. This annual event is a way for us to show our appreciation for your support in helping us make the conservation impact that we do. The breakfast is held in the Mount Rose Ballroom at the Reno Sparks Convention Center from 8 am - 9:30 am to ensure you have time to start the show off at 10 am in the expo hall! This buffet style breakfast with large tables for seating area is a little token of gratitude from WSF, so come and enjoy with us. Tickets will print out automatically when you print your registration for booth personnel on show site.

EXHIBITOR BREAKFASTS:

Please join us for breakfast in the show hall (towards the Full Curl Bar) both Friday and Saturday. While this is lighter menu than Thursday morning, it will still hit the spot after a fun evening at the Sheep Show. The Breakfast is served 8am Friday and serve until just before the doors open at 10am and will be served 7am Saturday until the just before the show opens at 9am.



MOVE IN MOVE OUT:

We are truly blessed to have so many locals and folks that even travel in to make the show such a success. One such group is that of our MiMo volunteers. These folks are here to help shuttle your gear, booth and product to your booth if you are bringing it in with a personal vehicle (commercial carriers go through GES). With some changes at the center this year, we will have to follow the MiMo Marshalling Plan. Exhibitors utilizing the POV system (private vehicles not carriers) will enter from Peckham Lane at Gate 2. From there they will stage into Lot B, B1, & A. Traffic will go south across the front of the center through lot F into Hall 5. Do not enter through any other gate. Please see map on the next page.

WIFI:

The Wild Sheep Foundation offers free WIFI to attendees and exhibitors alike. This can sometimes see a slowdown at peak times of the show. If you are needing dedicated WIFI for your booth, streaming, or point of sale system, the convention center offer the right solution for you. Please see the WIFI Flyer provided by the center. Special note, due to Shopify restrictions, please let the RSCVA staff know if you use the Shopify system so they can ensure you have a smooth show.

SHOW DECORATOR:

For decades the Wild Sheep Foundation has partnered with GES based in Reno NV as our show decorator. They offer carpet, furnishings, and signage along with a variety of other services. They will send out a packet directly to each exhibitor, however their ordering site is <https://ordering.ges.com>



Reno-Sparks Convention Center®

4590 South Virginia Street, Reno, NV, United States



Move in Map

With some changes at the center this year, we will have to follow the MiMo Marshalling Plan. Exhibitors utilizing the POV system (private vehicle carriers) will enter from Peckham Lane at Gate 2. From there they will stage into Lot B, B1, & A. Traffic will go south across the front of the center through lot F into Hall 5. Do not enter through any other gate.

Please note tall items may need to load in elsewhere. Contact Mike for details.



Mike Aiazzi

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