



October 18, 2007

Dear Ocala Vendors:

With our 2007 show season now behind us, we are looking forward to 2008 with the introduction of exciting new improvements over the last season. Based on feedback we received from you during 2007, we are happy to note that the vendor courtyard at HITS Ocala has been expanded so that every space has equal visibility and traffic as the other. Additionally, your input regarding the 10% sales commission compelled us to revisit our overall pricing structure. Consequently we have revised the terms and conditions of your vendor contracts for the purpose of simplifying the pricing strategy, creating less administrative work for you and your staff, and increasing your profitability.

In our effort to ensure the most equitable pricing structure for all our vendors, we have conducted a careful analysis of 2007 season results by vendor type, large and small, and have developed a strategy that tailors weekly rental fees to your particular business. Further, we conducted a market analysis in which we compared our fees to those of our competitor shows to ensure that our prices are competitive and consistent with those of similar shows. Based on this, we have determined a flat, weekly, rate specific to your business that will be payable, in full, upon your arrival.

We anticipate having a great circuit in Ocala and we hope to see you return for the season.

If you have any questions, please do not hesitate to contact me.

Sincerely,

Holly Bachor  
Vendor Relations



319 Main Street  
Saugerties, New York 12477  
845.246.8833  
Fax 845.246.6371  
[www.HitsShows.com](http://www.HitsShows.com)

## 2008 OCALA WINTER CIRCUIT VENDOR APPLICATION

### TERMS AND CONDITIONS

Our policy is to accept vendors as space permits, while limiting the number of vendors with similar wares. Vendors of souvenir items displaying the HITS logo or verbiage, official or unofficial, shall require prior written approval by HITS. Vendors of food or beverage will be excluded. Priority will be given to vendors attending the entire circuit. Vendors will be notified of space availability. HITS reserves the right to reject any application for any reason whatsoever. No specific vendor location or "space" can be guaranteed.

In the event that your application is not accepted, your deposit will be fully refunded. Deposit of an applicant's check does not guarantee their acceptance as a HITS vendor.

If you are identified as a potential vendor and you subsequently satisfy the requirements set forth below, your deposit will be treated as a non-refundable deposit to be applied toward the total amount due to HITS. Please be advised that your application does not constitute a contract with HITS until each of the following two requirements is satisfied: (1) HITS notifies you in writing that you have been identified as a potential vendor, and (2) you satisfactorily provide copies of the requisite insurance certificates and business licenses set forth below.

In the event that you are identified as a potential vendor, you will be required to provide HITS each of the following:

- (1) A certificate of insurance evidencing a policy of One Million Dollars (\$1,000,000.00) per occurrence, Two Million Dollars (\$2,000,000) aggregate in Combined Single Limit Bodily Injury and Property Damage insurance, including products/completed operations naming HITS Holding Corporation and HITS, Inc., doing business in Florida as HITS Ocala Winter Circuit, Inc. A certificate of insurance for Workers' Compensation and Employment Liability in the amount of no less than One Hundred Thousand Dollars (\$100,000.00) per occurrence.

And

- (2) A photocopy of your Florida State Certificate of Authority to Collect Sales Tax, which serves as evidence that you have met the sales and use tax registration requirements for that jurisdiction and that you are authorized to collect and remit tax as required by law.

If HITS notifies you in writing that you have been identified as a potential vendor, you will be forwarded complete information regarding these requirements, including instructions. Failure to satisfy these requirements prior to your arrival will (a) preclude you from entering into a contract with HITS irrespective of the fact that you were identified as a potential vendor; and (b) result in the forfeiture of your deposit.

### PAYMENT

- A non-refundable deposit equal to two weeks of Basic Rent (see 2008 OCALA Winter Circuit Vendor Application) is required with your application.
- Your entire circuit balance is to be paid in full upon arrival.
- All applications received without deposit will be returned.
- Please make checks payable to **HITS, Inc.**
- There will be a **two week** minimum requirement for attending the shows

### MAIL SERVICE

Incoming mail can be delivered to the horse show. HITS is not responsible for loss after package is delivered.



## 2008 HITS OCALA WINTER CIRCUIT VENDOR APPLICATION

Business Name: \_\_\_\_\_

Owner/Representative: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone 1: \_\_\_\_\_ Phone 2: \_\_\_\_\_

Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Description of Business: \_\_\_\_\_

### SHOW DATES

*Please Check Applicable Weeks  
(Minimum of Two Weeks)*

- Ocala Unrated 1**  
*January 22-27*
- Ocala Unrated 2**  
*January 29 – February 3*
- Ocala Winter Classic**  
*February 12-17*
- Ocala Winter Festival**  
*February 19 – 24*
- Ocala Masters**  
*February 26 – March 2*
- Ocala Tournament**  
*March 4 – 9*
- Ocala Winter Finals**  
*March 11 – 16*

### VENDOR SPACE

*Please Check Applicable Space Requirements  
(Space over 35' must be privately arranged)*

- Regular Vendor Space - \$1000 per week\***  
A regular vendor space is for any type of vendor that is not a Tack store. Space allowed is up to 35'.
- Tack Store Vendor Space - \$1500 per week\***  
Space allowed is up to 45'

**\*Payment:**

A deposit equal to two weeks of rent is required with your application. The remainder of your balance for the entire circuit is to be paid in full prior to set up. No Exceptions.

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### SPACE REQUIREMENTS

*Please check one of the following:*

- I have my own mobile unit*
- I have my own tent*
- I need to rent tent space*

*Please describe your space requirements:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**(See prices below and contact our office for size availability)**

**Set Up:** Between Mondays at 12 noon and Tuesdays at 5 pm. **Take Down:** Ending Mondays at 12 noon.

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### TENT FEES

- 10 x 10 = \$100
- 10 x 20 = \$125
- 20 x 20 = \$150
- 10 x 30 = \$200

**\*Prices are based on a weekly rate**



### RV SPACE

If your Mobile Unit is used as a Vendor Site and Living Quarters or if you require a separate RV hookup, you must pay the RV fees. Once ordered, RV fees are non-refundable. **SPACE IS LIMITED** – contact our office for availability. *Please check the following:*

- \$250.00** per week **X** \_\_\_\_\_ weeks = \$ \_\_\_\_\_
- \$1500.00** Series RV (includes pre-weeks) = \$ **1500.00**

**Vendor Site / Living Quarters**

**OR**

**Separate RV Space**

(Please contact our office for availability)

### UTILITIES

- Electrical Service:** 20 amp/110 volt service provided. Additional service charged on a cost basis and must be arranged prior to arrival.
- Phone Service:** A \$50 fee will be charged to hook-up a phone line. Service must be arranged through the telephone company in advance. Call us for information.

### AGREEMENT

I have read the Terms and Conditions of this vendor application and **BY SIGNING BELOW, I AGREE** to be bound by all Terms and Conditions of this vendor application, and further agree to indemnify and hold harmless, HITS, HITS' affiliates, its officers, directors, employees, and agents from all costs, liabilities, attorneys' fees, judgments, and expenses incurred because of or arising out of any claim, assertion, or legal proceeding concerning my obligations under this contract and from any and all claims for injury or loss suffered during or in conjunction with any of the horses shows during which I will be a vendor and for any and all claims arising out of HITS' management of those shows.

X \_\_\_\_\_

**Signature of Owner/Representative**

**Date**

#### OFFICE USE ONLY

- Insurance
- Business License