



# Vendor Rules & Regulations 2024/2025

The 2024/2025 Vendor Rules & Regulations form part of the agreement between the individual vendor and the Desert International Horse Park (DIHP). Matters and questions not addressed in this document or in the DIHP Vendor Terms & Conditions are subject to the decision of DIHP. The Rules & Regulations may be amended by DIHP at any time; notification of amendments will be made in writing to ensure they are binding on both parties.

**RETURNING VENDORS** have until **June 30, 2024**, to complete priority applications for vendor space for our 2024/2025 season. After this date, new applications will be accepted and all applications will be considered on an “as space is available” basis.

**VENDOR APPLICATION PROCESS:** Applications must be completed in full and signed prior to submission. Priority is given to vendors who are also sponsors, and to vendors staying for the entire competition season (National Sunshine Series, Desert Holiday and Desert Circuit).

Vendors may be limited due to prior agreements and to ensure event attendees have access to a variety of merchandise and/or services. DIHP reserves the right to reject any vendor application for any reason or to withdraw acceptance. Receipt of application and fees does not guarantee acceptance.

Vendor applications must be completed online. A link to the online application form can be found at [deserthorsepark.com/vendor-information/](http://deserthorsepark.com/vendor-information/).

In addition to the information contained within this document, please review the [DIHP Vendor Terms & Conditions](#) for the 2024/2025 season. All applicants must verify they have received and reviewed this document prior to their applications being considered.

**VENDOR SELECTION & SPACE ASSIGNMENT:** The criteria below are used when selecting vendors and assigning vendor spaces from approved applications:

- The order in which the application is received.
- The duration of time requested (full-season requests receive priority).
- Suitability of product and/or services with our event demographic.
- Vendor space preferences are honored where possible.

**VENDOR APPLICATION PROCESSING FEE:** A \$200.00 processing fee is required at the time of application submission for ALL applicants (new and returning); applications submitted without the processing fee will not be considered. If accepted, the processing fee will be applied toward the total vendor fees for the season. The processing fee is non-transferrable and non-refundable under any circumstances.

**VENDOR DECISION NOTIFICATION:** Applicants are notified via email once their application has been reviewed and accepted. A DIHP Vendor Agreement is sent upon approval of the Vendor Application; the Agreement must be completed, signed and returned by the date stated within the agreement with payment due to confirm and hold vendor space.



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**CERTIFICATE of LIABILITY INSURANCE:** A current certificate of insurance is required by all vendors at least five (5) days prior to arrival at the venue. This policy must be valid for at least thirty (30) days following the last day as a vendor at DIHP to be accepted. The minimum policy requirements are as follows:

- \$1,000,000 per occurrence.
- \$2,000,000 aggregate in combined single-limit bodily injury (including death) and property damage insurance, including products/completed operations.
- Coachella Horse Park LLC, a Delaware limited liability company doing business as Desert International Horse Park, named as Specifically Designated Additional Insured.
- A certificate of insurance for Workers Compensation and Employment Liability in the amount of no less than \$100,000 per occurrence.

**PAYMENT:** Regardless of the preferred method of payment for vendor fees, a DIHP Credit Card Authorization Form **MUST** be completed by every vendor and is kept on file for thirty (30) day following the end of the vendor agreement in the event of payment issues or as otherwise provided in the agreement. The non-refundable \$200.00 vendor application processing fee will be processed using the card on the authorization form; checks, cash or other forms of payment are not accepted for the application processing fee. If your application is accepted, this fee will be applied toward the total vendor fees for the season; vendor fees (the application processing fee excluded) may be paid by credit card, check, wire or ACH.

**\*NOTE: A 3% credit card surcharge will be applied to all fees paid via credit card.**

**PAYMENT PLANS:** Payment plans are offered only to those who are participating for the entire season (14 weeks of competition) OR for the entirety of Desert Circuit (10 weeks).

- **Full Season:** 25% at time of signing agreement; 25% on October 1; 25% on December 1; balance owing on February 1
- **Desert Circuit only:** 25% at time of signing agreement; 25% on December 1; 25% on January 1; balance owing on February 1

**Wiring & ACH Instructions:** All wire fees incurred at the expense of the sender/remitter.

- Bank Name & Address: Wells Fargo Bank, N.A. 420 Montgomery Street San Francisco, CA 94104
- Wire Routing Transit Number: SWIFT/BIC code WFBIUS6S
- Beneficiary Name & Address: Coachella Horse Park LLC PO Box 5700, La Quinta, CA 92248
- Beneficiary Account Number: # 4941530883
- CHIPS Participant: 0407

**LATE PAYMENT FEE & INTEREST:** Payments that are not received within five (5) days of the due date are automatically subject to a \$100.00 late payment fee. Interest on the balance due will also accrue at a rate of 2% per day on the balance owed one (1) day after the invoice due date.

**CANCELLATIONS:** Requests for cancellation of space reservations must be made in writing and received by the Show Office at least forty (40) days prior to the move-in date listed on the signed agreement. Deposits paid are non-refundable and non-transferrable.



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**MOVE-IN/SET-UP & DEPARTURES:** Vendors may move in and begin to set up between 9:00am Monday and 8:00pm Tuesday of their first rental week. After this time, move-in and set-up activities must be scheduled directly with the Vendor Liaison (vendor@deserthorsepark.com) and take place prior to 7:00am OR after the end of the show day for the safety of horses and riders.

Vendors MUST check in with the Vendor Liaison at least 24 hours prior to their arrival. Trailers or tents that are placed in the incorrect location will be required to move or will be moved by DIHP at the vendor's cost. Vendors are responsible for their own set-up labor, fixtures and equipment (including lighting, extension cords, tables and chairs, etc.).

Vendors leaving mid-series or mid-circuit must complete their tear down by no later than midnight on the Sunday of their final vendor rental week.

**SHIPPING & RECEIVING:** Vendors may ship items directly to DIHP up to five (5) days prior to the start of their vendor rental agreement period. Due to restricted storage capacity, shipments received prior to this may be "returned to sender" at the Vendor's cost.

- The following must be used when shipping items to DIHP:  
[Vendor Company Name]  
Attn: [name of person(s) authorized to pick-up the item + phone number]  
c/o 85555 Airport Boulevard, Thermal, CA 92274
- Freight shipments must be pre-approved by the Vendor Liaison and scheduled for Mondays or Tuesdays of show weeks only; vendor or representative must be present for delivery; freight shipments will not be accepted or signed for by DIHP staff.
- Any shipment requiring DIHP staff to assist with loading, unloading or movement of pallets via forklift will be billed to the vendor at a rate of \$100.00 per pallet.

**SECURITY:** It is the sole responsibility of the vendor to safeguard their property before, during, and after horse show hours. DIHP cannot be held responsible for the individual security of each vendor space. DIHP cannot be held liable for any lost, damaged or stolen items. Insurance, if desired by the Vendor, must be obtained by them at their own expense. DIHP assumes no risk: by the acceptance of this agreement, the Vendor expressly releases DIHP of and from any and all liability for any damage, injury or loss to any persons or goods which may arise from and/or in connection with the rental and occupation of said space by vendor and agree to hold and save DIHP harmless of any loss or damage by reason thereof. DIHP assumes no responsibility, whatsoever for any property shipped to or placed in the exhibition area.

**ALCOHOL:** Consumption and/or serving alcohol in vendor spaces is not permitted unless contracted by DIHP Hospitality as per state liquor licensing restrictions. Vendors found to be in violation of this rule may be fined or have their contract immediately terminated.

**SOLICITATION:** No signage or promotional materials are to be exhibited or advertised in ANY manner whatsoever outside of the vendor's designated booth space, anywhere on DIHP property, without written consent from DIHP. All non-approved signage and materials will be removed and disposed of by DIHP.



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**VENDOR PARKING PERMITS:** A limited number of vendor parking spaces are made available on a first-come first-serve basis to those with a valid Vendor Parking Permit. Permits are issued through the Show Office and the number of permits per vendor is based on the size of the rental space.

- Up to 12' space = One (1) permit; up to 30' = Two (2) permits; >30' = Three (3) permits  
Additional permits are subject to availability and at the discretion of DIHP for an additional fee.

## VENDOR RENTAL SPACE PRICING:

- **Food Vendors**
  - Weekly: \$1,000 or 20% of gross weekly sales, whichever is greater
  - Season Price: 12% of gross weekly sales
- **VIP Vendors:** \$2,500/week; limited availability and subject to approval by DIHP Management
- **Other Vendors:** See table below

	Weekly Price	Season Price
<b>DIHP-Provided Tents</b>		
Prices include tent with walls, curtain-style fronts, floor and electrical access.		
10' x 10' Equitex Tent (limited quantity)	\$850	\$11,050
15' x 20' Marquee-style Tent	\$1,200	\$15,600
<b>Vendor-Provided Tents &amp; Trailers</b>		
Based on total length of space required @ approx. 15' deep; price includes electrical.		
Up to 12'	\$600	\$7,800
Up to 20'	\$1,000	\$13,000
Up to 30'	\$1,200	\$15,600
Up to 40'	\$1,400	\$18,200
Up to 60'	\$1,600	\$20,800
Over 60'	\$1,800	\$23,400
<b>DIHP Permanent Vendor Structures</b>		
Price includes electrical.		
<b>Cabin-style Structures</b> 200 sq. feet	\$1,150	\$14,950
<b>Modern Structures</b> 200 square feet	\$1,400	\$18,200
up to 250 square feet	\$1,600	\$20,800
up to 300 square feet	\$1,800	\$23,400
up to 350 square feet	\$2,000	\$26,000
up to 400 square feet	\$2,200	\$28,600
<i>*Custom-built, vendor-financed structures available with long-term vendor agreements</i>		