



VENDOR INFORMATION

2026/2027 Competition Season

RETURNING VENDORS have until July 1, 2026, to submit an application for PRIORITY CONSIDERATION for the 2026/2027 competition season. After this date, all applications will be reviewed and considered equally.

VENDOR APPLICATION PROCESS

Applications must be completed in full and signed before submission. Priority is given to vendors who are:

- Desert Horse Park sponsors
- Seeking vendor space for the full competition season

Vendor spaces 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 deserthorserpark.com/vendor-information/. Applicants must verify they have received and are in agreement with all rules, terms and conditions set forth by Desert International Horse Park.

VENDOR SELECTION & SPACE ASSIGNMENT

These criteria are used when selecting vendors and assigning vendor spaces:

- The order in which the application is received
- The duration of time requested (full-season requests receive priority)
 - Requests of less than two (2) consecutive weeks will be accepted only in select locations and only on a provisional basis
- Suitability of product and/or services with our event demographic
- Vendor space preferences are honored, where possible

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. A non-refundable deposit is required to hold any vendor space.

CERTIFICATE of LIABILITY INSURANCE

A current certificate of insurance is required by all vendors at least five (5) business 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

CANCELLATIONS

Requests for cancellation of space reservations must be made in writing and received by the Vendor Liaison at least forty-five (45) days before the move-in date listed on the signed agreement. Deposits paid are non-refundable and non-transferable.

LOAD-IN DETAILS

Vendors may load in between 8:00 am and 8:00 pm on Tuesday of their first vendor week; please confirm move-in date and time at least 24-hours in advance. Load-in dates/times outside of this timeframe must be approved in writing by DIHP.

Trailers or tents placed in incorrect locations will be required to move or will be moved by DIHP at the vendor's cost.

Vendors are responsible for all set-up labor including sign and lighting installation, fixtures, extension cords, tables/chairs, etc. DIHP will provide sandbags where needed and available.

LOAD-OUT DETAILS

Vendors may load out at the end of the competition on Sunday of their final week of vendor participation. Trailers are not permitted to be moved during competition hours. **Vendors leaving mid-series or mid-circuit must complete their teardown and vacate their vendor location by no later than 9:00 am on Monday following their final week of participation.**

SHIPPING & RECEIVING

Vendors may ship items directly to DIHP up to five (5) business days before the start of their vendor rental agreement period. Due to restricted storage capacity, shipments received before this may be "returned to sender" at the Vendor's cost OR charged a holding fee of \$5.00 per item/per day.

The following must be used when shipping items to DIHP:

Desert International Horse Park

85555 Airport Boulevard, Thermal, CA 92274

Attn: [name of vendor and/or person(s) authorized to pick-up the item]

Freight shipments must be pre-approved with DIHP and scheduled for Mondays or Tuesdays of competition weeks only. A vendor or vendor representative must be present to receive and sign for freight shipments.

Vendor shipments requiring use of a DIHP forklift and/or tractor will be billed to the vendor at a rate of \$100.00/hour OR \$50.00 per pallet.

DIHP is not liable for damage, theft or loss of any items shipped to/from the Horse Park.

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 nor be held liable for any lost, damaged or stolen items. DIHP assumes no risk or liability for any damage, injury or loss to any persons or goods which may arise from and/or in connection with vendor-related activities.

SOLICITATION

No signage or promotional materials are to be exhibited or advertised in ANY manner whatsoever outside of the vendor's designated booth space without written consent from DIHP. This includes posting flyers on course boards outside of competition rings, buildings, washrooms; placing materials inside of VIP and ring viewing structures, etc. All non-approved signage and materials will be removed and disposed of by DIHP.

VENDOR PARKING PERMITS

A limited number of vendor parking spaces are made available to those with a valid Vendor Parking Permit. Spaces are not guaranteed as the parking spaces are shared with DIHP staff and are available on a first come first serve basis. Permits are issued through the Show Office, and the number of permits per vendor is based on the size of the rental space and at the discretion of show management.

Permits are non-transferable and for use solely by persons working inside a paid vendor location on a full-time basis. Persons found to be abusing vendor parking privileges will have their pass(es) removed. DIHP reserves the right to change or restrict the number of permits issued at any time and for any reason.

VIP ACCESS FOR VENDORS

Vendors may purchase weekly VIP access passes at a reduced rate through the Vendor Liaison; there are no discounts available for single-day VIP passes. Passes are exclusively for those working in a full-time capacity at an active vendor location. DIHP reserves the right to limit the number of vendor passes issued on any given week and to any single vendor.

Passes are valid for food and beverages for one (1) person per day; passes are non-transferable once issued for the day. Pass holders must not take food and/or beverages outside of VIP for consumption by a person(s) not holding a paid VIP pass for that day. Persons found to be abusing VIP privileges will have their privileges revoked and/or be charged for additional VIP passes at the sole discretion of DIHP management.

GUESTS VENDORS / POP-UP SHOPS

Subletting vendor space is not permitted. Full-season vendors are permitted to have one (1) guest vendor or 'pop-up shop' vendor for a maximum of one (1) week per season if the following conditions are met:

- Original vendor's products remain the primary items/services offered at the vendor location
- A guest or pop-up vendor is restricted to one (1) week of participation per season (i.e. they cannot be a guest vendor or host pop-up shops at multiple DIHP vendor locations during the same season)
- Any vendor who wishes to have more than one guest vendor or pop-up per season must seek prior written permission from DIHP management; approvals are solely at the discretion of DIHP management

VENDORS & DOGS

As per USEF Rules, dogs are not permitted to be loose ANYWHERE on competition grounds and must be held on a leash or otherwise restrained. This includes all areas in and around vendor row and vendor buildings. Failure to comply may result in fines, expulsion and/or loss of vendor privileges without refund.

Vendors with dogs in their care must adhere to the following:

- Dogs must be on a leash at all times, including when they are inside the vendor location, for guest/customer safety and security
- Dogs must never be left unattended outside the vendor location, whether tied, crated or otherwise
- Dogs may be left unattended inside the vendor location - with doors secured - for a maximum of 15 minutes (sufficient time for a vendor to use the washroom, purchase food/beverages, retrieve a parcel from the mailroom, etc.); if the dog is disruptive during these periods of time (barking, whining, scratching, etc.), this option may be revoked
- Any dog that is disruptive, disrespectful or dangerous - as determined by and at the sole discretion of DIHP management - will not be permitted to return to the facility

ALCOHOL & SPECIAL EVENTS

For licensing, security, and liability reasons:

- Vendors may serve alcohol at their vendor location only when pre-approved by DIHP management (e.g. a sip-and-shop event)
- Vendors must responsibly serve alcohol, ensuring customers and guests are not underage, not over-served, and are not placing themselves or others at risk of harm or injury
 - Persons serving alcohol must not be consuming alcohol (Note: Bar service staff can be hired through The Palm Club/Contemporary Catering - please email sponsor@deserthorsepark.com for details)
- Vendors must not host events or gatherings in their spaces after the end of the competition day unless approved by DIHP management

VENDOR PRICING

VIP Vendors

A limited number of vendor spaces are made available each season in the Horse Park's VIP hosting pavilion (The Palm Club). Selection is subject to approval by DIHP Management. VIP vendors are not readily accessible to those without VIP access; please contact our Vendor Liaison for more information

- Vendor fees in VIP do not include the cost of tent rental/construction, DIHP staff resources (eg. moving pallets), etc.
- VIP vendor fees include one (1) weekly VIP Vendor Pass
 - All vendor staff working in VIP must have VIP access privileges
 - Additional passes may be purchased at a discounted rate for vendor staff use only

Food & Beverage Vendors

Food and beverage vendors may choose to pay a set weekly fee OR a percentage of gross weekly sales.

A bi-weekly sales report and remittance of fees to the Show Office is due on the Wednesday of each new competition week. Please email to report to bmatteson@deserthorsepark.com

- \$1,000/week or 12% of gross weekly sales, whichever is greater

All Other Vendors

Vendor Buildings	Sunshine Series	Desert Holiday	Desert Circuit Weeks 1 - 2	Desert Circuit Weeks 3 - 10	Desert Circuit Weeks 11 - 12	Total Cost	Full Season Discounted Price
	price per week	price per week	price per week	price per week	price per week		
up to 200 sq feet **	\$1,080	\$960	\$744	\$1,200	\$744	\$16,848	\$15,080
up to 300 sq feet **	\$1,350	\$1,200	\$930	\$1,500	\$930	\$20,820	\$18,635
up to 200 sq feet	\$1,350	\$1,200	\$930	\$1,500	\$930	\$20,820	\$18,635
up to 250 sq feet	\$1,508	\$1,340	\$1,039	\$1,675	\$1,039	\$23,249	\$20,810
up to 300 sq feet	\$1,710	\$1,520	\$1,178	\$1,900	\$1,178	\$26,372	\$23,605
up to 350 sq feet	\$1,890	\$1,680	\$1,302	\$2,100	\$1,302	\$29,148	\$26,090
up to 400 sq feet	\$2,070	\$1,840	\$1,426	\$2,300	\$1,426	\$31,924	\$28,570

**Older-style cabins with no A/C

VENDOR PRICING (Cont.)

All Other Vendors (Cont.)

Vendor Trailers	Sunshine Series	Desert Holiday	Desert Circuit Weeks 1 - 2	Desert Circuit Weeks 3 - 10	Desert Circuit Weeks 11 - 12		Full Season Discounted Price
Decks/tented space included	price per week	price per week	price per week	price per week	price per week	Total Cost	
up to 300 sq ft	\$945	\$840	\$651	\$1,050	\$651	\$14,574	\$13,045
up to 450 sq ft	\$1,276	\$1,134	\$879	\$1,418	\$879	\$19,675	\$17,610
up to 600 sq ft	\$1,658	\$1,474	\$1,143	\$1,843	\$1,143	\$25,577	\$22,890
up to 750 sq ft	\$2,156	\$1,916	\$1,485	\$2,396	\$1,485	\$33,251	\$29,800
up to 900 sq ft	\$2,695	\$2,396	\$1,857	\$2,994	\$1,857	\$41,563	\$37,200

Roadrunners Plaza	Sunshine Series	Desert Holiday	Desert Circuit Weeks 1 - 2	Desert Circuit Weeks 3 - 10	Desert Circuit Weeks 11 - 12		Full Season Discounted Price
Includes tent and walls	price per week	price per week	price per week	price per week	price per week	Total Cost	
10' x 10' tent space	\$450	\$400	\$310	\$500	\$310	\$7,020	\$6,285
20' x 10' tent space	\$720	\$640	\$496	\$800	\$434	\$9,828	\$8,800

VIP / The Palm Club	Sunshine Series	Desert Holiday	Desert Circuit Weeks 1 - 2	Desert Circuit Weeks 3 - 10	Desert Circuit Weeks 11 - 12
Tent not included	price per week	price per week	price per week	price per week	price per week
Up to 300 sq foot	\$2,700	\$2,400	\$1,860	\$3,000	\$2,100

PAYMENT

Short-term vendors - those staying less than 12 weeks minimum - are due in full upon signing to reserve space. No short-term space is considered to be confirmed without payment in full.

PAYMENT PLANS

Payment plans are offered exclusively to those participating for the entire season (16 weeks of competition) OR the entirety of the Desert Circuit (12 weeks).

Full Competition Season:

- 25% due on July 1 or upon signing the vendor agreement, whichever comes first
- 25% due on October 15
- 25% due on December 31
- 25% or balance owing on or before February 15

Full Desert Circuit:

- 25% due on July 1 or upon signing the vendor agreement, whichever comes first
- 25% due on November 15
- 25% on January 15
- 25% or balance owing on or before February 15

NEW IN 2026: Vendors paying by check must provide post-dated checks for all installments before moving into their vendor space.

WIRING & ACH INSTRUCTIONS: All wire fees are incurred at the expense of the sender/remitter.

- Beneficiary Name: Coachella Horse Park LLC
- Beneficiary Address: PO Box 5700, La Quinta, CA 92248
- Bank Name & Address: Wells Fargo Bank, N.A. 420 Montgomery Street, San Francisco, CA 94104
- Beneficiary Account Number: # 4941530883
- CHIPS Participant: 0407
- ABA Routing# 121000248
- SWIFT/BIC code: WFBIUS6S

CREDIT CARD PAYMENTS

A 3% credit card surcharge will be applied to ALL fees paid via credit card.

LATE PAYMENT FEE

Payments that are not received within fifteen (15) business days of the due date are automatically subject to a \$100.00 late payment fee. This fee is non-negotiable, effective September 1, 2026, and will be applied to all past-due accounts.

NSF FEES

Any returned payment is subject to a minimum NSF fee of \$45.00 (may be more than this depending on the fees incurred by DIHP).