

**THE WORLD CHAMPIONSHIP OF COWBOY ACTION SHOOTING
AND WILD WEST JUBILEE!**

FOUNDERS RANCH • NEW MEXICO



31st Annual

**VENDOR
REGISTRATION**

JUNE 16TH-24TH, 2012

WWW.SASSNET.COM



VENDOR REGISTRATION



END OF TRAIL 2012

FOUNDERS RANCH, NEW MEXICO · JUNE 16-24, 2012



SUTLERS, VENDORS & DRUMMERS

END of TRAIL, the World Championship of Cowboy Action Shooting & Wild West Jubilee will celebrate its 31st Anniversary, when the grand-daddy of them all returns to Founders Ranch, New Mexico, June 16-24, 2012. In addition to the shooting competition stages, END of TRAIL's theme of "The Centennial Anniversary of New Mexico Statehood" will carry throughout its entertainment, costume contest and exhibitions that will include engagements with some of the nation's most prolific Wild West authorities.

The Nation's oldest and largest Cowboy Action Shooting competition and Wild West festival, END of TRAIL draws close to 1000 authentically dressed competitors from around the world to vie for the World Championship of Cowboy Action Shooting. A western United States tradition dedicated to preserving the history of the Old West, End of Trail is a celebration of the Old West Cowboy lifestyle, surrounded by a festival open to the public and featuring traditional entertainment and activities for the entire family.

This prestigious event is widely regarded as one of the premiere shooting competitions of the past decade and has grown into the largest Western festival in the nation, drawing more than 3,000 spectators in 2011.

THE DEMOGRAPHICS

Cowboy Action Shooting competitors, their families, friends and fans represent a very diverse, upscale audience with a large discretionary spending capability. In 2011, END of TRAIL drew competitors and spectators from throughout the U.S., Canada, Italy, Germany, France, Czech Republic, Austria, South Africa, Australia and New Zealand. Cowboy Action Shooting is unusually appealing to women. Historically, more than 20% of the competitors are women, significant as compared to many other shooting disciplines. Cowboy Action Shooting attracts "participant" spectators, family, friends, and fans that participate both actively and vicariously through their costuming and in the competition. Most Cowboy Action Shooters save all year long in order to have money to spend with the vendors at END of TRAIL,

much like the drovers of 1880 did upon reaching the end of their cattle drives.

END of TRAIL is the foremost Cowboy event of the year in the Western United States and provides a unique marketing opportunity for a limited and select group of quality vendors. END of TRAIL is your opportunity to enhance your image, product awareness, and sales in the Western lifestyle, outdoor, and sport-shooting marketplaces. Showcase your goods of saddlery, tack, bits, spurs, and Western arts and crafts. Authentic Western boots and hats are always among the most popular items offered. Other best sellers include cowboy clothing, art, leather goods, authentic and reproduction firearms, Cowboy accouterments, and Western or nostalgic collectibles, along with many other items.

PROFESSIONAL PROMOTION

END of TRAIL is supported by a professional marketing campaign administered by the SASS Marketing Division. A complete graphics campaign of flyers, posters and post cards are mailed and distributed to thousands of individuals, Western retail outlets and Western events including the December SASS Convention in Las Vegas and dozens of SASS sponsored Cowboy Action Shooting matches. The advertising budget includes national as well as local media including Western Horseman, I.M. Cowgirl, American Cowboy, and Guns of The Old West Magazines. A special emphasis will be placed on New Mexico media including billboard, local radio and television and in particular the Albuquerque Journal and its network of regional weekly papers and special editions.

In addition, an aggressive public relations campaign will focus on the 31st END of TRAIL as it celebrates "The Centennial Anniversary of New Mexico Statehood", utilizing a comprehensive press release and photo campaign and feature article solicitation of all New Mexico media.

THE LOGISTICS

END of TRAIL is a seven-day outdoor event, held Monday through Sunday. The venue is Founders Ranch, SASS' World Premiere Cowboy Action Shooting facility located 25 miles east of Albuquerque, New Mexico. This shooting event complex features easy access to the event from surrounding states and is situated just six miles from New Mexico's primary east/west corridor, Interstate 40.

Vendors may begin setting up as early as Friday, June 15. All vendors must complete setup by sundown on Tuesday, June 19. There are no camper hookups. Electrical service to booths is available on a limited basis, first come-first served.

Event hours for the public are 8 A.M. till 5 P.M. Friday, June 24 thru Sunday, June 24. END of TRAIL is closed to the public all days prior to June 22. Vendors are invited to participate in the evening activities along with the shooters



and their families and friends. Wednesday and Thursday evening will feature a special program of cowboy music and cowboy poetry. On Friday and Saturday evenings, the program will feature live cowboy music. All vendors are encouraged to get in the spirit of the event and dress in old-time Western attire. The time period represented is 1870's to 1900. Baseball caps, tennis shoes, and T-shirts are not appropriate for our program. Please dress appropriately!

ADVERTISING

END of TRAIL 2011 will feature a four-color deluxe program magazine. A limited amount of advertising space will be available to our vendors. The program is distributed to every participant, vendor and sponsor and sold to the public as a souvenir of the event. Ad rates are as follows:

	B&W	COLOR
Full Page	\$700.00	\$1,000.00
2/3 Page	\$550.00	\$750.00
1/2 Page	\$450.00	\$600.00
1/3 Page	\$400.00	\$550.00
1/4 Page	\$300.00	\$450.00
1/8 Page	\$225.00	n/a

May 1, 2012, is the deadline for placing an ad in the END of TRAIL program. The above rates are based on the advertiser providing your ad via e-mail or on disk in PDF or TIFF format. We can assist you in producing an ad for an additional fee. For information on program advertising, please contact the SASS office at (505) 843-1320.





VENDOR REGISTRATION

END OF TRAIL 2012

FOUNDERS RANCH, NEW MEXICO · JUNE 16-24, 2012



REGISTRATION

- You must be a SASS member to sell at END of TRAIL.
- END of TRAIL is open to Vendors offering merchandise and services relating to the Old West.
- Previous END of TRAIL vendors have first priority for acceptance if application, signed release form, and deposit, are received, postmarked by April 1, 2012. Applications received after that date will be considered on a first-come, first-served basis, until the remaining booth spaces are filled.
- END of TRAIL vendor space is limited and WILL SELL OUT. Registration will close when all booth spaces are sold. SASS reserves the right to refuse entry to anyone.

SALES TAX PERMIT

- SASS will be supplying your company's contact information to the State of New Mexico Special Events Tax Examiner's office prior to End of Trail. Included in your Vendor Packet are the required forms you must complete and return to their office at the close of the event. It is your obligation to complete and return the appropriate forms. If you have additional questions regarding the Special Events tax, contact the New Mexico Special Events Tax Examiner at 505-841-6266.

TEMPORARY BUSINESS LICENSE

- Every Vendor must obtain a temporary business license through Torrance County. You may request an application by calling: (505) 246-4735. There is an \$8.75 fee for this application.

CERTIFICATE OF INSURANCE

- Every vendor must provide a Certificate of Insurance.

BOOTH SPACE FEES

- Suttler's Row
\$300.00 (1st booth)
\$275.00 (2nd booth Frontage)
\$250.00 (2nd booth Deep)
\$250.00 (Each additional booth)
10' x 10' booth (Front cover, 1 table/2 chairs per 10' x 10' space) - Two END of TRAIL Vendor badges per 10' x 10' space.

SELF-CONTAINED BOOTHS

- Fees are for tent dimension only. There is no charge for Guide Ropes.
\$200.00 for first 200 sq. ft.
\$0.50 for each additional sq. ft.
Four END of TRAIL Vendor badges per 200 sq. ft.
Additional END of TRAIL Vendor Badge - \$35.00

Please note: Security at END of TRAIL is strictly enforced. All participants and vendors are required to wear issued credentials to access the event. Be sure to secure credentials for additional staff in advance to prevent any conflicts.

BOOTH RESERVATIONS AND DEPOSIT

- A deposit of \$100.00 per booth received with your reservation will hold your space.
- Full payment is due and payable on May 12, 2011 or space and deposit will be forfeited.

- Refunds (subject to a cancellation fee of \$50.00) will be made in the event of vendor cancellation by May 1, 2012. Absolutely no refunds will be issued after May 1, 2012.

ALL BOOTHS

- Booths are 10'x10' covered tent style with enclosed back and sides and front curtains.
- Booths less than 20'x20' come complete with one 6' table, two chairs, and two vendor passes. Booths 20'x20' and larger come complete with two 6' tables, four chairs, and four vendor passes.
- Buffer Zone. Vendors cannot place displays of any kind beyond 36 inches from the front of tent, including merchandise, props and signage.
- Trash pickup is the responsibility of vendor in the vicinity of their exhibition space out to five feet. Vendors who leave behind excessive trash after the event will not be invited back.
- Booth Sharing. Vendors are allowed to share booths providing each entity registers and provides proof of resale license and insurance. All booth sharing must be approved by SASS. Violators will be escorted from the property immediately and banned from future SASS events.
- Set-up can begin Friday, June 15. All vendors must be set up before sundown, Tuesday, June 19. Vendors can start packing up Sunday, June 24 after 4 p.m.
- Hours for the public are 8 a.m. to 5 p.m., Friday through Saturday and Sunday, 8 a.m. to 3 p.m.
- Vendors are encouraged to open earlier and/or close later to serve the shooters and their guests.

SELF-CONTAINED VENDORS

- Self-contained vendors (have your own set-up) are welcome at END of TRAIL.
- Traditional style display must occupy a minimum of 200 square feet of selling area.
- Send dimensions (sketch of layout) and photo with deposit. Deposits will be returned if they do not contain the dimensions and a photo.
- Appearance must conform to the period represented (1870-1900) and be approved by event management.
- Tables and chairs are not included with self-contained set up.

BANNERS & SIGNAGE

- Vendors are allowed to post a sign or banner on their tent. Signage must not exceed the width of their tent and can be no more than 30 inches in height.
- Vendors must not place banners outside their allotted exhibitor space. Banners or signage found outside exhibitor space will be removed and discarded.
- Sandwich boards cannot extend beyond 36 inches from the front of tent.
- Facades are welcome but must not extend beyond the confines of allotted exhibitor space and should not violate fair access of neighboring vendors.

VENDOR PARKING

- Vendor booth includes space for one vehicle with utility trailer per 200 feet of vendor space in a designated vendor parking area. Camping must be

paid for separately. Founders Ranch does not provide free camping.

- After unloading all vehicles must be moved to the appropriate parking areas. VEHICLES ARE NOT PERMITTED IN THE END OF TRAIL TOWN AFTER SETUP IS COMPLETED.
- Vendors are required to display the appropriate Vendor Parking Pass in all vehicles parked on the Ranch. Vehicles without proper identification are subject to towing at vehicle owner's expense.
- There is no parking within the END of TRAIL Town.

CAMPING

- Camping Fees at Founders Ranch are \$50.00 per event and are not included in your vendor fee.
- All camping spaces must be reserved in advance and should be paid for during initial application.
- All camping space is assigned and reserved by space number.
- Founders Ranch is a "dry" campground with no hook-ups or electrical available.
- RV services available through SASS on site.

ELECTRICAL

- Electrical power (115v) is available on a limited basis, first come-first served.
- No power is available for campers or trailers.
- The cost for electricity is \$95.00 and includes one 15 amp. outlet box.
- Vendors that exceed the 15 amp. rating will be removed from the power grid.

SPONSORSHIPS

- Sponsors of the event will be given first priority for vendor space. Suttlers, vendors and drummers will then be given priority based on the timely receipt of their space reservation in the SASS office. If you are interested in becoming a sponsor of END of TRAIL, please call Misty Miller, aka Misty Moonshine at (505) 843-1320.

MISCELLANEOUS

- Pets are allowed at END of TRAIL within the confines of the rented booth space only. If they become a problem you will have to remove them.
- For licensing information on selling items with copyrighted END of TRAIL logos or SASS logos, call Misty at (505) 843-1320.
- We have contracted the services of a professional radio announcer to operate the public address system for END of TRAIL. He will be available to verbally promote your booth over the public address system daily during the event. It is the vendor's responsibility to provide one simple paragraph of desired text when registering for END of TRAIL.

