



COWBOY EXPO & TRADESHOW

Welcome Merchants

April 7th through 10th are the dates selected when, once again, Pocatello, ID transforms into a cowboy mecca. We invite you to participate in the festivities by providing a roundup of Fine Art, Dry Goods, and Cowboy Gear. If you like Cowboys and the Cowboy Way you will want to be in Pocatello for the tenth annual "COWBOY EXPO & TRADESHOW", beginning on **Thursday April 8th through Saturday April 10th**. Set up for vendors will be Thursday, April 8th between 7 a.m. & 1 p.m. Show hours are Thursday 2 p.m. – 6:30 p.m. and Friday and Saturday 9 a.m.-6:30 p.m.

This year's expo & tradeshow will again be held at the Red Lion Inn. Booth spaces are available in 10'X10' at \$275.00, 8' X 10' at \$250.00, 5' X 10' at \$200.00, and we have outdoor spots in 20' X 40' at \$300.00 to accommodate vehicles/trailers and self-contained vendors. These prices are for the ENTIRE run of the show.

This is an exciting event and a \$100.00 deposit received by February 27, 2010 assures your registration. **Booths will be assigned on a first come basis**; consideration is also based on screening for duplication and applicability to the venue. If all spaces are full, your deposit check will be returned; otherwise a copy of the signed contract and booth layout/location will be sent to you. The balance is due and payable at check in. **Cancellations received after March 20th will forfeit their deposit.**

You can get the registration contract off our website at www.DNCFR.org. Please print it and fill it out and mail it to the address at the bottom right corner. Should you have problems with this or do not have internet access, please notify me @ 208 -317-4165 and I can mail a copy to you. Any vendors registered before print time will be listed on promotional material and our website. We are working closely with the Rodeo committee, and will continue incentives such as free admission with a Rodeo ticket stub.

If there is a down side to rodeo week, it may only be that all hotels are filled. Finding lodging at the last minute is, as we understand virtually impossible. If you plan on participating we recommend that you reserve your lodging immediately, or check with the Bannock County fairgrounds office at (208) 237-1340 for the discounted RV Park rates.

Cowboy-up and join us in Rodeo Capital – Pocatello Idaho. We hope to see you at the 2010 COWBOY EXPO & TRADESHOW April 8th through the 10th. Better yet come early and enjoy the finest Rodeo Performance of your life. For more information contact: Dusty Mickelson @ (208) 317-4165 or dustbuster24@hotmail.com.

Sincerely,

Dusty Mickelson
Cowboy Expo & Tradeshow Director