



American Royal Expo SEPTEMBER—NOVEMBER 2010 American Royal, Kansas City, MO

Greetings from the American Royal!

Attached are the dates and rates for all the shows at the 2010 American Royal. Here is a recap of the calendar – and what is new about the individual shows.

CALENDAR

Youth Horse Show	September 4 - 5, 2010	<i>(Added Classes)</i>
Quarter Horse Show	September 9 – 12, 2010	<i>(Earlier)</i>
Arabian Horse Show	September 23 – 26, 2010	<i>(New Format)</i>
H/J & Championship Bull Riding	October 8 – 17, 2010	<i>(Combined)</i>
Livestock Show, PRCA ProRodeo	October 22 – 31, 2010	<i>(Expanding)</i>
All Equine Weekend	November 4 -7, 2010	<i>(More Happening)</i>
Cutting Horse Show	November 10-12, 2010	
Saddle Horse Show	November 16 – 20, 2010	

CHANGES!

Hunter Jumper Show Preview Show is taking place at the same time as the Championship Bull Riding. It is a non-rated Show in Hale Arena, **October 8 – 10**. Vendors are invited to come in early for the Preview Show/CBR. No additional booth charge with the Purchase of the Hunter Jumper “AA” show.

Hunter/Jumper Show now offers an 8-day selling opportunity. The national “AA” rated show is **October 13 – 17**. Last year, exhibitors for the national show came from many states. We anticipate the Preview Show will draw more local exhibitors (estimate 110 horses), and some different exhibitors than those who compete at the national level (estimate 425 horses).

Livestock Show is expanding by adding 5 days and 3 new shows. There will be more shows on the weekend which will attract more exhibitors. Also during the weekend of the Livestock show the American Royal will be hosting a **PRCA Gold Tour Rodeo** which will be the biggest rodeo ever hosted in Kansas City. There are only eight PRCA Gold Tour Rodeos in America and the Royal is excited to be a host in 2010! This tour will draw the top PRCA cowboys and WPRA cowgirls, the best rodeo stock in the country, and will end each night with a concert from famous entertainers. The show will be televised nationally making Kansas City the place to be in October. We are excited to announce that in the Governor’s building during the Livestock/PRCA ProRodeo we will be having Swifty Swine join the Expo. Last year Swifty Swine was a great attraction held outdoors for the American Royal. This season we are welcoming them into the Expo which will add excitement and be a great attraction. The Royals most popular kids activities, Petting Zoo and the World of Ag, will be returning as well.

NEW Everything Equine Weekend!! The American Royal is where you will find thousands of equine lovers on the weekend of November 5-7. We are anticipating 1,200 filled stalls! There will be plenty of action at our facility as we will be hosting the American Royal Barrel Race and for Friday and Saturday evening we will be having a ticketed Draft Horse Show that will also include performances.

Purina is bringing their entertainment trailer again into the Expo this year and will help in drawing traffic through Governor's building during the Livestock/ Rodeo & All Equine Weekend. Once again this year there will be a Round Pen in Governors. This pen will have clinics and demonstrations during the November 4-7 time frame.

It's back! We are opening up **Grand Hall** for select merchandise vendors. For many years Grand Hall has been food only. The Expo Committee will determine who is invited to be a Grand Hall vendor. Selection will be based on product, booth appearance and "what makes sense" for the show and for the vendor. In addition, we will offer Expo Sponsorships to Grand Hall vendors. Let us know if you are interested.

2009 Attendance & 2010 Projections

	<u>2009</u>	<u>2010(projection)</u>
<u>Youth Horse Show</u>	122 horses	150 horses – new dates, added classes
<u>Quarter Horse Show</u>	2,564 entries	2,949 entries (translates to 250/280)
<u>Arabian Horse Show</u>	127 horses	160 horses – new format will be 2 shows in 1
<u>Hunter/Jumper</u>	397 horses	425 horses
<u>CBR</u>	11,750 people	13,000 people
<u>Every thing Equine</u>		1200 stalls (max capacity), 2 ticketed events
 <u>Livestock Show</u>		
	Exhibitors – 1752	Exhibitors- 2000 Animals-3800
	Goats 181, Hogs 681,	Expanding adding more breeds
	Lambs 553	Total Attendance: 8,000
	Cattle 2169	
 <u>PRCA ProRodeo</u>		Total Attendance: 50,000
		(Two additional events this season)
<u>Saddlebred Horse Show</u>	1200 Stalls	1200 stalls – (already at capacity)

See the Schedule/Rates document (enclosed) for a recap of all the rates – and move in/move out dates

There will be a \$50 discount per 10' x 10' booth if full amount is paid prior to August 15, 2010.

This season there is also going to be a special package discount which includes all shows from Sept 4th - Nov 12th

American Royal Shows

Youth Horse

9/4-9/5

\$150 per 10 x10'

Move in: Friday, September 3.

Free with QH Horse

Show runs: Saturday and Sunday, September 4-5.

Move out: Sunday unless staying for Quarter Horse Show (no tear down in between)

Quarter Horse

9/9-9/12

\$250 per 10 x 10' space

Move in: Wednesday/Thursday, September 8-9

Show runs: September 9 - 12

Move out: Sunday 12th

Arabian Horse

9/23 – 9/26

\$150 per 10x10' space

Move in: Wednesday/Thursday, September 22-23.

Show runs: Thursday - Sunday, September 23-26.

Move out: after show Sunday September 26

Hunter/Jumper/ CBR

10/8 – 10/17

\$350 per 10x10' space

Move In: Thursday, October 7 for Preview; Preview runs Friday/Sunday Oct 8-10

National Rated Show runs: Oct 13 – 17 with a Grand Prix ticketed event

Move In: Tuesday, October 12

Move Out: Sunday, October 18

Livestock/ PRCA ProRodeo

10/21 – 10/31

\$525 per 10x10' space

Move In: Wednesday-Thursday, October 20 -21

Show Runs 2 Weeks Starts Friday 22nd- Sunday 31st.

Move Out: Monday 1st

Extravaganza, UHH, Draft Horse, Barrel Race

11/4 – 11/7

\$450 per 10x10' space

Move In: Wednesday, November 3

Show Runs: Thursday- Sunday 4-7.

Move Out: Sunday 7th after Barrel Race

Cutting Horse

11/10 – 11/12

\$150 per 10x10' space

Move In: Wednesdays, November 10 (7am- 11am)

Show runs Wednesday - Friday, November 10 –12

Move Out: Saturday, November 13 after the show unless staying for Saddle Horse Show

UPHA Saddle Horse

11/16 – 11/20

\$625 per 10x10' space

Move In: Monday, November 16

Show runs Tuesday through Saturday, November 16–20

Move Out: after 7:00 pm Saturday night (or Sunday, November 21)

