Presented by
Billings Market Association

Office Use Only

Application & Payment Address:
Yellowstone Expo
PO Box 80145
Billings MT 59108-0145

Voice: (406) 652-6132
www.billingsmarketassoc.com
NO FAX
bma@billingsmarketassoc.com

Event Address:
Billings Hotel & Convention Center
1223 Mullowney Lane
Billings MT 59101

Show Dates: Thurs/Fri/Sat **January 28-30, 2027** Application Deadline: **December 1, 2026**
Move-In: Wednesday, **January 27, 2027**
MARKET HOURS: **Thursday and Friday:** 9:00 a.m. to 5:00 p.m. **Saturday**: 9:00 a.m. to 3:00 p.m.
Showing at the **Billings Hotel & Convention Center in Billings, Montana**
Appointments before & after Official Hours will be accommodated.

**** PLEASE NOTE: This is a WHOLESALE SHOW and not open to the public. Buyers in attendance are from businesses such as Clothing Stores, Gift Shops, Ranch Stores, Museums, Boutiques, Gas Stations, Etc., and are buying merchandise to retail sell in their stores. Show management reserves the right to review & reject any application not applicable to the show.**

Sales Rep Name _____

Address _____ Email _____

City _____ State _____ Zip _____

Phone Number _____ Cell Phone Number _____
Email Address to appear in Buyer's Guide_____
Web Site to appear in Buyer's Guide _____

COMPANY NAMES TO BE LISTED DESCRIPTION OF MERCHANDISE INDEX CATEGORY

_____
_____
_____
_____
_____
_____

INDEX CATEGORIES

1. Made in USA	8. Infant & Kids Clothing	**Other**	
2. Made in Montana	9. Ladies Clothing	16. Food & Beverage	23. Men's Gifts & Grooming
3. Best of the West	10. Men's Clothing	17. General	24. Packaging Materials/Fixtures
Apparel/Clothing	11. Recreation & Activewear	18. Glasses & Sunglasses	25. Pet Supplies
4. Bridal & Special Occasion	12. Ski & Swim Wear	19. Gifts & Collectables	26. Saddles & Tack
5. Coats & Jackets	13. Souvenir T-Shirts	20. Home Accessories	27. Soap, Lotion & Bath
6. Footwear/Boots	14. Uniforms & Workwear	21. Jewelry & Accessories	28. Souvenirs
7. Headwear/Caps & Hats	15. Western Clothing	22. Kitchen Accessories	29. Toys

►►► BOOTH ASSIGNMENT REQUESTS & EQUIPMENT NEEDS ◄◄◄

In which category would you like to be assigned booth space?

_____ Gifts, Food, & Home Accessories
_____ Souvenirs
_____ Apparel / Non-Cash Carry
_____ Western, Men's Clothing & Recreational
_____ Souvenir T-Shirts
_____ Cash & Carry Accessories

If there are **special requests** (neighbors, location, full/no side walls, etc.,) please list. Requests are confidential but not guaranteed.

_____

I am requesting the following size booth which includes pipe & drape:

_____ 10' deep by 10' long .....$ 290.00
_____ 10' deep by 15' long .....$ 435.00
_____ 10' deep by 20' long .....$ 580.00
_____ 10' deep by 25' long .....$ 725.00
_____ 10' deep by 30' long .....$ 870.00
_____ 10' deep by 35' long ....$ 1,015.00
_____ 10' deep by 40' long ....$ 1,160.00
_____ 10' deep by 45' long ....$ 1,305.00
_____ 10' deep by 50' long ....$ 1,450.00

I want one Power Box supplied to my booth: Circle one. YES NO **$15.00 ADDITIONAL CHARGE**
Power MUST be applied for with your application and is non-refundable.

There is no charge for chairs, tables, risers, or clothing racks.
ANY CHANGES IN EQUIPMENT MUST BE MADE BY December 31, 2026

Equipment Needs for my booth: **The venue pulls equipment from storage prior to event so they may not be identical

Quantity
_____ Racks (These sit on the floor & are about 5' long with 1 bar to hang goods from)
_____ 4' Table (4' long by 2½' wide) **Do you want a white tablecloth covering for these? Yes * No**
_____ 6' Table (6' long by 2½' wide) **Do you want a white tablecloth covering for these? Yes * No**
_____ School Table (6' long by 1½' wide) **Do you want a white tablecloth for these? Yes * No**
_____ 8' Table (8' long by 2½' wide) **Do you want a white tablecloth covering for these? Yes * No**
_____ Chairs

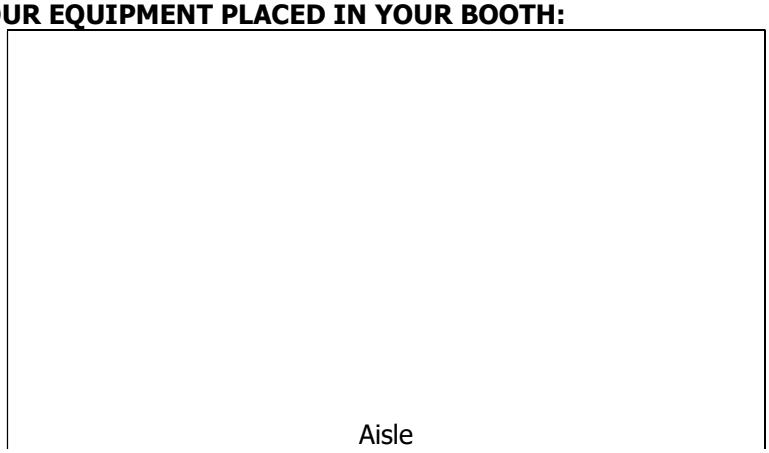
Do you want the plywood risers covered with white tablecloths? Yes * No
_____ 6' Riser: Single (one shelf built on a single 6' Table)
_____ 6' Risers: Double (two shelves built on a single 6' Table)
_____ 8' Risers: Single (one shelf built on a single 8' Table)
_____ 8' Risers: Double (two shelves built on a single 8' Table)

_____ 7' x 2'Grid for use in Booths*
_____ 7' x 2' Display Grid by Registration Desk*
_____ 1 or 2 Shelves available for Display Grids at no additional cost.

*There are extra charges for tablecloths, riser cloths, grid and electricity.

PLEASE DIAGRAM HOW YOU WANT YOUR EQUIPMENT PLACED IN YOUR BOOTH:

(Remember to consider the width of the equipment and to note which tables get risers!)



►►► FEE SCHEDULE All payments must be received by **December 31, 2026** ◄◄◄

Minimum Payments on emailed applications must be received within one week for consideration. **AMOUNT DUE**

Introductory Membership **New as of September 2024, there will be no membership fee for interested or returning exhibitors during your first year. New members include those who have not been active since 2024 & earlier.

Membership Fee (paid annually) .....$195.00 _____
Booth (See Page 2 for charges based on square footage) ..... _____
Power Outlet in Booth (Optional).....$15.00 _____
Linens (Optional) **Please ensure you count two linens for each table that has a riser.....$5.00 each _____
Grids (7' x 2') **for use in Booths:** Grids do not stand by themselves. _____ rental at $10.00 each _____
7' x 2' Display Grid by Registration Desk: _____ @ $30.00 ea. (limit 4 per rep) ..... _____
1 or 2 Shelves available for Display Grids at no additional cost. **Circle** 1 or 2 Shelves
* Each Grid is marked with rep name & booth. Rep is responsible for hardware to attach items. Limited number available.

FULL COLOR Advertising: ½ Page Ad in the Buyer's Guide (7" wide x 4.8" high)..... .. $75.00 _____
Full Page Ad in the Buyer's Guide (7" wide x 9.8" high).....$100.00 _____

Late fee if application & payment is received after December 31, 2026 .....$25.00 _____

_____ **Check enclosed** **Total**_____
If check does not clear, a $10.00 Returned Check Charge will apply.

►►►► A 5% Processing Fee will be added to all Credit Card Transactions

Charge to Credit Card: Visa MasterCard American Express Discover

Name on Card: _____Authorization Code: _____

Account Number: _____Expiration Date: _____

Card Zip Code: _____ Email Address for receipt: _____

The listed cardholders authorize Yellowstone Expo to charge the above credit card for the necessary fees for the Yellowstone Expo Market. Yellowstone Expo reserves the right to charge Exhibitor for the difference between the Exhibitors' estimate of charges and the actual charges incurred.

Signature: _____

Individual Market Buyer Registration List: Each exhibitor attending the market will receive an electronic copy of the Buyer's List of stores attending at **no charge.** If you would like a list of stores who have attended in the past, please make that request to Christy and she will get you one. *We do NOT charge our members for this information and the ONLY person that you should get a list from is Christy (as Show Manager) or a known member of the Board. Just before each event, we tend to get scammers pretending to be us. Please ensure that you are following communication from Billings Market Association or Yellowstone Expo.

This will be sent as an attachment: **(*mark one)*** **PDF** or **Word** or **Excel**

Email Address: _____

Associate Badges: Please list anyone below who will be helping with your booth so we can ensure there are badges

_____
_____
_____
_____

►►► AREA ACCOMMODATIONS OFFERING MARKET RATES ◄◄◄

Please mention you are with Yellowstone Expo to get the reduced rate

Billings Hotel & Convention Center, 1223 Mullowney Ln, (406) 248-7151, $135.00/night(plus tax & fees), full restaurant & bar, free shuttle to and from the airport, just let them know you will need a ride when you make your reservation.

►►► FREIGHT & SHIPPING ◄◄◄

It is YOUR responsibility to ensure freight is shipped and scheduled for pick up for return to/from the Billings Hotel & Convention Center in time for the market. Please ensure that your name, company, and for Yellowstone Expo are clearly marked.

**The Billings Hotel & Convention Center does NOT have a forklift
Yellowstone Expo will charge $2.00 per piece / $5.00 per pallet of freight that the Hotel will need to receive ahead of time for secure storage.

►►► BILLINGS MARKET ASSOCIATION, INC. RULES, REGULATIONS, & CODES OF CONDUCT ◄◄◄

1. Each member participating in Market shall pay the required fees designated by the show contract.
2. Admission to the Market is restricted to registered exhibitors, associates, and buyers. **Badges must always be worn.**
3. There shall be no soliciting of business in the hallways, doorways, or aisles. No Buttonholing. Attendees must be free to attend the market without harassment. Please allow a member to complete their business with a buyer before approaching the buyer.
4. There shall be no gambling, drinking of intoxicating liquors, or use of illegal substances in any exhibitor's booth during show hours of the market.
5. Displays, merchandise, models, signs, & attention-attracting devices shall be confined to the exhibitor's booth only. Noises, including music, audible beyond the exhibitor's booth shall be prohibited.
6. Displays, signs and dress of exhibitors, associates, and models shall be in good taste and consider the broad spectrum of those attending the market.
7. **All booths will be kept presentable and workable during market hours throughout the show. All booths shall be kept open and always staffed during market hours**. (You should have your booth staffed by an associate if you plan an extended lunch hour.) Display limit for the sides of the booth is 7' high. No coverings will be allowed over the top of the booth.
8. **No member or associate shall dismantle or close their exhibit in any manner prior to the official close of the market. This includes any garments, sample bags, hangers, lights, etc. A fine will be levied.**
9. All loss of equipment or damage to furnishings will result in a $100 fine plus the cost of damages to be charged to the member exhibitor.
10. Member exhibitor will be held responsible for actions of any associates, models, or guests, of said member exhibitor.
11. Any formal complaints filed by one member of the Association against another member must be in writing to the President. If any member has a complaint filed against them for buttonholing, the penalty for the first offense will be a warning and for the second offence a $100.00 fine.
12. Only registered service pets will be allowed in the show area.
13. Any samples that are sold during market hours must have a receipt from the salesperson stating the product sold and to whom. Salespeople that sell inventory to accounts must furnish accounts with receipts for all goods being removed from the show area. **Advertising samples for sale can be done by posting a 3 x 5 card on a special bulletin board at the main entrance and/or sign in booth.**
14. Any member who shows in Billings at any other location during our scheduled show is suspended from further participation with BMA/Yellowstone Expo and may be reinstated only with the approval of the officers and directors.
15. Under no circumstances will Billings Hotel & Convention Center or the Billings Market Association, Inc., DBA: Yellowstone Expo accept liability for goods, products, equipment, or personal effects.
16. **Cancellation Policy:** A $150.00 fee will be implemented for cancellation of booth thirty (30) days prior to move in day of Market barring catastrophic circumstances to be determined by the Board.
17. Neither Billings Hotel & Convention Center nor the Billings Market Association, Inc. shall be liable for damages for any delay or default in performing this agreement if such delay or default is caused by unforeseen conditions beyond its reasonable control, including but not limited to Acts of God, fire, flood, tornados, earthquakes, acts of war or terrorism, labor dispute.
18. Everyone will abide by the rules and regulations of our host location - Billings Hotel & Convention Center.

Signature Required _____