



2026 INFO & APPLICATION

PARSONS STADIUM/RODEO OF THE OZARKS

COMMERCIAL EXHIBITORS & FOOD VENDORS

GENERAL RULES

Parsons Stadium and the Rodeo of the Ozarks have established rules for Commercial Exhibitors and Food Vendors not to prohibit sales, but to allow for a safe and attractive environment for the public's experience. The rules and regulations provided are intended to ensure a level playing field for all Commercial Exhibitors/Food Vendors while providing a quality and safe product for the public. Your success is a Rodeo of the Ozarks success, and to ensure such, please adhere to and understand the following rules and regulations:

1. Interpretation and Violation of Rules: The Parsons Stadium/Rodeo of the Ozarks reserves the final and absolute right to interpret these rules and settle and determine all matters, questions and differences in regard thereto or otherwise arising out of or connected with, or incident to, and to amend or add to these rules as its judgment may determine. Any Commercial Exhibitor/Food Vendor who violates any of the rules will forfeit all privileges and be subject to such penalty as the Executive Committee may order.

The Executive Committee shall have the further right to delegate any or all of the rights, authorities, and responsibilities which it has under these Rules to such Show Officials as it deems appropriate.

2. **Application:** The 2026 Application deadline for Vendors is:

March 31st, 2026 for the events in 2026.

Applications must be submitted to: Rodeo of the Ozarks Concessions,
PO Box 1909, Springdale, AR 72765 or emailed to:
rodeo@rodeooftheoark.org

Commercial Exhibitors/Food Vendors will not be considered without a completed and signed application and photos of your exhibit.

3. Background Checks: The Parsons Stadium/Rodeo of the Ozarks reserves the right to conduct background checks on any individuals and/or Commercial Exhibitor/Food Vendor. If the background check results do not comply with the Parsons Stadium/Rodeo of the Ozarks policies and standards, then the Parsons Stadium/Rodeo of the Ozarks has the right to revoke the contract, and any payments made to the Parsons Stadium/Rodeo of the Ozarks shall be forfeited.

4. Photo of your Booth Required: Each Commercial Exhibitor/Food Vendor must provide an exact photo of the booth they intend to bring to the event. A photo must be included in your application. If the booth at the event does not represent the submitted photo, then the Parsons Stadium/Rodeo of the Ozarks has the right to remove the booth from the premises and revoke the contract and any payments made to the Parsons Stadium/Rodeo of the Ozarks shall be forfeited.

5. Acceptable Items for Sale or Display: All items to be sold or displayed must be listed on the Application when submitted to the Parsons Stadium/Rodeo of the Ozarks Office. The Parsons Stadium/Rodeo of the Ozarks will review the list and return a copy of the form to Commercial Exhibitors/Food Vendors with a list of approved items for sale or display if the Application is accepted. Parsons Stadium/Rodeo of the Ozarks will periodically monitor Commercial Exhibitor/Food Vendor booths to ensure that only approved items are being sold or displayed. Failure to comply with this rule will result in immediate eviction from the grounds and forfeiture of all fees paid.

Offensive Items: The Parsons Stadium/Rodeo of the Ozarks reserves the right to prohibit the sale, rental, or display of any item that The Parsons Stadium/Rodeo of the Ozarks Management reasonably deems objectionable from the standpoint of taste, quality, or compatibility with The Parsons Stadium/Rodeo of the Ozarks mission. Some items that will not be considered for sale, give away, or rental include but are not limited to weapons of any kind, lasers, high powered water guns, rubber band guns, toy guns, products made from any endangered animals, unsafe, obscene, pornographic, or drug-related items. There will be no "rebel flags" sold on the grounds.

6. Electricity Reservation: All power requirements must be ordered through the Application Process. Commercial Exhibitors/Food Vendors electrical needs will be determined from the information provided on the Application. Commercial Exhibitors/Food Vendors must list all electrical needs/equipment requirements on the applications. If, upon arrival, Commercial Exhibitors/Food Vendors electrical needs have changed or increased, an additional electrical fee will be charged. **All Exhibitors must use 12-gauge electrical cords!**

7. Contract Execution: If a Commercial Exhibitor's/Food Vendor's Application is accepted, the Parsons Stadium/Rodeo of the Ozarks will send a letter of acceptance and contract for signature.

8. Liability Insurance: Food Vendors at his or her own expense shall provide and maintain insurance coverage in force during the term of this lease (2026) and said insurance shall be contained on Accord Certificate of Liability Insurance and be provided to the Parsons Stadium/Rodeo of the Ozarks before the first event. Food Vendor will provide insurance naming the Parsons Stadium/Rodeo of the Ozarks as Additional Insured on its Policy. This policy will be placed with a company that is satisfactory to the Parsons Stadium/Rodeo of the Ozarks, and that is licensed as an insurance company to provide insurance in the state of Arkansas. The policy shall provide minimum coverage of One Million Dollars and No/100 (\$1,000,000.00) Combined Single Limits for Bodily Injury and Property Damage, per occurrence and One Million Dollars and No/100 (\$1,000,000.00) in the aggregate. The Certificate of Insurance shall contain a thirty (30) day Notice of Cancellation in favor of the Additional Insured. The Parsons Stadium/Rodeo of the Ozarks reserves the exclusive right to reject such evidence of insurance for any reason. Insurance shall be in a form and substance satisfactory to the Parsons Stadium/Rodeo of the Ozarks. No Food Vendor will be allowed to set up on the grounds without approval and acceptance of the necessary insurance form by the Exhibits Department. This proof of liability insurance must be submitted with the Food Vendor Application. Should these insurance obligations not be met at least 1 month before the event, The Parsons Stadium/Rodeo of the Ozarks will revoke the contract, and any payments made to The Parsons Stadium/Rodeo of the Ozarks shall be forfeited.

9. **Refunds:** There will be **NO REFUNDS** for any reason.

10. **Alcohol:** Commercial Exhibitor/Food Vendor is not allowed to consume alcoholic beverages or be under the influence of alcohol while working on The Parsons Stadium/Rodeo of the Ozarks Property.

11. **Advertising:** The Parsons Stadium/Rodeo of the Ozarks and any other trademark or artwork used by the fair cannot be used on any products and/or marketing materials such as advertisements, promotions, or other forms or materials without written consent from The Parsons Stadium/Rodeo of the Ozarks.

Use of Name or Official Logo: No Commercial Exhibitor/Food Vendor may use the official event name, The Parsons Stadium/Rodeo of the Ozarks, its branded name, or its logo without prior written consent from The Parsons Stadium/Rodeo of the Ozarks. This includes the use of the names or logo for any marketing materials, media, or promotions.

12. **Third Party Relationships:** Commercial Exhibitor/Food Vendors may not endorse, display, promote, or sell any third-party relationships. Any violation of this will result in immediate removal of the conflicting booth from the grounds. The Parsons Stadium/Rodeo of the Ozarks will revoke the contract and any payments made to The Parsons Stadium/Rodeo of the Ozarks shall be forfeited.

13. **Pets:** No pets allowed on the grounds.

14. **Prohibited Items:** No weapons of any sort, illegal substances, bicycles, motorized bicycles, skateboards, roller skates, or pets are allowed in the exhibit/vendor area. No video cameras or recording devices of any kind are allowed in the Rodeo Arena.

15. **Security:** There will be night security provided throughout the event. According to the terms of the contract, The Parsons Stadium/Rodeo of the Ozarks assumes no responsibility for any items during Show hours, any items left before or after Show hours, or claims suffered by any loss or theft. Each Commercial Exhibitor/Food Vendor is responsible for their merchandise.

OPERATIONAL RULES

16. Check-in: The following are guidelines put in place to make the arrival and setup of your space accommodating:

- Proceed to the Stadium Office
- Insurance Clearance
- Pay any remaining balances.
- Pick Up Parking Passes /Gate Passes

Move-In

Commercial Exhibitors/Food Vendors must be in place **NOLATER THAN WED at Noon for the Rodeo.** For all other events by **4:00 p.m.** on the date the event is scheduled. Move-In times will be determined by the placement of the Scoreboard. Please call the Rodeo Office for specific times.

ANY COMMERCIAL EXHIBITORS/FOOD VENDORS NOT IN PLACE BY NOON ON JUNE 25th WILL HAVE THEIR CONTRACTS CANCELED AND WILL FORFEIT ANY FEES PAID.

17. Release of Liability and Indemnity Agreement: All Commercial Exhibitors/Food Vendors and their staff will be required to sign a "Release of Liability and Indemnity Agreement." This must be done at Check-in. If additional staff arrives on the grounds after Check-in, it is the Commercial Exhibitor's/Food Vendor's responsibility to make sure that the staff person comes to the Stadium Office to sign the "Release of Liability and Indemnity Agreement". If upon daily inspections, a release is not found for a working employee, the Commercial Exhibitor/Food Vendor is subject to a fine of \$100.00 per occurrence per person, and the employee must then sign the "Release of Liability and Indemnity Agreement" at that time. If on a second inspection, the Commercial Exhibitor/Food Vendor is not in compliance with the Release of Liability, the Commercial Exhibitor/Food Vendor will be escorted from the Fairgrounds and forfeit any fees paid.

18. State Sales Tax ID Number: Commercial Exhibitors/Food Vendors are responsible for displaying their Arkansas Sales Tax Permit and collecting sales tax on items sold, and reporting and paying said tax.

19. Parking: Commercial Exhibitors/Food Vendors will be given two (2) parking passes per trailer or tent to park on the Rodeo grounds. All other staff/employees

will be required to pay the parking fee if parking on the grounds or can utilize freeparking across Highway 265 along airport property.

Ground Passes/Parking: Commercial Exhibitors/Food Vendors will be issued car and gate passes at Check-in. Commercial Exhibitors/Food Vendors are not allowed to distribute car, and gate passes to other Commercial Exhibitors/Food Vendors. These credentials are nontransferable.

- Each Commercial Exhibits booth receives car passes (2) gate passes (2)
- Each Food Vendor receives car passes (2) gate passes (4)

All other staff/employees will be required to pay the parking fee if parking on the grounds or can utilize free parking across Highway 265 along airport property.

20. Hours of Operation: Failure to comply with this rule will result in immediate eviction from the grounds and forfeiture of all fees paid. All Commercial Exhibitors and Food Vendors must be in place no later than 5:30 p.m. Gates Open: **May 16th, 2026, Spring Demo Derby**
June 24th – 27th, 2026, 82nd Annual Rodeo of the Ozarks
July 17th & 18th, 2026, “Buckin in the Ozarks” PBR
August 15th, 2026, Monster Trucks
September 26th, 2026 Fall Demo Derby

Cleanliness of Booth Area: Each Commercial Exhibitor/Food Vendor is responsible for maintaining a neat and clean booth area. All garbage, boxes, materials, coverings, and non-display items must be removed, and all cleaning must be completed at least 30 minutes prior to opening each day. Each Commercial Exhibitor/Food Vendor is responsible for removing their booth trash to the two (2), 30-yard dumpsters. **DO NOT DISPOSE OF BOOTH/FOOD- VENDOR TRASH IN PUBLIC RECEPTACLES.**

21. Signage: Each Commercial Exhibitor's/Food Vendor's booth must post a sign visible to the public which states the company name, menu (if applicable), and prices. The signs must be of a professional nature. No handmade signs will be allowed. Menu and prices cannot change once the Application has been submitted and approved.

FOOD VENDOR SPECIAL RULES

22. Health Code Requirements: All Food Vendors must meet the Washington County, Arkansas Health Department requirements. Noncompliance with health codes is considered a breach of contract. A Health Permit issued by the Washington County Health Department will be required at each location. **YOU MAY NOT OPERATE WITHOUT A VALID PERMIT.**

23. Pouring Rights: In the circumstances that the Parsons Stadium/Rodeo of the Ozarks has sold sponsorship rights to a beverage company, all Food Vendors are required to honor the agreement by restricting the beverages sold in their booth to the agreed upon sponsor brand. This agreement also is to be honored as to the size of container, type of container, signage, and pricing. The Parsons Stadium/Rodeo of the Ozarks retains the right to require the Food Vendor to purchase supplies from the Parsons Stadium/Rodeo of the Ozarks designated sources. Violation of the agreement will result in cancellation of contract with no refund.

24. Trailers: All Food Vendors Must Have Trailers.

- A. All booths will have a complete top.
- B. All booths will be four sided, constructed of vinyl or wood.
- C. All booths will be newly painted and in excellent condition.
- D. All booths must have counters on at least two sides.
- E. Items stored within the booth must be stored in an orderly and attractive manner.
- F. All items must be stored within the booth. Exceptions would include approved items (deemed "approved" by the Parsons Stadium/Rodeo of the Ozarks) such as cooking pits or tanks. These items need to be located at the back of the booth and professionally screened from the public.

25. Food Vendors Booth Fees:

Food Vendors will be required to pay to the Parsons Stadium/Rodeo of the Ozarks all fees prior to the beginning of the event (electrical fees included).

List of Fees for Rodeo of the Ozarks:

Large Trailers with full menus **\$500.00 Per Night**

*Small Trailers (one/two items) **\$400.00 Per Night**

* Small Trailers-ice cream, popcorn, nuts, snow cones, etc.

Commercial (Non-Food) Vendor Space Rental Fees for Rodeo of the Ozarks:

10x10 **\$500.00 Total**

10x20 **\$750.00 Total**

List of Fees for all other Events:

10x10 Trailers **\$100.00 per night**

10x20 Trailers **\$150.00 Per night**

Sales tax must be reported at all our events. Sales tax for Springdale is now 10%.

As always you may contact the Rodeo of the Ozarks/Parsons Stadium Office at 479-756-0464 for questions.

Please complete the Application below if you would like to apply to be one of our food vendors at the Parsons Stadium/Rodeo of the Ozarks. You will find the application below on the next page.

**2026 Parsons Stadium/Rodeo of the Ozarks
Commercial Exhibitor/Non-Food Vendor
Application**

THIS APPLICATION IS NEITHER AN OFFER NOR A GUARANTEE
FOR SPACE. SPACE ARE BY INVITATION OF PARSONS
STADIUM/RODEO OF THE OZARKS ONLY. (Please Print Clearly)

Business Name _____

Contact Name: _____

Mailing Address: _____

Day Phone: _____ Fax#: _____

Email Address: _____ Sales Tax I.D. _____

State: _____ Soc. Sec # or Federal- ID # _____

Type of Unit(s): Trailer

Tent

Other

Size:

Describe:

BOOTH INFORMATION-Please list the items that you intend to sell and/or display at the 2026 Parsons Stadium/Rodeo of the Ozarks.

Food Vendors please provide a menu with the prices for each item.

Items Sold: Food_____ Non-Food_____

PROPOSED ITEMS FOR SALE/DISPLAY

1	2
3	4
5	6
7	8
9	10
	APPROVED: (OFFICE USE)

ELECTRICAL NEEDS

If your space requires electricity, please list the amount below and equipment (fryer, coffee pot, lights, and air conditioners) that will be utilizing the electricity, and the amps needed. **PLEASE BE SPECIFIC-ALL VENDORS MUST USE 12 GAUGE ELECTRICAL CORDS!**

EQUIPMENT	AMPS NEEDED
1	
2	
3	
4	
5	
6	
7	

I, _____, applicant for Commercial Exhibitor/Food Vendor at The Parsons Stadium/Rodeo of the Ozarks Springdale, Arkansas, have read and agree to the 2026 Parsons Stadium/Rodeo of the Ozarks Commercial Exhibitor/Food Vendor Rules & Regulations as set forth in the Commercial Exhibits/Food Vendor Packet. I understand that a violation of any of the rules and regulations will result in immediate cancellation of my contract and the forfeiture of fees paid.

Signed: _____ **(owner)** **Date:** _____

Print Name: _____

Please make sure you have the following turned in with this Application:

- **A completed and Signed Application**
- **Photos of your exhibit/Booth setup that you intend to bring**
- **Complete list of all products and services**
- **Proof of insurance coverage**

PAYMENTS MUST BE PAID BEFOR THE EVENT IF IT IS A 1 DAY EVENT AND THE PBR AND FOR THE RODEO MUST BE PAID BY THE 1st DAY OF THE EVENT

LIST OF WHAT IS NEEDED WITH THE 2026 FOOD VENDOR APPLICATION

- **COPY OF INSURANCE**
- **AFFIDAVIT FOR INSURANCE (WILL FILL OUT 1ST DAY IN OFFICE)**
- **ARKANSAS HEALTH DEPARTMENT PERMIT**
- **COPY OF SALES TAX PERMIT FOR THE STATE OF ARKANSAS**

LIST OF WHAT IS NEEDED WITH THE 2026 NON-FOOD VENDOR APPLICATION

- **SALES TAX CERTIFICATION**
- **INSURANCE CERTIFICATION**
- **AFFIDAVIT FOR INSURANCE (WILL FILL OUT 1ST DAY IN THE OFFICE)**