

DEC. 3-12, 2020
The Expo @ World Market Center
Las Vegas, NV



In conjunction with Vegas Tuffest
Junior World Championship



Welcome Vendors!

Mike and Sherrylynn Johnson would like to extend a personal invitation for you to join us for the MVP Western Christmas Trade Show during the Vegas Tuffest Jr. World Championship this December in Las Vegas, NV! In 2019 we awarded over \$500,000 in cash and awards and 2020 is on track for record breaking payouts reaching towards the MILLION DOLLAR mark which makes Vegas Tuffest Jr. World Championship the premier event of 2020 for our rodeo youth.

A little background....The 2019 Vegas Tuffest Jr. World Championship rocked Las Vegas with 430 youth entries from 30 states and 3 Canadian provinces December 5-8. Here's a few fun facts...

- 34 Qualifiers were held in which contestants qualified to compete in Las Vegas
- 12,000 live webcast views the first day of the event
- 900+ family and friends attended the contestant back number ceremony
- 9 contestants won over \$10,000, 30 won over \$4,000, and 64 won over \$2,000
- Over 25% of contestants won money
- One contestant took home over \$24,000 and one family over \$31,000
- Over \$650,000 in cash and prizes were awarded in our first year with the best sponsors and future talent!

In 2020, Mike and I will be hosting the second annual Vegas Tuffest Jr. World Championship **December 2-7**. We've enlarged our schedule this year to include:

December 8	Vegas Tuffest 19 & under American Hat Company Team Roping
December 9	Open to the World Team Roping
December 10-12	Super 7 5D Barrel Race with added money & Truck Finale

Forty-two qualifiers will be held all over the US and Canada for contestants to earn the right to enter the following eleven events which for the first time will include barrel racing!

- 10 & Under Boys & Girls Breakaway Roping
- 15 & Under Girls Breakaway Roping
- 19 & Under Girls Breakaway Roping
- 12 & Under Boys & Girls Tie Down Roping
- 15 & Under Boys Tie Down Roping
- 19 & Under Boys Tie Down Roping
- 12 & Under Boys & Girls Goat Tying
- 15 & Under Girls Goat Tying
- 19 & Under Girls Goat Tying
- 12 & Under Boys & Girls Barrel Racing
- 19 & Under Girls Barrel Racing

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We will kick off the 2020 Vegas Tuffest Jr. World Championship on Wednesday, December 2nd with a welcome reception and introduction of contestants at Boulder Station Hotel & Casino. We start the competition the 3-7th at 8am. Our event will be live webcasted with 40-70 contestants in each event—for a total of 440-770 contestants—competing in two go rounds spread across Thursday, Friday, Saturday with Sunday and Monday spotlighting the short go and average followed by the Hot Round. Ten contestants will earn a Hotspot in the Hot Round Monday afternoon. The Hot Round winner will walk away with a \$10,000 check with 10th place receiving a check for \$1,000 in addition to money already won in the previous rounds.

These 10 days of rodeo action will all take place under one roof in our new state of the art home, ***The Expo at World Market Center Las Vegas*** which encompasses nearly 98,000 square feet. This brand new facility, located at 435 S. Grand Central Parkway in Downtown Las Vegas, is 15 minutes from McCarran Int'l Airport and less than 10 minutes from The Strip where contestants and guests alike will have access to 140,000 hotel rooms, thousands of dining options, and endless entertainment choices.

Because of our wonderful new facility, we will be offering for the first time a world class trade show, the MVP Western Christmas. We are expecting around 200 booths this first year. Shepard Exposition Services will be providing the professional set up with curtains, table, 2 chairs & a wastebasket being provided to each vendor.

Shepard's will also provide help with moving your inventory to and from your booth. Additional services are available at a minimal charge to make your booth stand out. Those upgrades with shipping details will be sent to you a couple of months prior to the event directly from Shepard Exposition Services. We want to make your Western Christmas experience a seamless and special one!

- **Free parking for MVP Western Christmas Customers**
- **Center stage in tradeshow to present awards throughout our event**
- **Developing a Vegas Tuffest App where you can highlight booths, signing, discount, etc.**
- **Built in traffic- 4 event turnover in ten days, horse owners in Vegas with their horse will need your products**

With four stand alone events being offered, contestant/spectator turnover should guarantee a stream of new customers throughout the 10 days. We also provide a unique stage in the middle of the MVP Western Christmas to be utilized by vendors for product demos, celebrity signings, etc.

Vegas Tuffest is in the process of designing an app to ensure our event and vendors will be able to be in constant contact with customers by giving you the ability to offer daily specials to increase foot traffic to your booth.

Make sure and read the terms and conditions closely. Once your signed contract with payment has been received, Shepard Exposition Services will reach out with details concerning set up times, shipping, unloading, etc.

We appreciate your interest in the Vegas Tuffest Jr. World Championship and hope that you will join us and experience the biggest Vegas has to offer!

Sincerely,
Mike & Sherrylynn Johnson
MJ Vegas Tuffest Productions LLC

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Thank you for your interest in being an Exhibitor at The MVP Western Christmas.

Ten days of rodeo action including the Vegas Tuffest Junior World Championship will take place under one roof in our new state of the art home, **The Expo @ World Market Center Las Vegas.**

Please fill out the fields below and send back to westernchristmasmj@gmail.com

Business Name: _____

Contact Name: _____

Address: _____

Phone Number: _____

Email Address: _____

Website: _____

Production Description, please list all products displayed and sold in your exhibit: