



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 Tulsa, OK! 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 9-14**. Due to Covid-19 restrictions we made the decision to move the event to Tulsa, OK but we plan to be back at our new venue in Las Vegas in 2021. We've enlarged our schedule this year to include:

The Race for the Ram Barrel Race
American Hat Jr. Team Roping
Jackpots
More details coming soon!

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



We will kick off the 2020 Vegas Tuffest Jr. World Championship on Wednesday, December 9th with a welcome reception and introduction of contestants. We start the competition the 10-14th at 9am. Our event will be live webcasted with 50-100 contestants in each event 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 5 days of rodeo action will all take place at one location, **The Built Ford Tough Livestock Complex at Expo Square**. This facility, located at 21st Street and Yale Ave in Tulsa OK, is 15 minutes from Tulsa Airport and 10-15 minutes from where contestants and guests alike will have access to hotel rooms, dining options, and entertainment choices.

At the facility, we will be offering a one-of-a-kind trade show, the MVP Western Christmas. We are expecting around 100 booths this first year located both on the main concourse and also in the lobby of the facility. There will be professional set-up provided including curtains, tables and chairs as needed for each vendor. We want to make your Western Christmas experience a seamless and special one!

With multiple events being offered, contestant/spectator turnover should guarantee a stream of new customers throughout the 5 days.

Vegas Tuffest has designed 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, a Vegas Tuffest team member will reach out with details concerning set up times, take-down, unloading, etc.

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

Sincerely,
Mike & Sherrylynn Johnson
MJ Vegas Tuffest Productions LLC

DECEMBER 9-14, 2020
In conjunction with Vegas Tuffest
Junior World Championship



**Built Ford Tough
Livestock Complex
At Expo Square
Tulsa, OK**



WESTERN CHRISTMAS

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

Five days of rodeo action including the Vegas Tuffest Junior World Championship will take place at the Built Ford Tough Livestock Complex at the Expo Square.

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: