

July 2026



Dear South Texas Farm & Ranch Show Exhibitors:

The South Texas Farm & Ranch Show committee wishes to invite you back to exhibit in the 2026 show! This year's show will be our 42nd anniversary. We appreciate you, our exhibitors, for sharing your product knowledge with the show's participants and supporting our Ag Literacy program. We are grateful to exhibitors who have been with us for many years and have become friends. We also welcome new exhibitors for the first time. Please everyone, let us know what we can do to make your visit to Victoria a success.

The 2026 show is set for October 29th and 30th with our golf tournament in the afternoon in mid-October at The Club at Colony Creek. We have an exceptional program lined up along with keynote luncheon speakers. We will be holding your 2025 booth space for you until September 1st. After September 1st booths will be open on a first come, first served basis. We also accept payment by credit card for booth fees. Payments are due by October 1st.

Please see the attached booth map and exhibitor contract. Once completed, you can send them to us by email, or print them and mail them in. We are offering pre-show lunch ticket for \$10.00.

Sponsorships are a vital part of the success of the show. Please consider sponsoring. Those forms and information are available on the website at www.southtexasfarmandranchshow.com.

Joy Loest is our 2026 booth chairperson. Her contact information is: exhibits@southtexasfarmandranchshow.com or call/text 361-935-5010.

We look forward to having you as part of our show. Your support is appreciated. Because of your participation, the South Texas Farm & Ranch Show committee is able to provide an event that promotes agricultural literacy to youth and adults along with continuing a very rewarding scholarship program.

See you at the show!

Sincerely,

Gary K. Loest

Gary K. Loest, Chairperson
South Texas Farm and Ranch Show 2026

Attachments: Contract and booth map

*****NEW SHOW DATES*****

Thursday, October 29 & Friday, October 30

***** On-Site TDA License Testing*****

GENERAL INFORMATION

Set-Up

Date/Time: **Wednesday, October 28th, 2026** 8:00 am - 5:00 pm

Show **Thursday, October 29th** Open from 10:00 am - 6:00 pm
Date/Time: **Friday, October 30th** Open from 10:00 am - 4:00 pm

Place: Gary Moses Community Center, 2805 E. North Street in Victoria, Texas. Seminars and other educations programs will be held in the adjacent Annex.

Security: Furnished around the clock Tuesday through show closing.

Booths: All booths are reserved on a first come first serve basis. (2025 booth sites are held until September 1st.)

79 Mini Dome Booths are approximately 8'x9.5'; 7 Arena Booths are approximately 10'x10'. These Booths will have an 8' backdrop and side dividers of 3', a 6' draped table, 2 chairs and a 7"x44" I.D. sign.

20 Arena Booths will be approximately 23'x20' and 14 Arena Booths will be approximately 23'x40'. These booths will be provided with a 6' draped table, 2 chairs and a 7"x44" I.D. sign.

28 Front Outside Parking Lot Booths with 12 - 20'x20' booth spaces (including 2 - 40'x40' premium booth spaces each with 4 - 20'x20' booth spaces), 8 - 20'x40' booth spaces, 8 - 40'x40' booth spaces.

One 110-volt electrical outlet per booth is furnished for booths in the Mini Dome area. Spaces located in the Arena, Front Outside area may be provided access to a 110-volt electrical outlet only upon availability. Exhibitors must furnish extension cords (if needed) for Arena booths (100 ft) and Outside booths (up to 300 ft). Additional equipment, decorations, etc. may be obtained from the official decorator at the expense of the exhibitor.

Prices/ Fees:

8'x9.5' Mini Dome Booth - \$495
 10'x10' Arena Booth - \$300
 23'x20' Arena Booth - \$300
 23'x40' Arena Booth - \$430
 20'x20' Outside Booth - \$250
 20'x40' Outside Booth - \$315
 40'x40' Outside Booth - \$370
 40'x40' Outside Booth - \$700 (207-210 & 215-219 Only)
 Lunch Ticket Advance Purchase Non-Refundable - \$10
 (Regular \$20)

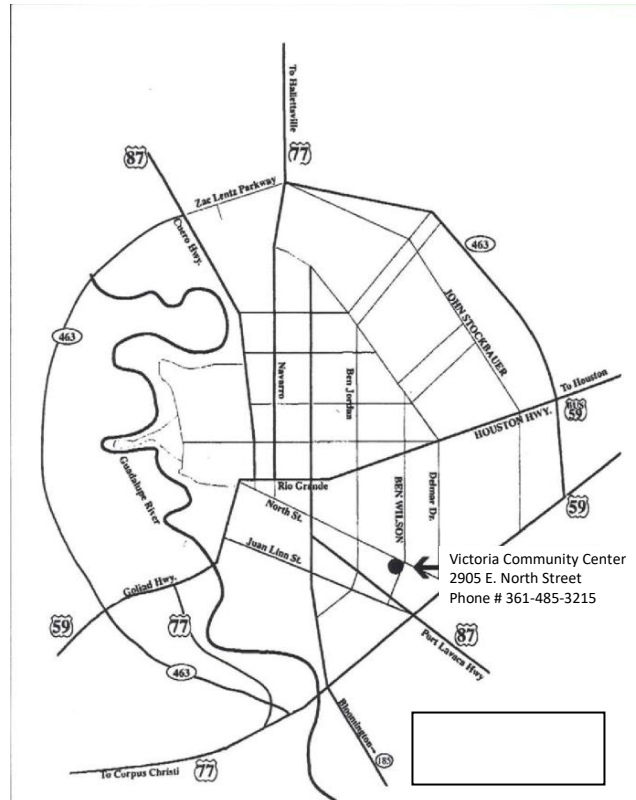
**A 10% late fee will be charged for
registrations received after October 1, 2026**

Food:

An exhibitors' hospitality will be provided for exhibitors Wednesday evening after set up. Food and beverage concessions will operate during the show hours.

Other Info:

Forklift service is free of charge for unloading equipment on Wednesday, October 28th from 8:00 am - 5:00 pm and on Saturday, October 31st from 8:00 am - 12:00 noon for loading and moving out after the show. An additional \$100 charge per item for use of fork lift will be made after the specified times listed. Exhibitor booth confirmation will be made via email upon receipt of contract and payment. For additional information, please call (361) 935-5010.





October 29th and 30th, 2026

Gary Moses Community Center

Please Print

EXHIBITOR CONTRACT

For STFRS Use Only:

Date: _____

Payment Received: \$ _____

Check/MO #: # _____

Booth(s) Assigned: _____

Accepted By: _____

Firm Name: _____ Phone _____ - _____ - _____

Contact Person: _____

Mailing Address: _____ City: _____

State: _____ Zip: _____ Email Address: _____

Please include contact person and address for mailing exhibitor's package if different from the above address:

See Booth Layout for Booth Location

Booth No.(s) Preference

# Booths Wanted	Size	Booth #	Cost Per Booth	1st Choice	2nd Choice	3rd Choice	Total Price
_____	8'x9.5' Mini Dome Booth	1-79	\$495.00	_____	_____	_____	_____
_____	10'x10' Arena Booth	101-107	\$300.00	_____	_____	_____	_____
_____	23'x20' Arena Booth	110-113, 116-123, 136-143	\$300.00	_____	_____	_____	_____
_____	23'x40' Arena Booth	114, 115, 124-135	\$430.00	_____	_____	_____	_____
_____	20'x20' Outside Booth	201, 202, 223, 224	\$250.00	_____	_____	_____	_____
_____	20'x40' Outside Booth	203-206, 225-228	\$315.00	_____	_____	_____	_____
_____	40'x40' Outside Booth	211-214, 219-222	\$370.00	_____	_____	_____	_____
_____	40'x40' Premium Outside Booth	207-210, 215-218	\$700.00	_____	_____	_____	_____
_____	Lunch Ticket (non-refundable)	Thursday/Friday	\$10.00	Thursday	_____	Friday	_____

MAKE CHECKS PAYABLE TO:
SOUTH TEXAS FARM & RANCH SHOW
CALL TO PAY BY CARD: 361-649-3158

TOTAL RENTAL FEES _____

Add 3% Fee if paid via Credit Card _____

Add 10% Fee if Submitted After 10/1/26 _____

TOTAL DUE _____

****IMPORTANT INFO NEEDED:** Please list all items or services you plan to exhibit or a description of your company in a maximum of 15 words (or less) so we can promote your booth and business: Please print! **15 words or less!**

ALL EXHIBITS MUST REMAIN INTACT UNTIL SHOW CLOSES.

This application will be deemed acceptable only when signed, paid in full and returned to: South Texas Farm & Ranch Show, PO Box 1045, Victoria, TX 77902.

I have read the rules and regulations for exhibitors enclosed with this form and agree to abide thereby.

Signature: _____ Title: _____ Date: _____

Admission to all show related hospitality functions will require a name badge. Please complete the name badge request form and return with your contract and/or payment.

PO Box 1045 ★ Victoria, Texas 77902

2026 South Texas Farm & Ranch Show

October 29 - October 30, 2026

Gary Moses Community Center
2805 E. North Street

NAME BADGE REQUEST FORM

BADGES WILL BE AVAILABLE AT CHECK-IN ON OCTOBER 28, 2026

Admission to all show related hospitality functions will require a name badge. Please check the appropriate box, complete the necessary information and return the completed information, contract and payment.

Please note there is a limit of six free exhibitor badges per booth space purchased.

FIRM NAME: _____

☐ We are requesting name badges for the following representative. Please print or type.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

☐ At this time, we do not know who will be representing our firm. Please reserve _____(number) blank name badges which we will complete upon check-in at the South Texas Farm & Ranch Show.

Signature

RULES AND REGULATIONS FOR EXHIBITORS

1. Sponsorship/Purpose

The Victoria South Texas Farm & Ranch Show (hereinafter referred to as "STFRS") is a non-profit show coordinated by a committee of volunteers organized by Victoria - South Texas Farm & Ranch Show, Incorporated. Its purpose is to foster acceptance of new technology and improve agricultural management techniques for farmers, ranchers and agribusinesses through coordination and sponsorship of activities such as the Farm & Ranch Show. The show enables attendees to see, hear and question the latest developments in equipment, supplies and services which are available to them.

2. General

The STFRS shall have full power to interpret these regulations. Matters not covered by the regulations shall be subject to a final decision by the STFRS steering committee. These regulations may be amended at any time by the STFRS upon written notice by the STFRS to such exhibitors as may be affected by them. The "Exhibitor Contract" form, when executed properly, shall be considered a binding agreement between the two parties. Exhibitors shall abide by federal, state and city laws, ordinances and regulations. Communication with reference to the STFRS should be addressed to: Gary Loest, Chairman; South Texas Farm & Ranch Show; PO Box 1045, Victoria, TX 77902.

3. Eligible Exhibits

The STFRS reserves the right to determine the eligibility of any company, product, promotion or part thereof that, in its opinion, is not in keeping with the character and purpose of the show. Combustion engines will not be permitted to operate in the Mini Dome or arena areas.

4. Exhibit Dates, Days, Location

The South Texas Farm & Ranch Show will be located in the Victoria Community Center, Victoria, TX. The dates are as follows:

Wednesday, October 28

Exhibitor Move-In

Arena & Outside.....8:00 am - 5:00 pm

Mini Dome.....8:00 am - 5:00 pm

Thursday, October 29

Show Opens.....10:00 am

Doors Close.....6:00 pm

Friday, October 30

Show Opens.....10:00 am

Doors Close.....5:00 pm

Move-Out Begins.....5:00 pm

Saturday, October 31

Move-Out Completed.....8:00 am - 12 Noon

5. Assignment of Space

Priority will be given applicants according to when their request is received, availability of requested area, the amount of space requested and the special needs and compatibility of exhibitors. For safety precautions and in the event of conditions beyond its control, the STFRS reserves the right to rearrange the floor plan and relocate any exhibit upon consultation with any exhibitor. The 2024 exhibitor's booth space(s) will be held for that exhibitor if a contract is received by September 1st of the year of the show. All unbooked booths become available to all exhibitors after September 1st's mail is received and reserved/paid booths are recorded. Please contact Booth Chair Joy Loest at 361-935-5010 or email info@southtexasfarmandranchshow.com for booth assignment.

6. Payment

Payment in full for exhibit space is due and payable when application is signed and sent to the STFRS. Exhibitors may not occupy assigned spaces until all monies due the STFRS are paid in full. Any applications received after October 1, 2026 will be charged an additional 10% late fee. Make checks payable to the South Texas Farm & Ranch Show.

7. Refunds for Cancellation

If written notice of space cancellation is received by the STFRS prior to October 1, 2026, 50% of the monies received will be refunded. No refund will be made for cancellations on or after October 1, 2026. Any space not occupied by 10:00 am Wednesday, October 29, 2026 shall revert to the STFRS without obligation on the part of the STFRS for any refund whatsoever.

8. Booth Equipment

Standard booth equipment consisting of backdrop and side drop curtains with frame, 1 draped table and 2 chairs per space are included with Mini Dome exhibit spaces. A standard sign bearing the company name is furnished for the backdrop at no extra charge. One 110-volt electrical outlet per space is furnished for spaces in the Mini Dome area. Spaces located in the arena area will be furnished with 1 draped table and 2 chairs per space, a standard sign bearing the company name and access to a 110-volt outlet; bring extension cords. Additional equipment, decoration, etc. may be obtained from the official contractor at the expense of the exhibitor. Exhibitors in outside booths must furnish their own table and chairs or STFRS will supply 1 table and 2 chairs for \$40.00 per exhibitor. Front outside areas may be provided access to a 110-volt electrical outlet only upon availability. Exhibitors must furnish their own cords. A standard sign bearing company name will be furnished upon request. Please let the STFRS know at least 14 days before set-up.

9. Booth Size

Booth size shall be determined as follows: An 8'x9.5' Mini Dome shall be approx. 9.5' wide and 8' deep; a 10'x10' Arena space shall be approx. 10' wide and 10' deep; a 20'x23' Arena space shall be approx. 20' wide and 23' deep; a 40'x23' Arena space shall be approx. 40' wide and 23' deep; a 20'x20' Outside space shall be approx. 20' wide and 20' deep; a 40'x40' Outside space shall be approx. 40' wide and 40' deep. Must stay inside assigned booth space.

10. Subletting of Space

Exhibitors shall not assign or sublet any space allocated to them and may not advertise or display goods other than those manufactured or sold by them in regular course of their business. The space assigned to the exhibitor is for their exclusive use only.

11. Delivery of Equipment

Each exhibitor will be responsible for the delivery of their equipment and/or display material to the exhibit site and for removal of the equipment and/or display material. Fork lift service will be provided free of charge to all exhibitors requiring such services from 9:00 am - 5:00 pm on Wednesday, October 28, for unloading and beginning at 8:00 am - 12:00 noon, Saturday, October 31, for loading. An additional \$100 charge per item forklift charge will be made after these specified times.

12. Equipment Shipment

Exhibitors who must ship exhibit or demonstration supplies or equipment to the show should notify Joy Loest at 361-935-5010 for information.

13. Installation of Exhibits

Installation of exhibits at the Community Center may commence at 8:00 am, Wednesday, October 28 with completion of move-in no later than 5:00 pm, Wednesday, October 28. All exhibits are required to be operational by Thursday, October 29, at 10:00 am. Exhibitors with exhibit spaces in the Mini Dome area will not be allowed to exhibit products or equipment that may damage the linoleum flooring. Weight of the exhibit shall not exceed 2,000 lbs. and must meet approval of STFRS Show Committee. Exhibit items in the Mini Dome must not exceed the size of the entry doors that are available for use. The dimensions of these entry doors are as follows: Mini Dome area 10'6" in height x 12'7" wide; Arena area - 14' height x 15' width. Exhibitors with outside exhibit spaces shall be responsible for any damages done to the outside parking lot when setting up.

14. No Flammable Materials

Combustible decorations such as crepe paper, hay, tissue paper, cardboard, corrugated paper shall not be used. All packing containers, excelsior, wrapping paper, etc. are to be removed from the floor and must not be stored under tables or behind displays. All exhibits must meet City of Victoria and Fire Codes.

15. Dismantling and Removal of Exhibits

ALL EXHIBITS MUST REMAIN INTACT UNTIL CLOSING! Exhibit closing time is 5:00 pm on Friday, October 30, and booths may not be dismantled or removed before that hour. **NO LARGE EQUIPMENT WILL BE MOVED UNTIL SHOW CLOSES AT 5:00 pm!** All exhibits must be dismantled, packed and removed by 12 Noon, Saturday, October 31. Exhibitors will complete arrangements for prompt pickup of all outbound shipments. Forklift services will be available to assist the exhibitor from 8:00 am - 12 Noon on Saturday, October 31. An additional \$100 charge per item forklift charge will be made after these specified times. Exhibitors with outside exhibit spaces shall be responsible for any damages done to the outside parking lot when dismantling and removing exhibits.

16. Booth Construction and Arrangements

No display may extend beyond the following dimensions; higher than 8 feet from the back wall to 3 feet forward of the back wall and nothing over 42 inches in height shall extend forward for the remaining space to the front of the booth. All exposed parts of the display must be finished so as not to be objectionable to other exhibitor and/or the STFRS, or such will be draped by the STFRS and billed to the exhibitor. The only exception to this rule may be equipment booths, upon approval of the STFRS. Generators may be used for outside booths only and must be placed away from other exhibitors in the parking lot perimeter using an extension cord to run in booth. Noise level must not disturb other exhibitors.

17. Care of Exhibit Space

The STFRS will arrange for the sweeping of aisles daily. The exhibitors shall keep their space occupied by during the show and in good order. Exhibitors may not place anything in the aisles during open hours of the show.

18. Booth Attendants

Each exhibitor must keep an attendant in his display during the open hours of the exhibits. All attendants must be bona fide employees or representatives of exhibitor.

19. Registration and Badges

All badges for a company will be held at the exhibitors' registration area under the company name. Admission to all show related hospitality functions will require a name badge.

20. Canvassing by Non-Exhibitors

The exhibit is limited to individuals, business firms, manufacturers, professional or organizations and dealers who have contracted and paid for space assignments. No other persons or concerns will be permitted to demonstrate their products, solicit orders or distribute advertising materials in the convention facilities or at the South Texas Farm & Ranch Show.

21. Distribution of Advertising Material

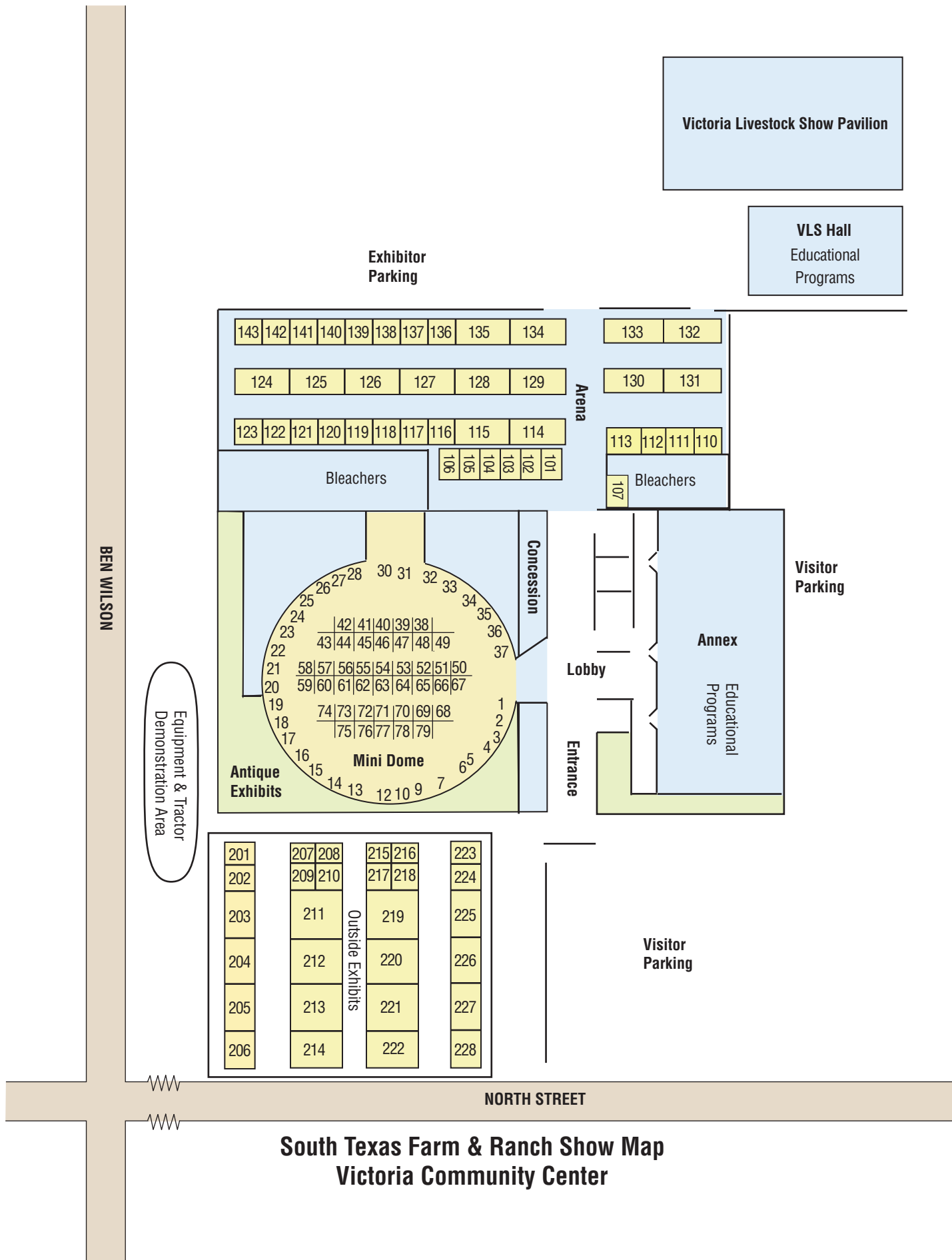
Circulars or advertising matter of the exhibitors may only be distributed within the booth assigned to the exhibitor.

22. Liability

The exhibitor agrees to defend, indemnify and hold harmless Victoria - South Texas Farm & Ranch Show, Incorporated, its Steering Committee, Victoria County Extension Service, Texas A&M AgriLife Extension Service and the officers, agents, employees and volunteers from all actions, suits, claims, damages, losses and expenses including interest and attorney fees in connection with any personal injuries or property damages arising out of or in any way connected with the use of the exhibit space of the Victoria Community Center, its premises or any of the facilities or equipment located thereon, regardless of whether such damage or injuries are caused in part by someone other than the exhibitor.

General Show Information Email address:
info@southtexasfarmandranchshow.com

Web page address:
<http://southtexasfarmandranchshow.com>



South Texas Farm & Ranch Show Map
Victoria Community Center