

GO TEXAN MARKET HANDBOOK



FOR THE HOUSTON
LIVESTOCK SHOW
AND RODEO

2025

GO TEXAN Market HLSR | MARKET HANDBOOK**GOTEXANmarket.com****STORE OPERATIONS:** MARKETHOUSTONRODEO@gmail.com**TDA OVERSIGHT:** GOTEXANevents@TexasAgriculture.gov

Texan Creative LLC (TxC) is proud to provide GO TEXAN partners (partners) with complete turnkey retail management for the 2025 GO TEXAN Market (Market) at the Houston Livestock Show and Rodeo. We are experienced leaders in consignment sales, producing top revenue for Texas Department of Agriculture (TDA) GO TEXAN events. Texan Creative is here to make this year's GO TEXAN Market at the Houston Rodeo a profitable venture for everyone.

GOTEXANmarket.com is our preferred method of communication, where partners will receive general set-up instructions and daily inventory reports. Make sure that TxC has one email address for the contact person who will be responsible for Market activities. This email should be the same email given to TDA. Please submit inquiries online if there are Market questions. TxC is here to serve and will respond as quickly as possible. As Market contractors, TxC is the main point of contact for Market management and assumes responsibility for four key processes: **STORE COMMUNICATIONS, RECEIVING, SALES AND PAYMENTS.**

NOTE: TxC is not responsible for other GO TEXAN efforts or sampling activities onsite. Contact TDA for sampling opportunities. Inventory released to the Market may not be removed or utilized for sampling. If partner runs out of product while sampling and wishes to use inventory from the Market, partner must purchase product through the registers.



**TEXAN
CREATIVE**
MARKETING | LOGISTICS



RETAIL PLANNING:

INITIAL INVENTORY:

When deciding the amount of product you need, it is best to mark out your shelf on a surface, fill it with your product and plan to send enough to fill that space three times. (ONE X MARKET SHELF, TWO X STORAGE)

SHELF SIZE > 47" WIDE X 17" DEEP X 11" HIGH



PRODUCT LIMIT (recommended MAX): 25 SKU PER METRO UNIT/ 50 SKU PER BYU

ONSITE STORAGE ROOM AT THE NRG CENTER IS LIMITED

· DO NOT SHIP inventory to last through the entire 20 DAYS of the Rodeo.

TIP: Deliver 2-3X shelf allowance at initial Receiving, Restocking is available

BACK STOCK:

Delivered product that is not placed in the market aisle, will be stored in our secure on-site storage room. Partners will not have access to this area. If for any reason partners need to view inventory, it must be coordinated by appointment with a Market associate and will be documented in writing. **TIP: each SKU/item should be packed in a separate box for easy storage/ restocking.**

STOCK REPLENISHMENT:

All partners may view inventory data on **GOTEXANmarket.com** on a daily basis. Based on sales, partners can determine the need for any additional inventory. In addition, a Market associate will monitor trends and notify partners if less than a three-day sales stock remains. All sales data is confidential and will not be shared with other partners.

Shelves will be stocked daily and replenished as needed during the day by Market staff. Please allow up to 4-6 hours after delivery for products to appear on shelves/ portal system.



PRICING AND EXPIRATION DATES:

Retail prices are at the discretion of each partner. Please keep in mind that once we have received pricing for stock, it cannot be changed. Partners are welcome to ask for any recommendations on pricing, but product pricing is ultimately up to the individual company. Texan Creative does not price products.

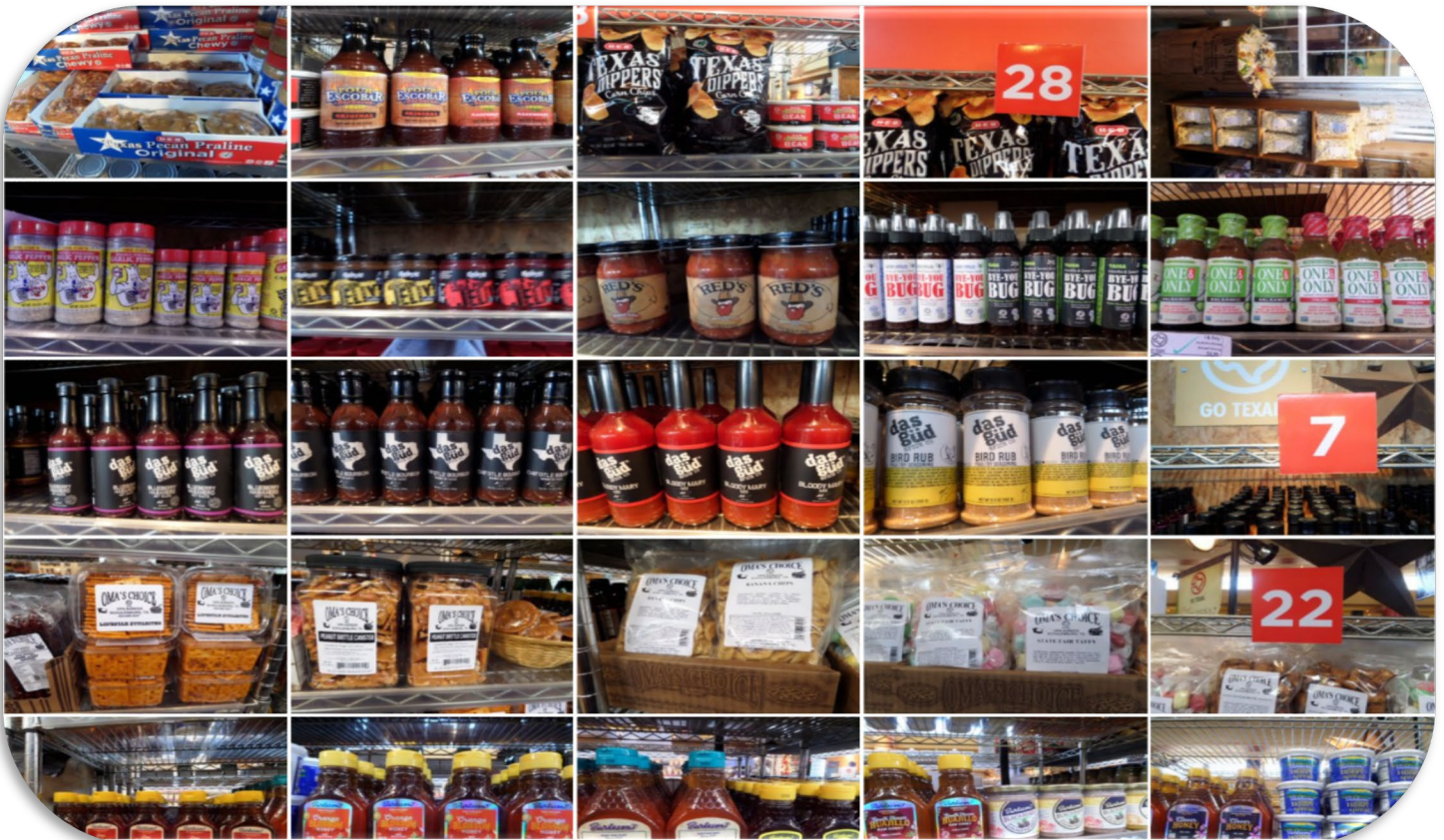
Expiration dates should be a minimum of 3-6 mos. from sale date (unless product has a naturally short shelf-life). Short-dated products, expiring during Rodeo dates will not be accepted.

PRODUCT LISTS:

All partners must email their product list by **2/14/2025** using the excel spreadsheet (.XLS) template provided on GOTEXANmarket.com. Each item must be listed by unique UPC barcode data for POS programming.

The POS system requires for each item: item name, unit price, tax indication (SEE Sales Tax on page 7)

Optional: BRIEF DESCRIPTION, secondary brand, variant and expiration date (if applicable)



POINT OF SALE (POS) SYSTEM BARCODES:

Although a price tag is not required on each unit, it is highly recommended. Each unit must be labeled with a barcode. UPC SKUs are accepted. If your company does not use barcodes, contact TxC for assistance. Each barcode must be related to only one product; if there is a product in different colors, flavors and/or sizes, each item should have its unique barcode if accurate inventory is desired.



Each product will have a shelf price tag below each product with **BUSINESS name, Item name, Item description and Price** for shopping convenience. (See right- limit 30 characters/ line)
No other shelf talkers are allowed.



STAFF TRAINING:

Shelf restocking will be a daily part of Market operations. Associates will be encouraged to learn partner stories and products. Management will share partner milestones with associates daily. No action is required from partners.

NOTE: If you'd like to share product samples with staff, kindly mark as STORE SAMPLES at the Incoming desk (this can be beneficial since customers often ask our associates on product details and flavors). Associates may not sample at the sampling kiosks.

Employee discounts are absorbed by the store management and do not apply to partner commission. Partners are credited 70% of retail price for all sales made. See page 18 for additional partner payment info.



SALES TAXABLE:

Partners ARE NOT required to submit a copy of the business sales tax permit to participate in the Market. Texan Creative is responsible for collecting and paying the sales taxes on product sold in the Market (where sales tax is applicable). Partners ARE responsible for selecting sales tax liability on the product list.

STATE OF TEXAS REGULATIONS:

Taxable: All non-food products and single-serve foods, ready-to-eat foods or drinks, other than unflavored natural water or 100% juice.

Non-Taxable: Unflavored water, 100% juice and other grocery foods not consumable at the Rodeo.

SHELF PLACEMENT:

Prior to the Houston Rodeo, the Texas Dept of Agriculture team designs the store layout. All product shelving placement and layout in the Market is final. Texan Creative LLC does not assume responsibility for the sale or placement of shelf space. The open booth layout is designed to encourage shoppers to look at all products and extend their length of stay in the Market. TDA may place your products anywhere in the Market. All TDA placement decisions are final and no changes are made on site. Most Market shelving consists of temporary metal racks.

OTHER HOUSEKEEPING NOTES:

- NO DOUBLE STACKING of glass products is allowed on shelves.
- Once Rodeo begins, shelves cannot be re-designed or product lines added.
- Partners are not permitted to work inside the Market during hours of operation.



COUPONS & PROMOTIONS:

TDA does not offer the opportunity for participants to provide discount coupons, make-your-own boxed sets or buy-one/get-one free offers in the Market. The product price is fixed once Rodeo begins and remains the same throughout the 20 days of Rodeo. Your company may include recipe cards or coupons for future purchases after the Rodeo on your shelf for Rodeo goers to take home. If additional cards are provided, they will be restocked during the Rodeo.

MARKETING TIPS / RECIPE CARDS:

TDA allows partners to use shelf space to market their company with banners/posters. All materials must fit inside space rented. Open personal care (bath/body) testers will be allowed for 2025, however no food testers are permitted. Spice testers are allowed. Terms and conditions may apply, materials may be removed for public safety.

MARKET SAMPLING KIOSKS:

Sampling is coordinated through TDA, please contact their office for assistance. If a partner will be sampling products at a sampling kiosk, do not remove inventory from the Market for any reason. Stock responsibility will be waived if partners violate store policies.



RECEIVING:

All inventory requires a printed GO TEXAN Market RECEIVING slip to ensure legibility. If this slip is not printed electronically, **there will be a \$10 printing charge** to create a receiving slip onsite to ensure the accuracy of your product inventory. **Approved receiving slips will be emailed to you by 2/24/2025, only the quantity and date** may be handwritten if needed. Other generic slips will delay your receiving appointment.

OPTION A> SHIP INVENTORY

Address your shipping labels as follows:

All deliveries must be addressed exactly as follows. Failure to follow these addressing guidelines may result in refusal or misdirection of deliveries.

→ Texas Department of Agriculture
AgV General Store
713-304-1408 (contact phone number for the Market- MUST INCLUDE)
C/O Houston Livestock Show and Rodeo
NRG Center
Three NRG Park
Houston, TX 77054

All partners that ship their products via a 3rd party carrier must ship their products to arrive between 2/28-3/1.

Please complete tracking form online when shipping inventory with the box count, courier name and expected delivery date, this allows Texan Creative to monitor your shipment. During the Rodeo, carriers are

known to deliver boxes to other vendors on site, Texan Creative can only actively search for a shipment with proper tracking documentation.

NO FORKLIFTS ARE ONSITE

NO PALLET JACKS

PLEASE ADVISE OF PALLET DELIVERY



LTL Carriers need lift gate service and must deliver during receiving hours. If shipment arrives prior to receiving hours, damages and missing items cannot be verified. Partner assumes responsibility for this error. Texan Creative will communicate any discrepancies as soon as they are discovered.


OPTION B > HAND DELIVERY + SELF-MERCHANDISE

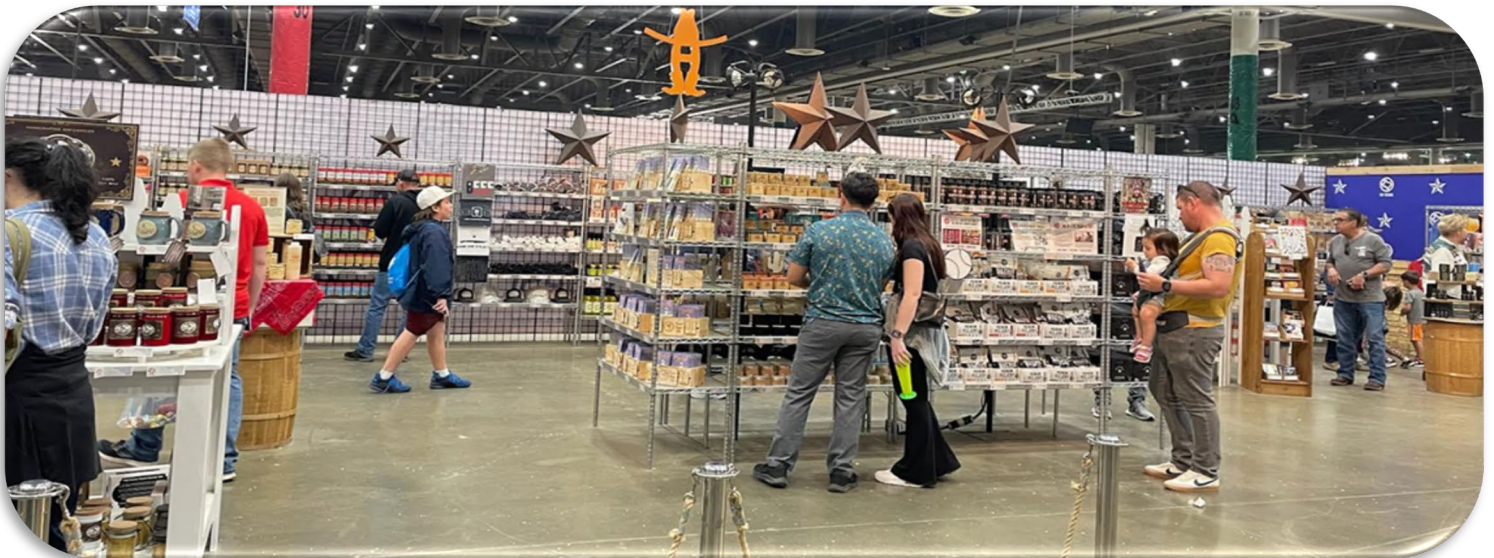


If partners would like to hand deliver stock to the Houston Rodeo, make an online appointment via the website to hand deliver and/or stock your area **2/28-3/1**. Bring a dollie and **receiving slip** with all drop-offs.

If you require additional time to merchandise your booth, you must move your vehicle to the orange lot.

PRE-RODEO DROP-OFFS:

- Company will be mailed entry dash pass prior to drop off days. Fill out information on dash pass and place on dash of vehicle when heading to HLSR grounds.
- Company will **enter in Gate 12 off N. Stadium Drive.** (8377 N Stadium Dr., Houston, TX 77054)
- Person at the gate should wave you in, but if stopped, let them know you are a commercial exhibitor and are dropping off at the booth.
- Proceed to **dock B**, drive up ramp and enter roll up door . Drive in and to the GO TEXAN Market which will be straight ahead on the left. Depending on vehicle traffic in building you can drive right up to the market.
- Meet with **Texan Creative staff to check in.**
- Follow directions for unloading and check-in given by Texan Creative staff.
- If longer than 15 mins or high traffic around the booth, once product is unloaded company will need to go park and then walk back in to the booth to finish. Leave building via dock B. Parking is in **Orange lot** (West end of NRG Center, access from behind NRG Center).
- On Sunday, Mar 2 – All vehicles will need to be out of the building by 1:30 pm.
- See map on page 17 for door and gate locations.



INITIAL INVENTORY RECEIVING PROCESS:

When partner arrives for initial set-up, all products will be counted and verified. If shipping from a third party, Texan Creative will inventory once received. Include one receiving slip per total shipment. If the product count does not match the receiving slip, Texan Creative will document a list of products actually received including the number of damaged products, if any.

If there is no receiving slip with your shipment, **Texan Creative will create a receiving slip and charge \$10 service fee** (Texan Creative does not accept handwritten receiving slips). Please check your email for your 2025 receiving slip after 2/24.

SECURE INVENTORY:

To secure your inventory, Texan Creative has multiple loss deterrent methods in place and cannot allow partners into the storage room during operations.

We maintain accurate inventory accounting through GOTEXANmarket.com, internal audits and receiving slips.

Staff restocks your shelves: Once the shelves are approved, Texan Creative associates will restock accordingly throughout the Rodeo. After the Rodeo opens, only Texan Creative staff will be allowed to restock shelves. No partners will be allowed to restock their own or other partners' product once the Rodeo opens to the public. In the event that a partner wishes restocking permission, please notify a manager immediately.

SECURE SALES:

Secure point of sales are provided via **SQUARE UP**, accepting cash and charge cards with backup servers/black out protection. Each partner may view daily sales reports via GOTEXANmarket.com portal, data is confidential to each company. Due to WIFI limitations on the HLSR grounds, Texan Creative cannot guarantee sales data with REAL TIME accuracy, expect sales data to be current within 4 hours of sales. All sales are final, exchanges will be allowed within the same brand.

INVENTORY REPLENISHMENT:

A Texan Creative associate will monitor trends and notify you if less than a three-day sales stock remains.

When restocking, all inventory items must be received by a Texan Creative associate. TDA coordinators are not authorized to sign for product.

Texan Creative can only accept restock drop-offs from 8:00-8:30 am, Monday, Wednesday and Thursday. No deliveries will be accepted Friday-Sunday due to high rodeo congestion.



Restocking appointments will need to be made 24-48 hours in advance to get your company a Restocking Pass to access NRG Park. **Restocking must be complete by 9 am, as all vehicles need to be out by then.**

RESTOCKING INSTRUCTIONS:

- Appointments will need to be made plenty of time in advance to get the company a **restocking pass**. (either by mail, drop off or meet at the gate – there is **no will call** to utilize)
- Restocking must be **done by 9 am**, as all vehicles need to be out by then.
- Enter **via Gate 12** on N Stadium Drive. Should not have to wait in livestock trailer line.
- Once through Gate 12, turn right to get to the road that is on the west end of NRG Center. You will turn left just before the next guard shack and they will most likely direct you. You can unload at either of the roll up doors. **Second door is probably better.**
- Unloading zone is at the opposite end of the building as the GO TEXAN Market, so once inside head down to the other end of the building to the GO TEXAN Market. If lost, ask for the Ag Venture area and once there you will see the GO TEXAN Market.
- Check in with Texas Creative staff.

SHIPPING BOXES:

Texan Creative will make every effort to save original product boxes for return shipments. If multiple shipments are received through-out the Rodeo, Texan Creative will dispose of boxes depending on space.

SHRINKAGE PREVENTION

For 2025 HLSR, it is our goal to have zero loss at the Market; however, this is not always possible. Texan Creative staff will work to minimize shrinkage due to breakage or other causes that are under our control. Damaged products will be documented by Texan Creative. Any shipping-damaged products, noted upon receipt, will not be included in receiving inventory. Documentation, including photos, will be available for review. During HLSR, Texan Creative staff will notify TDA coordinators if public theft is observed.

LIMITATION OF LIABILITY

To the fullest extent permitted by applicable law, in no event shall TEXAN CREATIVE LLC be liable for any special, punitive, exemplary, indirect or consequential damages, or any other damages of any kind, including but not limited to loss of use, loss of profits, or loss of data, whether in an action in contract, tort (including but not limited to negligence), or otherwise, arising out of or in any way related to store operation of, or your use of the website, for GOTEXAN Market, even if authorized representatives have been advised of the possibility of such damages.

To the fullest extent permitted by applicable law, in no event shall the aggregate liability of TEXAN CREATIVE LLC [whether in contract, warranty, tort (including but not limited to negligence), product liability, strict liability or other theory] arising out of or relating to TEXAN CREATIVE LLC'S operation of the sites exceed \$10.

Partners assume responsibility of all product placement or losses at temporary event operations. Partners must provide valid business liability insurance to participate. Standard losses at past HLSR events have been under 2% of total inventory received. Historic data is not indicative of future HLSR events.

INVENTORY CLOSE-OUT:

Vendor close-outs require an appointment via the portal. No product can be removed from the building until **Monday 3/24 beginning at 8 a.m.** Partners may schedule an online appointment via the website for product pick-ups/closeout. Pick-ups will be scheduled in 30-minute increments. Appointments will be on a first-come, first-served basis.

All products must be picked up by noon on Tuesday **3/25**. Any unclaimed product remaining after noon **3/25** shall become the property of TDA, without exception and will be properly disposed of, used or donated at the discretion of TDA.

CLOSE-OUT INVENTORY PICKUP INSTRUCTIONS:

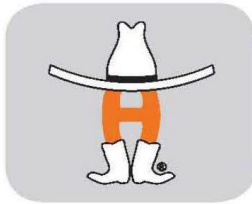
- Company will be mailed **entry dash pass prior to drop off days**. Fill out information on dash pass and place on dash of vehicle when heading to HLSR grounds.
- Company will enter in **Gate 12** off N. Stadium Drive. (8377 N Stadium Dr., Houston, TX 77054)
- Person at the gate should wave you in, but if stopped, let them know you are a commercial exhibitor and are dropping off at the booth.
- Proceed to dock B, drive up ramp and enter roll up door. Drive in and to the GO TEXAN Market which will be straight ahead on the left. Depending on vehicle traffic in building you can drive right up to the market.
- Meet with Texan Creative staff to check in.
- Follow directions for close-out process given by Texan Creative staff.
- See Map for door and gate locations.

CLOSE-OUT SHIPPING RETURNS:

If for any reason partner cannot pick up product, partner may request that it be inventoried, photographed and packed by Texan Creative and shipped at partner's expense. **Partner will be charged a \$25 handling fee plus actual UPS postage costs. If more than 5 boxes, an additional \$20 fuel fee will be incurred.** Return shipping labels may be sent for returns, however UPS will not accept business accounts for return charges at the store. Your market account will be charged for any postage/fees incurred.

APPENDIX C: NRG PARK GATE AND PARKING FACILITIES MAP

This map is preliminary and subject to change.



Map

Commercial Exhibitors



PARTNER PAYMENTS:

Texan Creative will process your payment no later than Friday, April 11, 2025. An ACH transfer will reflect the 30% commission for all sales of products made during the Rodeo and may include other deductions/fees. Access ACH form online to upload new bank data for processing.

Written notice will be provided to partners in the event of any holds. All payments will include a copy of a sales report and any itemized deductions including receiving list charges, shipping charges, barcodes, etc.

There are no refunds of shelf space rental fees as a result of product sales which do not meet or exceed shelf space fees paid to TDA. If Texan Creative receives notice from TDA of any pending holds, we are required to hold your payment until the issue has been resolved.

COMMENTS OR COMPLAINTS?

Texan Creative appreciates the opportunity to represent GO TEXAN partners at this event. If issues arise, GO TEXAN partners are responsible for communicating directly with Texan Creative. Texan Creative staff will resolve complaints, conflicts, requests or other issues that arise with all partners and the public as a result of Market operations. TDA is not responsible for solving or mediating any issues that may arise between a partner and Texan Creative. **TEXAN CREATIVE CONTACT: MARKETHoustonrodeo@gmail.com**

WEBSITE TERMS OF USE:

Texan Creative LLC provides access and use of websites, including GOTEXANmarket.com and other Internet portals and mobile applications, subject to your compliance with these terms and conditions of use. By accessing, browsing, and using this site, you agree to be bound by the site terms and all applicable law.

If you do not agree to be bound by the Site Terms and applicable law each time you use the site or you do not have the authority to agree to or accept these site terms, you may not use this site. We reserve the right to modify these terms in our sole discretion from time to time and only Texan Creative LLC has the right to do so. If the terms are changed, we will post the new terms on the website and note the date they were last updated. Any changes or modification will be effective upon posting of the terms as revised, and your use of the sites following the posting will constitute your acceptance of the new terms and conditions.

INTELLECTUAL PROPERTY:

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ADDITIONAL:

Any PARTNER material or product may be removed by the Texas Dept of Agriculture or HLSR for public safety.

2025 HLSR MARKET TIMELINE

DATE	ACTIVITY
1/16/2025	store training VIA MS TEAMS / Q&A for new partners*
1/16/2025	vendor portal will open for pre-fair logistics and store communications
2/14/2025	submit your product list (use EXCEL template provided on portal) along with unique barcodes for POS programming
	* store trainings will be recorded for future viewing by all partners
DELIVERY OPTIONS:	
2/28/2025, 3/1/2025	deliver initial inventory OR hand deliver + self merchandise to NRG Park, members may stock and decorate your shelf/area. ALL PRODUCTS DELIVERED MUST INCLUDE 2025 APPROVED RECEIVING SLIP // APPOINTMENT REQUIRED
OPERATIONS:	
3/3/2025	dark day, no deliveries accepted as final checks are done for opening day
3/4-3/23/2025	GO LIVE! market store operations (no product removals by members) all storage areas are off-limits, hours of operation 10 am - 9 pm, Sunday - Saturday NO INVENTORY MAY BE USED FOR SAMPLING ACTIVITIES // RESTOCKING BY APPOINTMENT ONLY
3/15/2025	schedule close-out appointment or make shipping arrangements// UPLOAD ACH form to process vendor payment
3/23/2025	YIPPEE! market operations conclude (occurs with HLSR closure) THANKS FOR A GREAT YEAR, NO TEAR DOWNS ALLOWED
CLOSE-OUT:	
3/24/2025	post-rodeo tear down: inventory close outs 9am-3pm APPOINTMENT REQUIRED
3/25/2025	remaining inventory will be shipped at your expense or you may donate to TDA designated Food Bank. Items not claimed will become property of TDA
3/28- 4/4/2025	final accounting reports reviewed by TDA
4/11/2025	official ACH released to all GT members for 2025 HLSR Market sales

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