



# Buyer Registration Form

Mail to:  
**WESA**  
 451 E 58<sup>th</sup> Ave Ste 1160  
 Denver, CO 80216  
 Fax: 303 295 0941  
 Email: [info@wesatradeshow.com](mailto:info@wesatradeshow.com)

**OPEN TO THE TRADE ONLY:** WESA Show Floor is order writing only; no cash and carry. Buyers must be affiliated with a retail business that resells products displayed at the Shows. Photo ID for all registered buyers is required. WESA reserves the right to refuse show admittance.

## PART 1: BUSINESS INFORMATION:

Business Name: \_\_\_\_\_  
 Business Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Province: \_\_\_\_\_ Country: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_  
 Name of Individual completing this Form: \_\_\_\_\_  
 Relationship of Individual to Business: \_\_\_\_\_

### Type of Business (Indicate all that Apply)

- Store Front
- Catalog
- Internet
- Mobile
- Manufacturer
- Distributor
- Home-Based
- Other (Please Describe) \_\_\_\_\_

### Merchandise Categories

- Accessories & Jewelry
- Animal Health
- Home Décor
- English Apparel
- Ranch Supplies
- English Equipment
- Trade Supplies
- Outdoor Wear
- Gifts
- Headwear
- Apparel
- Tack
- Footwear
- Workwear
- Event Apparel
- Childrens Apparel

**PART 2: REQUIRED BUSINESS CREDENTIALS TO COMPLETE QUALIFICATION/REGISTRATION. FAILURE TO PROVIDE REQUIRED CREDENTIALS WILL RESULT IN A FEE OF \$150. THAT IS REFUNDABLE IF CREDENTIALS ARE PROVIDED TO WESA WITHIN 60 DAYS OF ATTENDANCE.**

- Copy of Government Photo issued ID (for individual completing this Form)
- Copy of Business Card, Voided Business Check, or Business Credit Card
- Copies of three (3) invoices from three (3) different Western/English manufacturers showing quantity purchases for resale\*
- Copy of Government issued retail license/certificate

\* Additional options for Start-Up Businesses ONLY

**OPTIONS ARE TEMPORARY UNTIL INVOICES ARE PROVIDED TO COMPLETE THIS REGISTRATION.**

- Copy of Retail/Commercial Lease for store front and/ or copy of formal Business Plan
- Photo of completed store front or of working mobile unit
- Website address or website design contract

**Guest Badges: Limit 2 per Business**

One                      Two

**PART 3: List of Buyers for Business:**

**\*\*\*MUST provide proof of Employment\*\*\***

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Guests **MUST** be accompanied by registered Buyer at all times and may not purchase products.

*WESA reserves the right to request any additional information as deemed necessary to qualify a Business for entry to a WESA Market. By completing this form, listed Buyers agree to be contacted by WESA and its Exhibitors and their exhibiting companies. WESA will not sell Buyer information. It is further agreed that photographs that include listed Buyers and their guests, if any, may be used by WESA in promotional materials, including print, web and social media without further notice or permission.*