

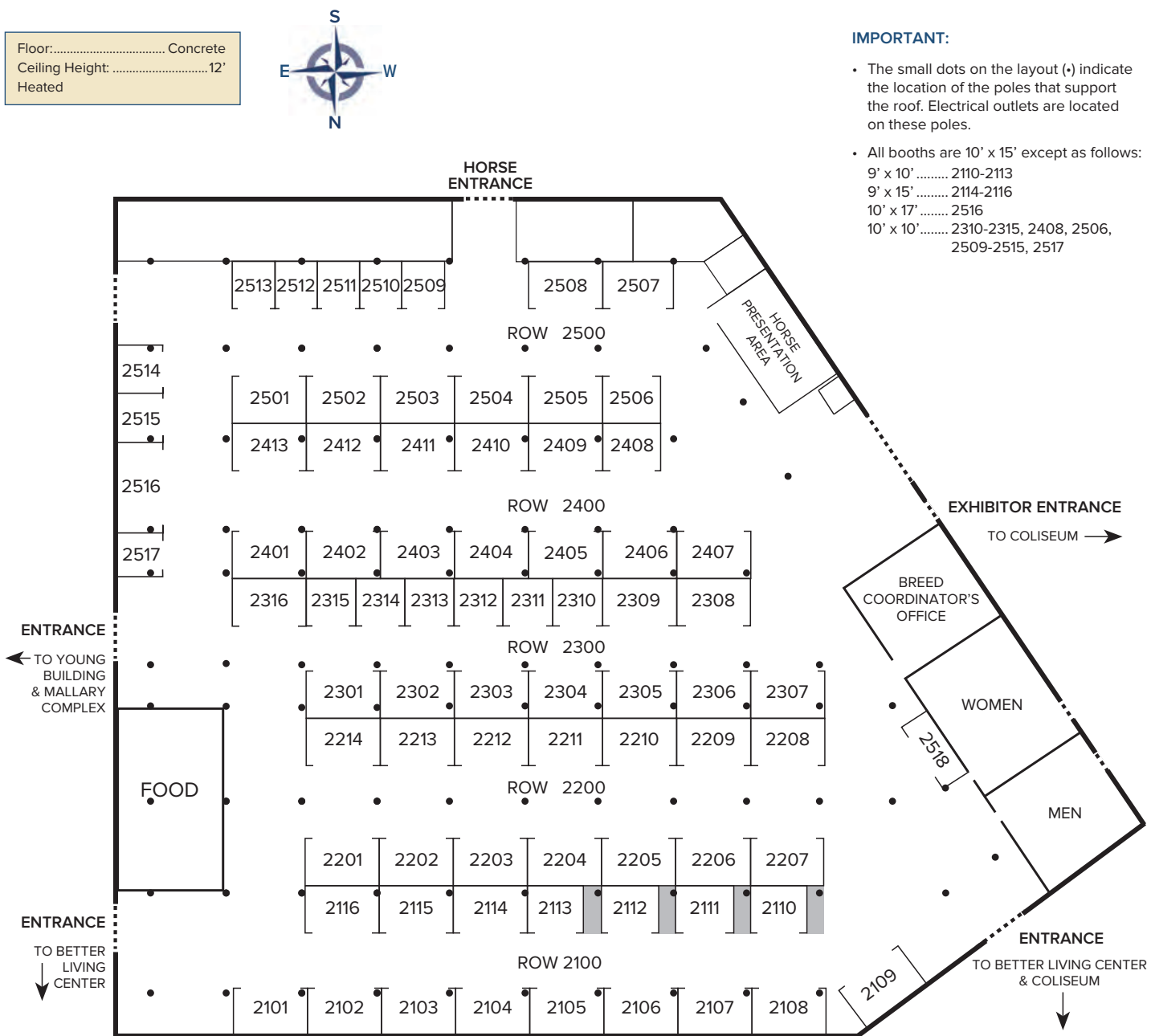
# Stroh Building

## Breed Pavilion & Horse Association Exhibits



EQUINE AFFAIRE® | 2017

# Exhibiting Opportunities for Breed Organizations and Horse Owners



**A picture of a horse may be “worth a thousand words,” but seeing a horse in person is “priceless.”** An important part of Equine Affaire’s mission is to provide organized breed associations as well as individual horse and farm owners with opportunities to showcase their horses—and provide the tens of thousands of avid horse enthusiasts attending Equine Affaire with opportunities to experience a wide variety of breeds of horses and understand and appreciate their strengths and differences. While breed associations and owners of horses and horse farms routinely market their breeds, farms, and horses through various online platforms and print media outlets, Equine Affaire offers a rare opportunity to meet with and present horses to potential customers in person and “in horse.” These opportunities range from exhibiting in the Breed Pavilion and/or Horse & Farm Exhibits to presenting horses in scheduled breed demonstrations throughout the four days of the event.

### Exhibiting in the Breed Pavilion

Equine Affaire’s Breed Pavilion provides a great avenue for breed associations and groups to promote their breeds to “new” horse people who are not already familiar or involved with their breeds. The Breed Pavilion is presented within the climate-controlled Stroh Building at the Eastern States Exposition and features a combination of traditional draped exhibit booths and exhibit stalls. The Breed Pavilion includes a presentation ring where exhibitors may also present their horses in hand to event attendees during each day of the show. Equine Affaire’s Breed Pavilion educates horse people about all breeds of horses and stimulates them to get involved with new breeds through the purchase of horses and participation in breed-related activities.

Equine Affaire is committed to offering to as many breed associations and groups as possible the opportunity to exhibit and display horses. Breed associations and horse owners affiliated with those associations are encouraged to work together to develop creative and effective exhibits and demos to promote their respective breeds. While it is preferable to have a breed represented by its official association, horse and farm owners affiliated with a breed may also represent their breed in the event that their association is not involved.

Each exhibit booth in the Breed Pavilion includes 8’ back and 3’ side drapes and one exhibitor name sign. Booths do not include furniture, carpet, or electrical service, but these amenities are available through the event’s service providers.

Exhibit stalls are specially-designed portable 10’ x 10’ stalls set within exhibit booths. Each exhibit stall may be used to display up to four different horses each day – Thursday through Saturday – and up to three different horses on Sunday—making it possible for organizations to present a large number of equine ambassadors owned by their members throughout the four days of the event. Stalls do not include bedding, but shavings, straw, and hay are available for purchase on site.

Rental of an exhibit booth/stall in the Breed Pavilion includes a wide variety of amenities:

- Four-day passes based on amount of space contracted for
- A one-line listing of the breed association’s or group’s name, breed of horse, and phone number or web site address in the event program distributed for free to attendees.
- **A FREE ¼ black and white ad in the event program**, if the contract for exhibit space and deposit are **received by July 30, 2017**

*(Amenities continued on next page)*



For more information, contact:

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- A listing of the breed association's or group's name, logo, mutual link, breed of horse, and phone number or web site address on [equineaffaire.com](http://equineaffaire.com) prior to and during the event
- A stall in the barn (in an area closed to the public) for overnight stabling during the event from noon on Wednesday to midnight on Sunday with the rental of an exhibit stall in the Pavilion
- The opportunity to feature a promotional video for the breed (provided by the association) on a video screen at the Equine Fundamentals Forum
- The opportunity to work with Equine Affaire on co-promotion of the breed's participation in Equine Affaire through online advertising, eFlyers, banner ads, and social media.
- Exhibitor hospitality before the show opens each day of the event

### Breed Pavilion Booth Dimensions and Costs

|   |        | # of Exhibitor Badges |
|---|--------|-----------------------|
| 10 x 10 Exhibit Space                               | \$ 350 | 3                     |
| 10 x 15 Exhibit Space                               | \$ 425 | 3                     |
| 10 x 20 Exhibit Space                               | \$ 575 | 4                     |
| 10 x 30 Exhibit Space                               | \$ 775 | 5                     |
| 10 x 20 Exhibit Space with Stall                    | \$ 725 | 4                     |
| 10 x 25 Exhibit Space with Stall                    | \$ 850 | 5                     |
| 10 x 30 Exhibit Space with Stall                    | \$ 950 | 5                     |
| Additional fee for each corner booth or stall \$ 50 |        |                       |

### Exhibiting in the Horse & Farm Exhibits area

Equine Affaire's Horse & Farm Exhibits are presented in a prime area of stalls within C-Barn adjacent to the coliseum. This exhibit area is designed to complement the Breed Pavilion by offering individual horse owners the ability to market their horses for sale, stallions, farms, and training/breeding services directly to the vast number of horse people who attend Equine Affaire. The venue also serves as a second location to showcase horses that are "rotated" through exhibit stalls in the Breed Pavilion.

Stalls in the Horse & Farm Exhibits are 12' x 9'. Regular in-line stalls are \$150 each; end stalls on the outer aisles of the barn are \$175, and end stalls on the main center aisle of the barn are \$200 each. Each exhibitor is required to purchase (or share) a tack stall in addition to a horse stall, and tack stalls are \$100 each. Rental of an exhibit stall in the Horse & Farm Exhibits area includes:

- Two four-day adult tickets to Equine Affaire per stall (a \$100 value)
- A one-line listing of stall number, farm name, breed of horse, and phone number or web site address in the event program distributed for free to attendees.
- A listing of the farm or horse owner name, breed of horse, and phone number or web site address on [equineaffaire.com](http://equineaffaire.com) prior to and during the event

Though Equine Affaire is a four-day event, Horse & Farm exhibitors do not have to participate all four days. They simply must commit to exhibiting for at least three days and specify in advance whether they plan to exhibit on Thurs-Sat or Friday to Sunday. The purchase of a Horse & Farm Exhibits stall does not include bedding or electrical service (other than service for routine horse care). Shavings, straw, and hay are available for purchase on site.

### "For Sale" Stalls in the Horse & Farm Exhibits area

In short, Equine Affaire is a great place to sell a horse....as evidenced by the number of horses sold at previous events! With thousands of horse enthusiasts visiting each Equine Affaire, the show is the perfect place to find a buyer for almost any breed of horse. To bring horse sellers together with horse buyers, Equine Affaire features "For Sale" stalls in the Horse & Farm Exhibits area. These stalls are in-line stalls located amid the other Horse & Farm Exhibits stalls. Rental of a "For Sale" stall is only \$150/stall and includes:

- Two four-day adult tickets to Equine Affaire per stall (a \$100 value)
- A descriptive "For Sale" sign to post on the stall
- A free listing pre-event on [equineaffaire.com](http://equineaffaire.com) that will provide the horse's breed, age, gender, name, discipline, price, and stall location
- A one-line listing of stall number, horse owner's name, breed of horse, and phone number or web site address in the event program distributed for free to adult attendees
- The opportunity to give interested adult customers the chance to test ride their horses in a schooling arena at the event.

Though Equine Affaire is a four-day event, horse owners who rent "For Sale" stalls do not have to participate all four days. They simply must commit to exhibiting for at least two days and specify in advance their date of arrival. Horse owners who rent "For Sale" stalls may also rent a tack stall next to their "For Sale" stall(s) for an additional \$100 in order to store their bedding, tack, feed, and other equipment while at the show.

### Breed Demonstrations

Breed demonstrations are five and ten-minute "mini productions" presented in the coliseum and Mallary Arena in between clinic sessions. These demos are an important and popular part of Equine Affaire's education-oriented program and wonderful opportunities for breed associations to showcase their breeds and horses to large audiences at Equine Affaire. Invitations to conduct a breed demonstration are extended by Equine Affaire's Breed Coordinator to each breed association or group that contracts for exhibit space in the Breed Pavilion and also to breeds represented by horse owners exhibiting in the Horse & Farm Exhibits based on availability of timeslots in the clinic schedule. **Demo times are offered on a first-come, first-served basis and confirmed in the order in which completed contracts with deposits for exhibit space are received.**

Breed demonstrations focus on the history of the breed; the conformation, gaits, and unique qualities that define the breed; and the disciplines and activities at which members of the breed excel. While horses are ridden, driven, and presented in hand in the arena, Equine Affaire's announcer reads a script prepared by the breed association and plays music the exhibitor provides on a CD. Four to six horses may be featured in a five-minute breed demo, and four to eight horses may participate in a ten-minute demo. Demo participants may include horses featured in the association's exhibit stall, horses in the Horse & Farm Exhibits, and horses brought to the event for the breed demo. To support breeds in producing their demos, Equine Affaire provides 24 hours of stabling and four single-day admission tickets for each horse brought to the event solely for a breed demo.

### Breed Segments in the Equine Fundamentals Forum

Breed segments are informal, in-hand breed presentations scheduled in the demo ring in the Equine Fundamentals Forum in the Mallary South. These ten-minute presentations provide opportunities for representatives of different breeds to showcase their horses to event attendees in a more "up close" venue. Invitations to participate in breed segments are extended by Equine Affaire's Breed Coordinator to each of the breed associations exhibiting in the Breed Pavilion or the Horse & Farm Exhibits area, and timeslots are assigned on a first-come, first-served basis. No script is required for these presentations; a microphone and sound system are available for use.

### Discounts on Program Advertising

Equine Affaire's printed event program is distributed free to all adult attendees, and Breed Pavilion and Horse & Farm exhibitors receive a 10% discount on advertising rates. For information on ad sizes, rates, and copy deadlines, consult the program advertising leaflet in the exhibitor kit or contact Karin Brennan.

