



## **Opportunities to Showcase Breeds, Breed Associations, and Horses at Equine Affaire in Massachusetts**

Having equine ambassadors of your breed on exhibit in the Breed Pavilion or Horse & Farm Exhibits and performing in demonstrations and presentations before large audiences at Equine Affaire are invaluable ways to promote your breed and breed association to avid horse enthusiasts. Equine Affaire offers several different opportunities to present horses in hand, under saddle, and in harness during the event. These live demonstrations will enable you to showcase the qualities, capabilities, and charisma of your horses...and get people as excited as you are about your breed!

### **Breed Demonstrations in the Coliseum and Mallary Clinic Arena**

Breed demonstrations are choreographed and scripted “mini productions” presented in between clinics in the coliseum and Mallary Arena. The purpose of each breed demonstration is to give each breed association or owner group exhibiting in the Breed Pavilion a prime opportunity to educate Equine Affaire attendees about their breeds—and inspire event attendees to visit their exhibits to learn more about their horses and associations. Your breed demonstration should focus on the history of your breed; the conformation, gaits, and unique qualities that define horses of your breed; and the disciplines and activities for which your horses are best suited. While your horses perform in the arena, Equine Affaire’s announcer will read a script prepared by your breed demo coordinator and, if desired, play music that you provide on a CD.

Each breed is offered up to two breed demo opportunities—one for a five-minute demo in the coliseum and one for a ten-minute demo in the Mallary Arena. Breed demonstration times and locations are scheduled on a first-come, first-served basis in the order in which Equine Affaire’s Breed Coordinator receives contracts from Breed Pavilion exhibitors. Once the clinic schedule is confirmed for the main arenas, the Breed Coordinator contacts the representative of your breed who contracted for the exhibit space to schedule your demonstration day and time. You will then need to designate an individual within your organization who will serve as your breed demo coordinator; our Breed Coordinator will then follow up with that individual to provide him/her with the information and materials needed to produce the breed demonstration.

You may present four to six horses in your demo in the coliseum and four to eight horses in your demo in the Mallary Arena. These horses may include horses that are at the event to be featured in your exhibit stall, horses on display in the Horse & Farms Exhibits, and horses brought to the event solely for participation in your demonstrations. To support breed associations in producing their demonstrations, Equine Affaire provides 24 hours of stabling and four single-day tickets for up to six horses brought to the event solely for participation in your demos.

If there are unassigned breed demo timeslots in the clinic arena schedule after all breed demos for associations and groups exhibiting in the Breed Pavilion have been scheduled, opportunities to present breed demos will be extended to breeds represented solely within the Horse & Farms Exhibits. Those demos will be coordinated by the horse owners exhibiting in that area.

### **Breed Presentations in the Equine Fundamentals Forum**

Breed presentations in the Equine Fundamentals Forum (located in the Mallary South) are smaller and less formal breed segments scheduled in between other educational demonstrations in the Forum's 24 x 24 demo ring. Featuring one horse in-hand, these presentations are 10 minutes in length and provide opportunities for Equine Affaire attendees to become acquainted with various breeds and see horses "up close." Equine Affaire's Breed Coordinator contacts breed associations and groups with exhibit stalls in the Breed Pavilion and participants in the Horse & Farm Exhibits and invites them to present their breeds and horses in the Equine Fundamentals Forum. No script is needed for these presentations. The coordinator of the breed's EFF breed presentation may use the microphone and sound system to speak to members of the audience about the breed and the equine ambassador in the ring. Audience participation is encouraged.

### **Breed Videos in the Equine Fundamentals Forum**

The Equine Fundamentals Forum features a wide range of interactive exhibits devoted to developing an understanding of horses and basic horsemanship skills for new riders and horse owners of all ages. If your breed association has a professionally produced promotional video about your breed and breed association, you may submit the video for broadcast on a screen at the EFF. Videos may be no longer than five minutes and must be provided as a DVD or mp4 video file.