

- 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 20 Exhibit Space	\$ 575	4
10 x 30 Exhibit Space	\$ 775	5
10 x 20 Exhibit Space with Stall	\$ 725	4
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 the Gilligan Complex across from 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 10' x 10'. Regular in-line stalls are \$150 each; end stalls on the outer aisles of the barn are \$200, and end stalls on the main center aisle of the barn are \$175 each. Each exhibitor is required to purchase (or share) a tack stall in addition to a horse stall, and tack stalls are \$100 each. Admission is not included with tack stall purchase. Rental of an exhibit stall in the Horse & Farm Exhibits area includes:

- One four-day adult ticket to Equine Affaire (\$50 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 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 Thursday through Saturday 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:

- One four-day adult ticket to Equine Affaire (\$50 value)
- A descriptive "For Sale" sign to post on the stall
- A free listing pre-event on 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. Admission is not included with tack stall purchase.

Breed Demonstrations

Breed demonstrations are "mini productions" presented in between clinics in the coliseum and Voinovich arenas. They may be up to 13 minutes in length; most are 10-13 minutes, and those with fewer horses are sometimes six to seven minutes. 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. You may present as few as four horses and as many as 10 horses in your breed demonstration. 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 Demonstrations in a Secondary Clinic Arena

During the four days of Equine Affaire breed demonstrations are also presented in a secondary clinic arena. Opportunities to present a breed demo in this secondary clinic arena are offered by Equine Affaire's Breed Coordinator to breeds exhibiting only in the Horse & Farm Exhibits and also to breed associations exhibiting in the Breed Pavilion. Because timeslots are at a premium, the limited opportunities to present a breed demo in the secondary clinic arena are offered based on the order in which exhibitors submit their contracts to exhibit at the event as well as the size of the breed's presence at the event.

The purpose, guidelines, content and format of breed demos in the secondary clinic arena are the same as those of breed demos in the primary clinic arenas with the exception that breed demos in the secondary clinic arena can be no longer than 10 minutes. For efficiency, a breed group may present the same demo with the same participants, scripts and music in both locations, if both demos are no longer than 10 minutes. The second option is to modify and edit the demo and script developed for the breed's primary clinic arena demo to fit within the 10-minute timeframe allowed for a demo in the secondary clinic arena.

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 an association's breed demonstrations.

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 Celeste Center. 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.