

Exhibiting Opportunities for Breed Organizations and Horse Owners



An important part of Equine Affaire's mission is to provide organized breed associations as well as individual horse and farm owners opportunities to showcase and share their passion for the breeds of horses they represent and own. Within each Equine Affaire these opportunities range from participating as an exhibitor in the Breed Pavilion and/or Horse & Farm Exhibits to presenting horses in various types of scheduled breed demonstrations during the four days of the event.

Exhibiting in the Breed Pavilion

Equine Affaire's Breed Pavilions are invaluable opportunities for breed associations (national and regional) to effectively promote their respective breeds to thousands of horse enthusiasts within a first-class event. The Breed Pavilions at both events are presented within climate-controlled trade show buildings and feature a combination of traditional draped exhibit booths and attractive exhibit stalls. The Massachusetts Breed Pavilion includes a presentation ring where Breed Pavilion exhibitors have opportunities to present their horses in hand to event attendees each day of the show.

Equine Affaire is committed to offering to as many breed associations 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 to promote their respective breeds. 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—affording the opportunity for organizations to present a large number of equine ambassadors owned by their members throughout the four days of the event.



Breed Pavilion Booth Dimensions and Costs

	OH	MA	# of Exhibitor Badges
Regular Single Booth (10 x 10 or less)	\$500	\$500	3
Large Single Booth (10 x 15*)	N/A	\$600	3
Medium Booth (10 x 20)	\$800	\$800	4
Large Booth (10 x 30)	\$1100	\$1100	5
Regular Booth including Exhibit Stall (10 x 20)	\$1050	\$1050	4
Medium Booth including Exhibit Stall (10 x 25)	N/A	\$1200	4
Large Booth including Exhibit Stall (10 x 30)	\$1350	\$1350	5

*includes odd-sized booths of 135-153 sq feet
Additional fee for each corner booth or stall: \$75

Each exhibit booth includes 8' back and 3' side drapes, one exhibitor name sign, a listing as an exhibitor in the event program, and a listing on equineaffaire.com. Exhibit booths do not include furniture, carpet, or electrical service.

Exhibit stalls are specially-designed portable 10' x 10' stalls set within exhibit booths. Stalls do not include bedding. The purchase of an exhibit stall also includes a stall in the horse barn (in an area closed to the public) for overnight stabling during the event from noon on Wednesday to midnight on Sunday.

Exhibiting in the Horse & Farm Exhibits area

Equine Affaire's Horse & Farm Exhibits are presented in a prime area of stalls within the Gilligan Barn Complex at the Ohio event and C-Barn at the Massachusetts event. These exhibit areas are designed to complement the Breed Pavilion at each event by offering individual horse owners the ability to market their stallions, farms, horses for sale, and training/breeding services directly to the tens of thousands of horse people who attend Equine Affaire. Breed associations may also be represented through individual horse owners exhibiting in the Horse & Farm Exhibits Area. This venue serves as a second location to showcase horses that are "rotated" through exhibit stalls in the Breed Pavilion.

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Stalls in the Horse & Farm Exhibits area at the Ohio event are 10' x 10' permanent stalls; those at the Massachusetts event are 12' x 9'. Regular in-line stalls are \$200 each and end stalls are \$250 each at both shows.

Each exhibitor is required to purchase (or share) a tack stall in addition to a horse stall, and horse and tack stalls are the same price. Purchase of an exhibit stall in the Horse & Farm Exhibits area includes:

- 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.
- One four-day adult ticket to Equine Affaire per stall

The purchase of a Horse & Farm Exhibits stall does not include bedding or electrical service (other than service for routine horse care). Bedding is available for purchase on site.

"For Sale" Stalls

Tens of thousands of avid horse people representing all corners of the equestrian world will attend Equine Affaire, and many of these attendees will be in the market for a new horse. To bring horse sellers together with horse buyers, Equine Affaire has introduced a new element to the Horse & Farm Exhibits area: "For Sale" stalls.

You can rent a "For Sale" stall for just \$125. Each stall rental includes a "For Sale" sign to post on the stall and a free listing pre-event on equineaffaire.com that will provide the horse's breed, age, gender, name, discipline, price, photo, and stall location. Though Equine Affaire is a four-day event, you do not have to participate all four days. You simply must commit to exhibiting for at least two days and specify in advance your date of arrival. Horse owners who rent "For Sale" stalls will also have the opportunity to give interested adult customers the opportunity to test ride their horses in a specified location at the event and may also rent a tack stall next to their "For Sale" stall(s) for an additional \$75 in order to store their bedding, tack, feed, and other equipment while at the show. Discounted rates available for those also exhibiting in the Horse & Farm Exhibits.

Breed Demonstrations

Breed demonstrations are 10 to 13 minute "mini productions" presented in the major clinic arenas 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 that purchases exhibit space in the Breed Pavilion and also to breeds represented by horse owners exhibiting in the Horse & Farm Exhibits area based on availability of timeslots in the clinic schedule. **Note: Demo times are offered on a first-come, first-served basis and confirmed in the order in which completed contracts and 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. Up to 10 horses may be featured in a breed demo and these 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. These 10-minute presentations provide opportunities for young horse enthusiasts and their parents to become acquainted with various breeds and experience them "up close." 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.

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.