



EXHIBIT & PRODUCT SUMMARY

EQUINE AFFAIRE® November 9-12, 2017 W. Springfield, MA

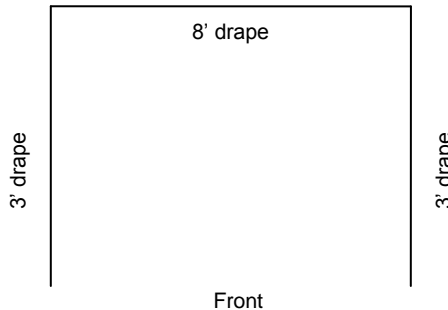
Complete and return this Exhibit & Product Summary along with your Application & Contract for Exhibit Space, and deposit. We cannot process your Application without receiving these essential documents from you.

Business Name: _____ Date: _____

Contact Person: _____ Phone: _____

Nature of Your Exhibit

*Please briefly describe/draw the design of your exhibit. Include the layout and items (other than products) that you typically utilize to decorate your booth. **Please do NOT write "same as last year" or list products in this section.***



How many hours do you need to set up? _____

Please answer the following questions about your exhibit.:

Will your exhibit...

Yes No

- Have a back wall or display higher than 8 feet?
 - Have banners or signage that will be hung at a height greater than 8 feet?
 - Have high **side** walls the full 10-foot depth of the booth? **If yes**, pre-event approval is required. Without approval you may be required to remove a portion of your display onsite.
- ___ One high side ___ Two high sides _____ Need the side(s) draped 8' high

Yes No

Utilize acoustic and/or video advertising equipment?
If yes, please consult our Exhibitor's Guide for complete regulations.

Have a tent, roof, or any other device that spans over the top of your booth?*

Incorporate items such as hay, straw, or any other potentially flammable materials?*

**These design elements may not be permitted by the Fire Marshal; please discuss these with Trade Show staff.*

Type and Brands of Merchandise

Please list all brands/services included in your exhibit. All items are subject to approval by Equine Affaire, Inc. If you make any changes in the products or services after your application is processed, you must submit a written summary of these changes by September 29, 2017.

- | | | |
|---|---|--|
| <input type="checkbox"/> Apparel – English | <input type="checkbox"/> Engraving/Embroidery | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Apparel – General | <input type="checkbox"/> Farm & Barn Equip | <input type="checkbox"/> Signage/Decor |
| <input type="checkbox"/> Apparel – Western | <input type="checkbox"/> Feed | <input type="checkbox"/> Supplements |
| <input type="checkbox"/> Art | <input type="checkbox"/> Fencing/Panels/Gates | <input type="checkbox"/> Tack & Driving Supplies |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Gifts/Miscellaneous | <input type="checkbox"/> Training/Schools |
| <input type="checkbox"/> Barn Construction & Design | <input type="checkbox"/> Horse Care Products | <input type="checkbox"/> Trucks/Trailers |
| <input type="checkbox"/> Books/Videos | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Vacations |

Send completed form, Application and deposit to:
 Trade Show Department - Equine Affaire, Inc.;
 2720 State Route 56 SW; London, OH 43140
 Phone: (740) 845-0085 Fax: (740) 845-2879

2017 Marketing Opportunities – W. Springfield, MA



***Won't you please assist us in marketing Equine Affaire?
We all benefit by working together!***

Please check all that apply:

- We will distribute Equine Affaire flyers through our direct mailings, with product shipments (if applicable), and/or at other equine events we attend.

Circle type: Folded (3.5"x8.5") OR Slip (4"x 9") OR Poster (8 1/2" x 11") Quantity: _____

NOTE: Flyers and posters will be mailed as soon as they are available for release.

- We will advertise Equine Affaire in our newsletter, sales catalog, or other mailing. Please have someone contact us regarding advertising in my newsletter, catalog, or mailing.

Name of person to contact: _____

Email/phone: _____

- We have a Facebook page for our company. Be sure to list the address or name of your page and we'll be sure to like it on our Equine Affaire Facebook page.

Facebook page name: _____

- We would like to conduct a raffle or drawing within our booth during the event. Please submit a written summary listing the items you will be raffling off and confirming that the raffle will be free to enter and that the winner need not be present.

Contests, prizes, lotteries, and raffles must be conducted in compliance with state and local laws and the Equine Affaire 2017 Rules & Regulations and Raffle Guidelines. Raffles are expressly prohibited unless they have been approved prior to the event. Written raffle requests must be submitted by September 29, 2017.

Each exhibitor listing on the Equine Affaire Web site will include a link to your organization's Web site. Please provide the web address you'd prefer us to use below:

Web address: _____

Adding a reciprocal link from your Web site to www.equineaffaire.com is easy and promotes your participation in our event. We're happy to email you the instructions. To whom should these instructions be sent?

Name: _____

Email: _____

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