

Why Exhibit at Equine Affaire?



Equine Affaire Has a Proven Track Record...

Over the past few decades Equine Affaire has achieved a level of success which, by all criteria, sets it apart from the many smaller horse expos and fairs that have emerged in recent years. The events produced by Equine Affaire's professional production team continue to be the premiere equine expositions and equestrian gatherings in North America and the standard to which other horse expos are judged.

- Equine Affaire, Inc. has produced 56 successful events in four states since 1994.
- Equine Affaires are national and international in scope; attendees and event participants have traveled to the event from all 50 states, from throughout Canada, and from numerous foreign countries.
- On vendor surveys most vendors report that their sales at Equine Affaire are above average or excellent; they also rate the production and management of Equine Affaire as above average or excellent.
- Equine Affaire enjoys a remarkably high exhibitor return rate from year to year. Exhibit space within each trade show sells out, and additional vendors are placed on waiting lists.
- More than 50 breeds of horses have participated in Equine Affaire.
- Nearly all equestrian sports have been showcased at Equine Affaire.
- The educational programs presented at Equine Affaire are second-to-none. They feature the foremost trainers, coaches, competitors, and judges representing a wide variety of disciplines as well as the top "general" trainers and equestrian TV personalities, authors, and industry experts.





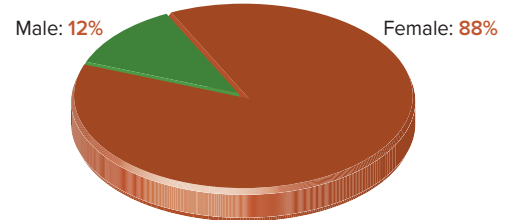
What we know about the attendees of Equine Affaire...

Equine Affaire attendees own horses of a wide variety of breeds and are actively involved in all types of equestrian sports. Based on raffle entries completed at recent events we know that:

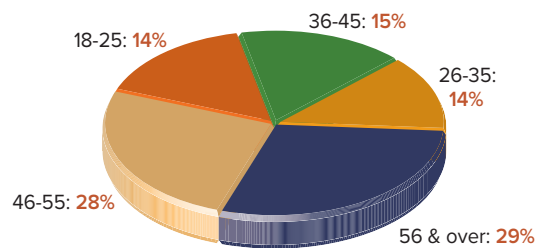
- **Equine Affaire attendees are predominantly female:** 88% of attendees are female.
- **Equine Affaire attendees are horse owners:** 85% of attendees own at least one horse, and 57% own more than one horse. Only 15% do not own horses, but as horse enthusiasts they are directly involved with horses on a regular basis through leases, riding lessons, etc.
- **Equine Affaire attendees represent all facets of the horse industry:** Of the attendees at the Ohio event, 17% are involved in English disciplines, 49% are involved in western disciplines, 26% in both English and western disciplines, 3% in driving, and 5% in other disciplines. In contrast, 39% of our Massachusetts attendees ride English, 28% ride western, and 23% ride both, with 10% riding in other disciplines.
- **Equine Affaire is truly national and international in scope:** Attendees have traveled to Equine Affaire from all 50 states, from all Canadian provinces, and from as far away as Japan, Brazil, Columbia, Sweden, Scotland, and Australia.
- **Equine Affaire attendees are avid horse enthusiasts who attend the event to learn as well as to shop for horse-related products:** Most attendees come to the event for more than one day to take advantage of the extensive program of clinics, seminars, and demonstrations.
- **Equine Affaire attendees come to the events to shop:** Many exhibitors have reported that they have enjoyed their highest single-day and/or single-weekend sales at Equine Affaire. On our post-event surveys, most exhibitors have reported that Equine Affaire ranks high in sales relative to all of the shows that they attend. Outstanding sales are reported by vendors offering all types of products ranging from high-priced trucks, trailers, custom tack, barns, and jewelry to lower-priced apparel, books, gifts, and stable supplies.

Gender of Attendees

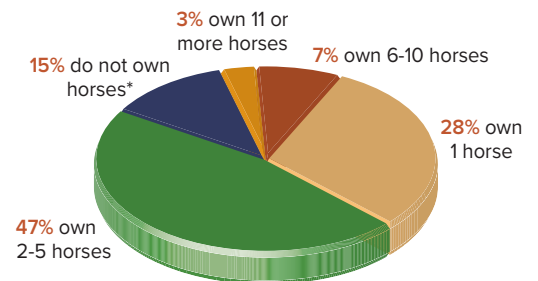
Note: percentages may be influenced by more females completing raffle entries



Ages of Attendees



Horse Ownership



* many of these non-owners are regularly involved with horses through lessons, leases, and other activities

Riding Styles

