



EXHIBIT & PRODUCT SUMMARY

EQUINE AFFAIRE® November 8-11, 2018 W. Springfield, MA

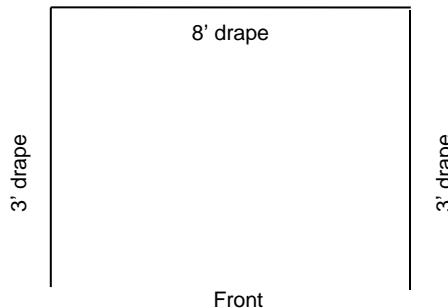
Complete and return this Exhibit & Product Summary along with your Application & Contract for Exhibit Space, and deposit. We cannot process your Application without receiving these essential documents from you.

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.*

Types and Brands of Merchandise

Please check off all types of products/services that you will feature in your exhibit. All product lines and brands are subject to approval by Equine Affaire, Inc. If you make any changes in the products, services, or brands after your application is processed, you must submit a written summary of these changes by September 28, 2018.

Product/Service Type

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

Brands of Merchandise

It is essential that we understand the specific brands that will be featured by all exhibitors who will be selling tack, apparel, and horse products in the show so that we can ensure diversity of products within the trade show and avoid having too many vendors competing in selling the same lines. Please check off all brands that you will be selling in your exhibit.

English Apparel

- | | | |
|-------------------------------------|--|---|
| <input type="checkbox"/> Ariat | <input type="checkbox"/> ECE Equestrian | <input type="checkbox"/> Huntfield |
| <input type="checkbox"/> Airowear | <input type="checkbox"/> Elite | <input type="checkbox"/> Ice Horse |
| <input type="checkbox"/> Alessandro | <input type="checkbox"/> Equetech | <input type="checkbox"/> Kerrits |
| <input type="checkbox"/> Animo | <input type="checkbox"/> Equi-Fit | <input type="checkbox"/> Joules |
| <input type="checkbox"/> Arista | <input type="checkbox"/> EquiStar | <input type="checkbox"/> Noble Outfitters |
| <input type="checkbox"/> Asmar | <input type="checkbox"/> Essex Classics | <input type="checkbox"/> Ovation |
| <input type="checkbox"/> Baker | <input type="checkbox"/> Equine Couture | <input type="checkbox"/> Perri's |
| <input type="checkbox"/> Centaur | <input type="checkbox"/> FITS | <input type="checkbox"/> Riding Sport |
| <input type="checkbox"/> Cambox | <input type="checkbox"/> Glamorise | <input type="checkbox"/> RJ Classics |
| <input type="checkbox"/> Cavallo | <input type="checkbox"/> Goode Rider | <input type="checkbox"/> Romfh |
| <input type="checkbox"/> Dover | <input type="checkbox"/> Grand Prix | <input type="checkbox"/> Stubben |
| <input type="checkbox"/> Devon-Aire | <input type="checkbox"/> Heritage | <input type="checkbox"/> Tredstep |
| | <input type="checkbox"/> Horseware Ireland | <input type="checkbox"/> TuffRider |

Western Apparel

- | | | |
|--|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Anderson Bean | <input type="checkbox"/> Cruel Girl | <input type="checkbox"/> Resistol |
| <input type="checkbox"/> Ariat | <input type="checkbox"/> Heritage | <input type="checkbox"/> Roper |

- Carhartt
- Cinch
- Circle S
- Collegiate
- Corral
- Cowgirl Tuff Co.
- Cripple Creek

- Justin
- Levi
- Lucky Brand
- Miller Ranch
- Noble Outfitters
- Panhandle
- Perri's Leather

- Scully
- Stetson
- STS Ranchwear
- Tin Haul
- Tony Lama
- Twisted X
- Wrangler

Western Hats

- American Hat co.
- Bailey
- Bullhide
- Charlie 1 Horse

- George Straight
- Greeley Hat Works
- Larry Mahan
- Milano Hat Co.

- Peter Grimm Hats
- Resistol
- Rodeo King
- Stetson

English Helmets

- Charles Owen
- GPA
- IRH

- KASK
- One K
- Ovation

- Samshield
- Troxel
- Uvex

English Boots

- Ariat
- Cavallo
- Dansko
- DeNiro
- Devon-Aire

- Dubarry
- Dublin
- Equistar
- Parlanti
- Petrie

- Saxon
- Sergio Grasso
- TredStep
- Tuffrider
- Vogel

Western Boots

- Anderson Bean
- Ariat
- Boulet
- Cinch Edge
- Corral
- Dingo
- Double H
- Durango

- El Dorado
- Ferrini
- Frye
- John Deere
- Justin
- Laredo
- Lucchese
- Macie Bean

- Nocona Cowboy Boots
- Old Gringo
- Old West
- Pecos Bill
- Stetson
- Tin Haul
- Tony Lama

English Saddle

- Baines
- Bates
- Cardanel
- Childeric
- Circuit

- Courbette
- Henri de Rivel
- Hermes
- Passier
- Pessoa

- Ovation
- Stubben
- Wintec

Western Saddle

- Alamo
- American
- Big Horn
- Billy Cook
- Circle S
- Circle T
- Circle Y

- Corriente
- Dale Chavez
- Double J
- JT International
- Martin
- Montana
- Reinsman

- Saddle King
- Simco
- Tex Tan
- Tucker
- Wintec
- Wylde

Bits

- AlbaCon
- Beris

- FES
- Herm Sprenger

- Ovation
- Professional's Choice

- Billy Royal
- Centaur
- Darnail
- Dutton

- Korsteel
- Myler
- Nathe
- Neue Shule

- Reinsman
- Stubben
- Weaver

Bridles

- Abetta
- Berlin
- Billy Cook
- Camelot
- Cashel
- Circle Y
- Collegiate
- Cowboy Pro
- Double S
- Dr. Cooks

- Henri De Rival
- Horseware
- Horze
- Micklem
- Ovation
- Passier
- Pessoa
- Reinsman
- Shires
- Showmark

- SmartPak
- Stubben
- Tough-1
- Tucker
- Weaver
- Wellington
- Wintec

Horse Care Products

- Absorbine
- Andis
- Back On Track
- Bannix
- Cavallo
- Cowboy Magic
- Farnam

- Fortiflex
- Horseman's Pride
- Horseware
- JT International
- Mane 'n Tail
- Manna Pro
- Oster

- Professional's Choice
- Shires
- Tough-1
- Wahl
- Weaver Leather

Blankets/Sheets

- Absorbine
- Amigo
- Back On Track
- Baker
- Blue Ribbon Blankets

- Centaur
- Horseware Ireland
- Jeffers
- Pessoa
- Professional's Choice

- Rambo
- Schneiders
- SmartPak
- Tough-1
- Weatherbeeta

Please list any additional product lines/brands you intend to bring if not mentioned on the above list.

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

2018 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 ½" 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 2018 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 28, 2018.

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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