



# EQUINE AFFAIRE MARKETING OPPORTUNITIES

November 8-11, 2018

Eastern States Exposition, W. Springfield, MA

Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_

Do you want to conduct a raffle or drawing within your booth during the event?  Yes  No

If Yes: Please submit a written summary confirming that the raffle will be:

- Free to enter
- Winner need not be present
- List of the item(s) you will be raffling off.

Contests, prizes, lotteries, and raffles must be conducted in compliance with state and local laws and 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.

***Let's work together to promote your breed and your participation in Equine Affaire! We will all benefit by coordinating our promotional efforts.***

Please check all that apply:

**FLYERS:** We will distribute Equine Affaire flyers through our direct mailings, meetings and/or equine events we attend or host.

- o Quantity: \_\_\_\_\_ Flyer type:  Folded (8 ½" x 11")  Small (4"x 9")

**MEMBER NEWSLETTERS / MAILINGS:** We will advertise Equine Affaire in our newsletter, sales catalog, or other mailing.

- o Please send an ad by this date: \_\_\_\_\_ Dimensions: \_\_\_\_\_" w x \_\_\_\_\_" h  
o Please have someone contact us regarding advertising in our newsletter, catalog, or mailing.

Name of person to contact: \_\_\_\_\_

Email/phone: \_\_\_\_\_

**FACEBOOK:** We have a Facebook page for our association.

- o Provide the address or name the page is listed as and we'll be sure to "like" it on Equine Affaire's page: \_\_\_\_\_

**WEB SITE LINK:** As an exhibitor in the Breed Pavilion your organization's name and logo are listed on **equineaffaire.com**. You also receive a link from your name/logo to your organization's Web site.

- o To what Web address should we create the link?

Web address: \_\_\_\_\_

**RECIPROCAL LINK:** 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 the instructions be sent?

Name of person to contact: \_\_\_\_\_

Email/phone: \_\_\_\_\_

- PROGRAM AD:** If you submit your exhibit space contract and deposit by July 30, 2018, you are entitled to receive a **FREE** ¼ page, black and white ad in the Equine Affaire Event Program. The ad deadline is August 30, 2018. Who will be providing the copy for your free program ad?

Name of person to contact: \_\_\_\_\_

Email/phone: \_\_\_\_\_

- VIDEO:** As an exhibitor in the Breed Pavilion your organization may provide a promotional video about your breed (up to five minutes in length) to be played in our Equine Fundamentals Forum. The video should be submitted as a DVD or mp4 file by October 1, 2018. Who will be providing the video?

Name of person to contact: \_\_\_\_\_

Email/phone: \_\_\_\_\_

#### **ADDITIONAL MARKETING OPPORTUNITIES AVAILABLE**

- BANNER:** Would your organization like to have a banner in a clinic arena at the event for additional exposure? Please provide the best contact to discuss this opportunity:

Name of person to contact: \_\_\_\_\_

Email/phone: \_\_\_\_\_

- VIDEO:** As an exhibitor in the Breed Pavilion your organization may provide a promotional video about your breed (up to five minutes in length) to be played between sessions at the Equine Affaire Seminar Stage. The video should be submitted as a DVD or mp4 file by October 1, 2018. Please provide the best contact to discuss this opportunity:

Name of person to contact: \_\_\_\_\_

Email/phone: \_\_\_\_\_

- LISTS:** Does your organization have a mail or email list? If so, please provide the name and contact information for the person who handles this aspect of your marketing.

Name of person to contact: \_\_\_\_\_

Email/phone: \_\_\_\_\_

**Send completed form to:** ***Karin Brennan, Breed Coordinator***  
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