



# MARKETING OPPORTUNITIES

EQUINE AFFAIRE® April 6-9, 2017 Columbus, OH

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

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

**Will you be selling merchandise? No \_\_\_\_\_ Yes \_\_\_\_\_ If so, please provide a description of the items you will be selling in your exhibit space.**

**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, and/or at other equine events we attend.

**Circle type:** Folded (8 ½" x 14") 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 send an ad by this date: \_\_\_\_\_ Dimensions: \_\_\_\_\_" w x \_\_\_\_\_" h

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 organization. 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: \_\_\_\_\_

Equine Affaire is pleased to announce that each exhibitor listing on the Equine Affaire Web site will be a mutual link between our Web site and 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](http://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: \_\_\_\_\_

**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 and that the winner need not be present and listing 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 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 March 1, 2017.

**Send completed form to: Karin Brennan; Breed Coordinator, Equine Affaire, Inc.;**  
2720 State Route 56 SW; London, OH 43140  
Phone: (740) 845-0085 Ext. 112 Fax: (740) 845-2879