



November 12-15, 2020

W. SPRINGFIELD, MA, Eastern States Exposition

*North America's Premiere
Equine Exposition &
Equestrian Gathering*

Have a horse to sell? Or a stallion or equine facility to promote?



*Market yourself,
your farm and your
sale horses at
North America's
premiere equine
exposition and
equestrian gathering.*

With tens of thousands of horse-people poised to attend the 2020 Equine Affaire in Massachusetts this fall, there's no better place to present your horses for sale or promote your farm, stallion, or equestrian business. Equine Affaire's Horse & Farm Exhibits area — located in C-Barn at Eastern States — is where horse owners, stable / farm owners, and horse service providers connect in person with customers who are interested in all breeds of horses and a variety of equestrian disciplines.

In a nutshell Equine Affaire's mission is two-fold—to provide exceptional educational opportunities for horse people and to serve the needs and interests of horse owners and the horse community. To that end we are listening to what horse and farm owners want and providing a range of very affordable opportunities to conduct business at the event. Complement your online and in print marketing efforts for your farm and horses with an effective presence at Equine Affaire. If a picture is "worth a thousand words," then having opportunities to sell your horses and promote your farm and services in person to thousands of potential customers is "priceless."



What could be a better venue at which to sell a horse or market a stallion or stable than a centrally located and well-established equine facility like the Eastern States Exposition and a first class equestrian event like Equine Affaire?



Marketing your farm, stable, stallion, or boarding, training, and breeding facility at Equine Affaire

The Horse & Farm Exhibits include three types of exhibit stalls—inline 12 x 9 stalls for only \$150 each, end/corner stalls on the outer aisles of the barn for \$175, and end/corner stalls on the main center aisle of C-Barn for \$200. The rental of each exhibit stall includes:

- Two four-day event passes (a \$100 value)
- A one-line listing of stall number, farm name, breed of horse, and phone number or web site address in the free event program
- A listing pre- and during the event on equineaffaire.com

The Horse & Farm Exhibits are an important and popular feature of Equine Affaire, so Horse & Farm exhibitors must commit to being on site at least three days of the event.

For detailed information on Equine Affaire’s “For Sale” stalls, Horse & Farm Exhibits, and Breed Pavilion consult equineaffaire.com. Click on the Massachusetts event and follow the “exhibit” link to the Breed Exhibits pages. You may also contact Karin Brennan at (740) 845-0085 ext. 112 or kbrennan@equineaffaire.com.

Selling your horses at Equine Affaire

Yes, you can sell your horse online, at your barn, or through an auction, but finding the right buyer at the right price at Equine Affaire just might be quicker, easier, and more profitable.

You can rent a 12 x 9 “For Sale” stall at Equine Affaire for just \$150, and each stall rental includes:

- Two four-day passes to the event (a \$100 value)
- A “For Sale” sign to post on the stall
- A free listing pre-event on equineaffaire.com that will provide the horse’s breed, age, gender, name, discipline, price, photo, and stall location

For added convenience, you may also rent a tack stall next to your “For Sale” stall(s) for only \$100 in order to store your bedding, tack, feed, and other equipment while at the show. Though Equine Affaire is a four-day event, you do not need to occupy your “For Sale” stall all four days. You simply need to commit to exhibiting your horse for at least two days of the event.

