



# EQUINE AFFAIRE MARKETING OPPORTUNITIES

November 11-14, 2021

Eastern States Exposition, W. Springfield, MA

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

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

**Please check all that apply:**

- RAFFLE:** Do you plan to conduct a raffle or drawing within your booth during the event?  
o  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.**

Contests, prizes, lotteries, and raffles must be conducted in compliance with state and local laws and Equine Affaire 2021 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 October 1, 2021. Exhibitors who offer a raffle at their booth will be listed on Equine Affaire's web site and recognized in the event program.

- FLYERS:** We will distribute Equine Affaire flyers (3 ½" x 8 ½") through our direct mailings, meetings and/or equine events we attend or host.

Quantity: \_\_\_\_\_

- MEMBER NEWSLETTERS / MAILINGS:** 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 our newsletter, catalog, or mailing.

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

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

- MEETING AT EQUINE AFFAIRE:** Your association may be able to utilize a meeting room on the grounds of the Equine Affaire event. Would you be interested in hosting an organization meeting at the event? If so, to whom should the instructions be sent?

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

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

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

Provide the address or name of the page and we'll be sure to "like" it from Equine Affaire's page:

\_\_\_\_\_

- WEB SITE LINK:** As an exhibitor in the Breed Pavilion your organization's name and logo will be listed on **equineaffaire.com**. You also receive a link from your name / logo to your organization's Web site. 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 19, 2021, you are entitled to receive a **FREE** ¼ page, black and white ad in the Equine Affaire Event Program. The ad deadline is August 27, 2021. 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, 2021. Who will be providing the video?

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

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

- 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: \_\_\_\_\_

- 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**  
Equine Affaire, Inc.  
2720 State Route 56 SW; London, OH 43140  
Phone: (740) 845-0085 Ext. 112  
Fax: (740) 845-2879  
Email: kbrennan@equineaffaire.com