



EQUINE AFFAIRE®

Eastern States Exposition

W. Springfield, MA

November 11-14, 2021

Dear Breed Demonstration Coordinator,

On behalf of Equine Affaire I would like to thank you for agreeing to produce the breed demonstration for your association at the upcoming Equine Affaire in W. Springfield, MA. ***It is very important for you to read this letter and review all related materials before proceeding with plans for your demonstration.*** Most of your questions about developing a breed demonstration and planning for your breed demo participants should be answered herein, but please feel free to contact me if you have any unanswered questions.

WHAT IS A BREED DEMO AT EQUINE AFFAIRE?

Attendees of Equine Affaire look forward to seeing these mini-productions, and the breed demos are an invaluable part of Equine Affaire's educational program. Associations are not required to produce a breed demonstration, but demonstrations offer a wonderful opportunity to acquaint the public with the many wonderful attributes of individual horse breeds.

Each breed demo is a production in and of itself—a presentation lasting either 8 or 10 minutes showcasing an individual breed. You may present four to eight horses in either of your demonstrations. Demos may feature registered horses in hand, under saddle, and/or in harness presented to a script read by Equine Affaire's announcer and, if desired, music provided by the breed association.

The horses featured in your breed demo may include horses you have on display in your association's exhibit stall in the Breed Pavilion, horses of your breed that are on exhibit in the Horse & Farm Exhibits area, and/or horses brought to the event solely to participate in the demo. To assist you in featuring quality horses in your demo, Equine Affaire will provide 24 hours of stabling and four daily admission tickets for each horse that is brought to the event solely to participate in your demo—provided that the Stall Reservation Form is submitted to the Barn Manager by October 11th (see below). If there are horses of your breed in the Horse & Farm Exhibits area, we encourage you to feature those horses in your breed demo rather than bring additional horses to the event solely to be in the demo. Stalls are usually in short supply at the event, so it's helpful to use horses already on site.

HOW ARE BREED DEMOS SCHEDULED?

Once the educational schedule for the event is finalized, I will contact all breed demo coordinators in the order in which their associations submitted their contracts and deposits for exhibit space. You will be invited to select your demo day, venue, and time from the timeslots available when I contact you. I will confirm your demo date, location, and time via email when it is scheduled.

WHAT YOU NEED TO PROVIDE TO EQUINE AFFAIRE PRIOR TO THE EVENT:

1. **A script for your demo:** Please prepare and format your breed demo script according to the guidelines sent herewith. **The deadline for emailing your final script is October 11th**, three weeks prior to the event. No script changes, except deletions, will be accepted after October 11th! You will need to select and confirm the horses/riders participating in your demo in sufficient time to meet the script deadline. Please note: We do not permit any breed demo participant to use a microphone during a demo; each script is presented by one of Equine Affaire's professional announcers.
2. **Summary of your equipment needs:** If jumps or any other "props" will be used in the demo, please provide a list of the equipment so that our arena staff can be advised in advance. Equipment to set one jump will be available at the Mallery Arena. Jump equipment is available at the coliseum. In most cases the breed reps will be responsible for the set and removal of all equipment. The set

and removal of any equipment/props must be completed within the breed demonstration time slot.

3. **Music:** If you plan to use music to enhance your breed demonstration, please submit a quality recording on a CD. The CD must be pre-recorded such that the announcer need only hit "play." Please write the contact name, breed, and date/venue of your breed demo on both the CD and the envelope/case. Your CD will be returned, if it is properly labeled.

VERY IMPORTANT:

It is imperative that Equine Affaire's staff be given sufficient time to review the script and equipment needs for your breed demo in order to provide appropriate production support. Please be advised that if the script is not received by the **deadline-October 11th**, your breed demonstration could be canceled, and your demo timeslot reassigned to another organization.

WHAT YOU NEED TO PROVIDE TO EACH OF THE PARTICIPANTS IN YOUR BREED DEMO:

1. **Breed Demo Participant Letter:** This letter summarizes what Equine Affaire will be providing for each participant/member (e.g. event admission, stabling) as well as the information/forms we must receive from each participant. This summary will assist participants in their planning and encourage them to work with you on the production of a breed demonstration that all members can be proud of.
2. **Bringing Horses to Equine Affaire summary:** This summary outlines important information that each participant should know about bringing horses to Equine Affaire.
3. **Stall Reservation Form and Associated Documents:** Anyone who brings a horse to Equine Affaire solely to participate in a breed demo will receive 24 hours of stabling free of charge, if the owner/agent submits a Stall Reservation Form to the Barn Manager by October 11th. Participants who submit their stall reservation on time will receive in the mail prior to the event four single-day admission tickets per participating horse along with information regarding accessing the event, parking, and checking in to receive their stall assignment(s). The admission tickets are to be used to access the grounds at Gate 10. If a stall reservation is not received by October 11th, the admission tickets and arrival instructions might not be received prior to the participant's departure for the event.

Along with the Stall Reservation Form please provide to each horse owner or owner's agent (e.g. trainer) who will be bringing a horse to participate in your demo two copies of the following:

- a) **Rules & Regulations Pertaining to Bringing Horses to Equine Affaire**
- b) **Statement of Responsibility & Hold Harmless Agreement**
- c) **Waiver and Release from Liability Form:** Any person who is listed on or signs a Statement of Responsibility & Hold Harmless Agreement must also complete a Waiver and Release of Liability form. An adult must sign for any minor.
- d) **Eastern States Exposition Waiver**
- e) **Covid-19 Waiver**

Two copies of each form must be completed and signed for each owner or owner's agent. One set of forms must be submitted with the Stall Reservation Form; the second set is for the horse owner or owner's agent to keep on file.

If you will have minors participating in your breed demonstration, please complete the following:

4. **Youth Rider Application Form:** The application must be completed and submitted by the parent or legal guardian of any rider under the age of 18 who would like to ride in a breed demo at Equine Affaire by October 1st. To ensure the safety of youth riders at Equine Affaire, the management of Equine Affaire reserves the right to review the information provided on the Youth Rider Application form and either approve or reject participation by a youth rider in a breed demo.
This application must be received by October 1st for consideration. The breed coordinator and the parent/guardian of the applicant will be notified within one week of receipt of a Youth Rider

Application whether the rider has been approved to ride at the expo. Simply applying does not guarantee that the youth will be approved to ride.

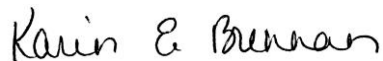
A copy of each of the forms listed above has been provided via email. **It is your responsibility to make sure that all participants in your demo (1) receive the information and forms that they will need and (2) complete and submit the forms by the respective deadlines.**

Printed versions can be sent via regular mail upon request. It will be important to allow sufficient time to meet the stall reservation and youth rider application deadlines. Please note that anyone who will have horses stabled in the Horse & Farm Exhibits Area will have already received these forms.

The Breed Demo Participant letter reminds your members that, if they submit the Stall Reservation form, Rules & Regulations Pertaining to Bringing Horses to Equine Affaire; the Statement of Responsibility, Hold Harmless and Release from Liability form; an appropriate number of Waivers; and the Eastern States Exposition and COVID-19 Waivers by October 11th, an envelope containing four single-day admission tickets per horse and the arrival instructions will reach them prior to their departure for the event.

After you have reviewed the various documents, please contact me with any questions. Thank you for accepting responsibility for producing your association's breed demonstration at Equine Affaire this November. We look forward to seeing your demo!

Sincerely,



Karin Brennan, *Breed Exhibits & Special Features Manager*
2720 State Route 56 SW
London, OH 43140
(740) 845-0085 ext. 112
kbrennan@equineaffaire.com