EQUINE AFFAIRE® | 2022

Why Exhibit at Equine Affaire?

Equine Affaire has a proven track record...

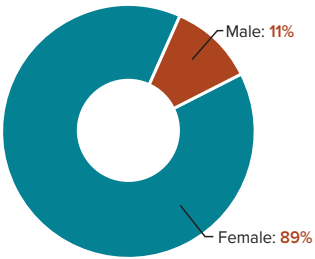
As North America's premiere equine expositions and equestrian gatherings, Equine Affaire unites horse lovers of all disciplines and interests in the ultimate celebration of the horse. The events produced by Equine Affaire's professional production team continue to set the standard to which all other horse expos are judged.

- Equine Affaire has produced **60 successful events** in four states since 1994.
- Equine Affaires are **national and international in scope**; attendees and event participants have traveled to the event from all 50 states, from throughout Canada, and from numerous foreign countries.
- Nearly all **equestrian sports** have been showcased at Equine Affaire.
- On vendor surveys most vendors report that their **sales at Equine Affaire are above average or excellent**; they also rate the production and management of Equine Affaire as above average or excellent.
- Equine Affaire enjoys a **remarkably high exhibitor return rate** from year to year. Exhibit space within each trade show sells outs.
- **More than 50 breeds of horses** have participated in Equine Affaire.
- The **educational programs presented at Equine Affaire are second-to-none**. They feature the foremost trainers, coaches, competitors, and judges representing a wide variety of disciplines as well as the top “general” trainers and equestrian TV personalities, authors, and industry experts.

Elevating the Equestrian Experience since 1994™

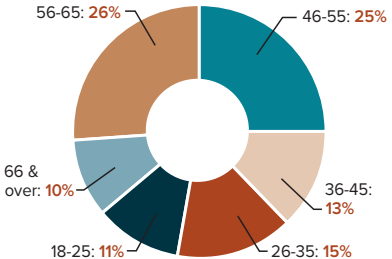
What we know about the attendees of Equine Affaire...

Gender of Attendees

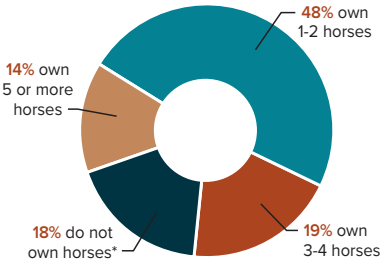


Note: percentages may be influenced by more females completing raffle entries

Ages of Attendees

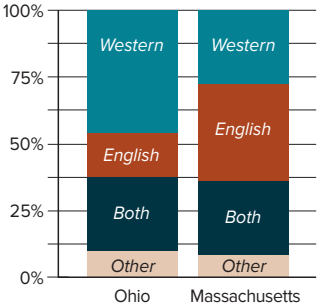


Horse Ownership



** many of these non-owners are regularly involved with horses through lessons, leases, and other activities*

Riding Styles



Equine Affaire attendees own horses of a wide variety of breeds and are actively involved in all types of equestrian sports. Based on raffle entries completed at recent events we know that:

- **Equine Affaire attendees are predominantly female:** 89% of attendees are female.
- **Equine Affaire attendees are horse owners:** 82% of attendees own at least one horse and represent all facets of the horse industry.
- **Equine Affaire is truly national and international in scope:** Attendees have traveled to Equine Affaire from all 50 states, from all Canadian provinces, and from as far away as Japan, Brazil, Columbia, Sweden, Scotland, and Australia.
- **Equine Affaire attendees are avid horse enthusiasts:** Most attendees come to the event for more than one day to take advantage of the extensive program of clinics, seminars, demonstrations, extensive shopping opportunities, and special event features.
- **Equine Affaire attendees come to the events to shop:** Many exhibitors have reported that they have enjoyed their highest single-day and/or single-weekend sales at Equine Affaire. On our post-event surveys, most exhibitors have reported that Equine Affaire ranks high in sales relative to all of the shows that they attend. Outstanding sales are reported by vendors offering all types of products ranging from high-priced trucks, trailers, custom tack, barns, and jewelry to lower-priced apparel, books, gifts, and stable supplies.

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Flexible, Affordable & Effective Marketing & Sponsorship Opportunities

Why should you invest in Equine Affaire?

For a small investment in Equine Affaire, you can enjoy the advantages of exhibiting in a premium location within North America's premiere equine exposition and equestrian gathering, prime ad location within the event program distributed for free to adult attendees, extensive signage and announcements throughout the event, inclusion of your company name/logo on equineffaire.com, and recognition of your company in dozens of print media ads and more than 600,000 flyers and direct mail pieces. You'll also enjoy special "perks" at the event...and outshine your competition while making a very favorable impression on tens of thousands of horse-people. All sponsorship dollars go directly into advertising exposure for your company and financial support of Equine Affaire's extensive educational program and special events.

Sponsorship of Equine Affaire is much more than a wise investment for your company—it's an opportunity to support an event with a strong commitment to serving the needs of horsepeople and the horse industry.

Loyal Attendees:
80% of the attendees have attended a previous Equine Affaire. 46% have attended more than 4 years.

Direct Contact:
Direct mail brochures are mailed to more than 600,000 horse owners and enthusiasts.

Social Media Posts
created more than 2.2 million impressions last year and more than 55,000 avid followers on Facebook.

International Draw:
Equine Affaire attracts exhibitors and attendees from all 50 states, Canada, and many other countries around the world.

564,000 page views
last year on equineaffaire.com

Widespread Exposure:
Advertisements containing sponsor logos are placed in dozens of horse publications with an estimated combined annual circulation of 1.2 million.

On Site:
Sponsors enjoy prime booth location within the trade show, hundreds of thousands of impressions with banners and signage displayed throughout the presentation venues, program ads, promotional announcements, and more!

In the Press:
Press releases are distributed to more than 600 national, regional, and local horse publications and more than 200 local media outlets for each event – many of which attend and cover the event.

For more information, contact:
Hannah Stickles | hstickles@equineaffaire.com
(740) 845-0085 ext. 123 | 2720 St. Route 56 SW, London, OH 43140

	Sponsorship Levels					
	Marketing Partner ($1,500 Investment)	Event Sponsor ($3,000 Investment)	Clinician or Specialty Pavilion Title Sponsor ($5,000 Investment)	Official Product, Demo Ring, Seminar Stage or Shopping Bag Sponsor ($8,000 Investment)	Secondary Clinic Arena Title Sponsor ($9,000 Investment)	Fantasia or Major Clinic Arena Sponsor ($10,000 Investment)
Pre-Event Marketing Exposure						
Clinic & Seminar Schedule recognition	----	----	Logo	Logo	Logo	Logo
Direct mail piece recognition**	Name	Name	Logo Ad & Logo	1/8 Page Color Ad & Logo	1/8 Page Color Ad & Logo	1/4 Page Color
Event flyer recognition	Name	Name	Logo	Logo	Logo	Logo
E-flyer sent on behalf of sponsor to Equine Affaire's attendee list	----	----	----	One	One	Two
Full-page magazine advertising campaign	----	----	Logo	Logo	Logo	Logo
Press release recognition	----	----	Name	Name	Name	Name
Web site & Social Media recognition	Logo	Logo	Logo	Logo	Logo	Logo
Social Media 'Thank You' post	----	----	One	One	One	Two
E-flyer recognition	----	----	Logo	Logo	Logo	Logo
At-Event Amenities						
Clinic & Seminar Schedule recognition	----	----	Logo	Logo	Logo	Logo
Number of Company banners prominently displayed	Two	Two	Three	Four	Five	Six
Number of Special event tickets	----	Two	Two	Four	Four	Six
Exhibit space in Sponsors' Row	----	10 x 10 Booth	10 x 10 Booth	10 x 20 Booth	10 x 20 Booth	10 x 20 Booth
Program ad recognition*	1/4 Page Color and web page link	1/4 Page Color and web page link	1/2 Page Color and web page link	Full Page Color and web page link, video	Full Page Color and web page link, video	Full Page Color and web page link, video
Program recognition	Logo	Logo	Logo	Logo	Logo	Logo
Promotional announcements	Two	Two	Three	Four	Five	Six
VIP sponsor parking & four day parking pass	----	One	One	Two	Two	Three
Web site recognition	Logo	Logo	Logo	Logo	Logo	Logo
Post-Event Marketing Exposure						
Web site recognition	Logo	Logo	Logo	Logo	Logo	Logo
Social Media recognition	Logo	Logo	Logo	Logo	Logo	Logo

** Ad sizes and dimensions subject to change should the event program format be revised*

*** This benefit is not available on sponsorships involving full or partial trade out for products or services*

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Program Advertising

The Equine Affaire event program will be distributed free to all adult attendees at each Equine Affaire while also taking the form of a digital edition promoted to nearly 100,000 viewers online. It offers an outstanding and affordable way to advertise your horse-related products, services, farm, training facility, or stallion to tens of thousands of avid horse people. This invaluable guide will contain all the information attendees need to navigate and fully enjoy Equine Affaire, including detailed layouts of each building within the event; the complete schedule of clinics, seminars, and demonstrations; important safety and event service information; biographical pieces on the presenters featured at each event; and more!

Ad Sizes	Dimensions Width/Depth	Black Only Rate (Net)	Full Color Rate (Net)
Full Page in Body	7.125" x 9.625"	$550.00	$825.00
Full Page Inside Covers	7.125" x 9.625"	n/a	$1000.00
Full Page Back Cover	7.125" x 9.625"	n/a	$1500.00
Half Page Horizontal	7.125" x 4.75"	$365.00	$550.00
Half Page Vertical	3.5" x 9.625"	$365.00	$550.00
Quarter Page	3.5" x 4.75"	$210.00	$315.00
Eighth Page Horizontal	3.5" x 2.25"	$115.00	$170.00

Digital Edition Add-on Options!

Video ($150) Captivate your viewers with enhanced content! Embed a video into your ad. Videos can be displayed as a screen shot or we can help embed a play button on your ad so the video does not take up space within your ad. Videos can help promote your proudcts, services, or simply tell your story! Videos should be no longer than 5 minutes in length, submitted as a Youtube video link.

Pop Out Photos: ($125) Ads traditionally only provide as much space as on the page, but with pop out photos, you can highlight a variety of products or services with multiple photos. A maximum of six photos may be submitted as jpg files. Audio is not included. Photos must be at least 300 dpi.

Website link ($20) Connect viewers directly to your web site by linking your ad. Simply provide the full website address, beginning with "https://" of the web page to which your ad should be linked.

Printing Specifications

Trim Size: 8.125" x 10.75"
Bleed Size: 8.625" x 11.25" (Available for full-page, full-color ads only; no additional cost)
Live Area: 7.125" x 9.625"
Image Format: 300 dpi or higher, CMYK or Grayscale

Mechanical Requirements

Design: Equine Affaire's staff cannot design or produce ad copy. If ad design services are needed, we recommend contacting a printer or graphic designer in your area.

Formats: Ads may be submitted on disk (PDF or JPEG) or as print ready PDF or JPEG via email. PDF files are preferred. Ad resolution and images within files should be 300 dpi or greater for best quality. Fonts must be embedded or outlined. Please include a .25" bleed on all sides and do not include crop or register marks. When possible, please avoid small four color type as it is difficult to register. If image includes solid black backgrounds or bars/blocks, please create this as four color black using: 30% c, 30% m, 30% y, and 100% k (web mix).

Black and White Ads: Submit ads in grayscale only. A border fee of $15 will be charged for any black and white ad submitted without a 1-2 point border.

Color Ads: Full-page, full-color ads may be placed in selected locations within the program and may be submitted as a PDF file. Submit ads in CMYK color only. Call for other acceptable formats.

For more details about advertising in an Equine Affaire program, contact:
Allison Rehnborg | arehnborg@equineaffaire.com (740) 845-0085 ext. 112 | 2720 St. Route 56 SW, London, OH 43140

Elevating the Equestrian Experience since 1994™

Program Advertising

Advertising Deadlines

For Columbus, OH

Space Reservations: ..... January 21, 2022
Copy Deadline: ..... January 28, 2022

For W. Springfield, MA

Space Reservations: ..... August 20, 2022
Copy Deadline: ..... August 27, 2022

Ad Position and Terms

Positioning of ads within the program cannot be guaranteed, but every effort will be made to accommodate requests for specific positions. Early placement of your insertion order will help ensure your ad position. As a service to our valued advertisers, Equine Affaire now keeps all ads on file. You may choose to rerun an ad in future event programs. Additional fees will apply to any ad copy changes (e.g., booth number or date changes). A 10% discount is extended to all contracted Equine Affaire exhibitors and to any advertisers not exhibiting who place ads in two consecutive event programs. Preferred placement is available for an additional fee. Exhibitor and frequency discounts do not apply to inside and outside cover rates.

Equine Affaire, Inc. reserves the right to reject any advertising at any time. Each advertisement is accepted with the understanding that the advertiser and advertising agency are authorized to publish its contents and that they agree to indemnify Equine Affaire, Inc. against any loss or expense resulting from claims arising out of its publication. Equine Affaire, Inc. also reserves the right to use ad copy placed in a previous Equine Affaire event program in the event that new copy is not submitted prior to the advertising copy deadline.

Full payment must be received with ad copy or by copy deadline. Any payments not in by copy deadline will be subject to a $25.00 late fee. Visa, Mastercard, and Discover will be accepted. A $45.00 fee will be charged for any check returned for insufficient funds, closed account, or any other reason. Payment to cover the original check amount plus this returned check fee must be made by bank cashier's check or credit card.

2022 Program Insertion Order: *Send completed Order to:*

Program Advertising | Equine Affaire, Inc., 2720 State Route 56 SW, London, OH 43140 or arehnborg@equineaffaire.com or fax to: (740) 845-2879

Company _____ **Contact person** _____

Address _____ **City** _____ **State** _____ **Zip** _____

Phone number _____ **Email** _____

Insert Ad in: ☐ 2022 Ohio Event Program ☐ 2022 Massachusetts Event Program I am contracted to exhibit at: ☐ MA ☐ OH (This entitles me to a 10% discount.)

Ad size:
☐ 1/8 B&W ($115) ☐ 1/4 B&W ($210) ☐ 1/2 B&W ($365) ☐ Full Page B&W ($550)
☐ 1/8 Full Color ($170) ☐ 1/4 Full Color ($315) ☐ 1/2 Full Color ($550) ☐ Full Page, Full Color ($825)

☐ I would like to **rerun the ad** that Equine Affaire, Inc. has on file.
☐ I would like to **embed a video** in my ad on the digital edition of the program. ($150) Video link address: _____
☐ I would like to **embed up to 6 photos** in my ad on the digital edition of the program. I understand that audio is not included with this option. ($125)
☐ I would like to **link my ad** to my web page ($20) Web address: _____

Positioning instructions: _____
Payment information: ☐ Check ☐ Money Order ☐ Visa/Mastercard/Discover

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