



Opportunities to Showcase Breeds and Horses at Equine Affaire in Ohio

Having equine ambassadors of your breed on exhibit in the Breed Pavilion or Horse & Farm Exhibits and performing in demonstrations and presentations before large audiences at Equine Affaire are invaluable ways to promote your breed and breed association to avid horse enthusiasts. Equine Affaire offers breed associations exhibiting in the Breed Pavilion and horse owners exhibiting in the Horse & Farm Exhibits several different opportunities to present horses in hand, under saddle, and in harness during the event. These live demonstrations will enable you to showcase the qualities, capabilities, and charisma of your horses...and get people as excited as you are about your breed!

Breed Demonstrations in the Clinic Arenas

Horse breeds that are represented by their associations as exhibitors in the Breed Pavilion are offered the opportunity to produce one breed demonstration in a main clinic arena during the event. Breed demonstrations are “mini productions” presented in between clinics in the coliseum, Voinovich arena, and Rod’s Covered Paddock. They may be up to 8 minutes in length and those with fewer horses are sometimes six to seven minutes.

The purpose of the breed demonstration is to give breed associations exhibiting in the Breed Pavilion a prime opportunity to educate Equine Affaire attendees about their breeds—and inspire event attendees to visit their exhibits to learn more about their horses and associations. Your breed demonstration should focus on the history of your breed; the conformation, gaits, and unique qualities that define horses of your breed; and the disciplines and activities for which your horses are best suited. While your horses perform in the arena, Equine Affaire’s announcer will read a script prepared by your breed demo coordinator and, if desired, play music that you provide via mp3.

You may present as few as four horses and as many as 10 horses in your breed demonstration. These horses may include horses that are at the event to be featured in your exhibit stall, horses on display in the Horse & Farms Exhibits, and horses brought to the event solely for participation in your demonstration. To support breed associations in producing their demonstrations, **Equine Affaire provides 24 hours of private stabling and four single-day tickets for up to six horses** brought to the event solely for participation in an association’s breed demonstrations.

Breed demonstration timeslots are scheduled on a first-come, first-served basis in the order in which Equine Affaire’s Horse Exhibits Coordinator receives contracts from Breed Pavilion exhibitors. Once the clinic schedule is confirmed in the main arenas, the Horse Exhibits Coordinator contacts the representative of your breed who contracted for the exhibit space to schedule your demonstration day and time. You will then need to designate an individual within your organization who will serve as your breed demo coordinator; our Horse Exhibits Coordinator will then follow up with that individual to provide him/her with the information and materials needed to produce the breed demonstration.

If there are unassigned breed demo timeslots in the clinic arena schedule after all breed demos for associations exhibiting in the Breed Pavilion have been scheduled, opportunities to present breed demos will be extended to breeds represented solely within the Horse & Farms Exhibits. Those demos will be coordinated by the horse owners exhibiting in this area.

Breed Demonstrations in the Celeste Demo Ring

Breed demos in the Celeste Demo Ring are informal breed presentations scheduled in between other educational presentations in the 24' x 24' demo ring. These presentations are 10 minutes in length and provide opportunities for Equine Affaire attendees to become acquainted with various breeds and see horses “up close” presented in hand. Equine Affaire’s Horse Exhibits Coordinator contacts breed associations with exhibit stalls in the Breed Pavilion and participants in the Horse & Farm Exhibits and invites them to present their breeds and horses in the Demo Ring. No script is needed for these presentations. The coordinator of your breed demo has use of a microphone and sound system to speak to members of the audience about your breed and equine ambassador in the ring.

Breed Videos on Equine Affaire’s Youtube Channel

Equine Affaire is devoted to developing an understanding of horses and basic horsemanship skills for new riders and horse owners of all ages. If your breed association has a professionally produced promotional video about your breed and breed association, you may submit the video for broadcast on Equine Affaire’s Youtube channel. Videos should be no longer than five minutes and must be provided as a mp4 video file.