



Tips for Making the Most of Your Investment at *Equine Affaire*®

As an exhibitor at Equine Affaire you will gain exposure to thousands of active horse people interested in a broad range of horse breeds and disciplines. Exhibiting at Equine Affaire is an invaluable part of a comprehensive marketing effort. Here are some ideas you can do before, at, and after the event to help you increase traffic flow to your booth, engage potential customers, and achieve the results you seek through your investment in Equine Affaire.

Before Equine Affaire...

Team Up with Equine Affaire for Pre-Event Marketing

All exhibitors can benefit by getting involved in the process of getting the word out about Equine Affaire. Our collective efforts translate to increased traffic to the event, the trade show, and the Breed Pavilion.

- **Establish a mutual link** between your Web site and **equineaffaire.com**. As an exhibitor at Equine Affaire, your company or association will be included in the exhibitor list featured at equineaffaire.com.
- **Feature a prepared Equine Affaire ad** on your Web site or attach one to an eflyer sent to your email list. Ads are available for download at <http://www.equineaffaire.com/ea-ads/>.
- **Maximize social media's power**. Let horse people know you will be attending by making posts to both Equine Affaire's and your company's or association's Facebook and Twitter pages.
- **Distribute Equine Affaire flyers** to customers in your store, in your mailings, and in mail orders . . . and at other horse-related events you attend. **Flyers are available in two sizes: small (8 1/2" x 3 1/2") or regular (8-1/2" x 11" tri-folded to fit into an envelope) and will be sent to you upon request.**

Use & Develop Your Mailing and Email Lists

Mailing and email lists are great tools for communicating with your customers and other horse enthusiasts year-round. Send a flyer to your mailing and/or email list before the show to remind current and potential customers to stop by your booth to see and discuss your product or breed of horse. This is especially effective in building excitement about a new or customized/personalized product and getting horse people interested in learning about your breed/association. Use coupons, premiums, and other promotions to build interest in your company or breed/association—and be sure to include your building and booth number in ads and offers.

Call your primary prospects.

Take time to call and personally invite important customers to attend Equine Affaire and visit your exhibit.

Advertise in the Equine Affaire Program.

Equine Affaire's event program offers an inexpensive and effective way to reach tens of thousands of avid horse people. It is distributed at no charge to adult attendees as they enter the event. Take advantage of this opportunity to inform attendees about your specials, promotions, new products, and breed/association. Be sure to include your booth location (including the building name and booth number) in your ad. Your company or association will gain exposure both during and after the event because attendees keep their programs as a souvenir and shopping guide after the show. Exhibitors receive a 10% discount on program advertising!

During Equine Affaire...

Design Your Booth for Maximum Appeal

You will increase the effectiveness of your exhibit if you:

- **Design your booth** so attendees can navigate easily without feeling crowded. Keep the atmosphere intimate, and remove any barriers between yourself and your audience.
- **Keep the message simple** so as not to overload attendees with information.
- **Have a clear goal** and make it specific. Don't try to accomplish too much. Make your goals measurable in order to gauge the effectiveness of your exhibit after the show. Use signs and graphics to focus visitors' attention on your message.
- **Address the needs of your target audience.**

Host Activities to Create *EXCITEMENT* at Your Booth

- **Product demonstrations and autograph sessions** with notable equestrians can generate traffic and liven up your booth. Keep activities appropriate for your booth size and post the schedule for specific demos or sessions.
- **Plan a FREE Raffle Drawing and Build Your Mailing and Email Lists during the Event.** You can increase traffic flow to your booth and gather names and addresses for your mailing and email lists by conducting a free raffle drawing for one or more popular items or services. (All raffles must be pre-approved by Equine Affaire and comply with state laws.)
- **Have plenty of educational materials, product samples, or business cards ready for distribution.** The number one reason horse people will visit your booth is for information. Most customers who plan to make a purchase will want to learn something about their investment by taking a first-hand look at the product or breed and making comparisons. Horse people want to assess if your product or horse breed is right for them. Have basic information about your product or breed/association to give to attendees who can only spare a few minutes, and invite them to sign up for a catalog or special offer that you will mail to them after the event.
- **Product/Service Giveaways.** Offer complimentary items to attract people to your booth; add your logo to candy, magazines, posters, pens, key chains, shopping bags, or magnets. Be creative! The best premiums are those that reflect your brand and breed image. You can also build rapport with customers by creating and distributing educational materials for horse owners such as vaccination schedules, feed/nutrition guidelines, horse show checklists, grooming tips, and event calendars. Go one step further by advertising current promotions or giveaways in magazines and in Equine Affaire's event program!

When you work on your plans to create excitement at your booth, please remember that your promotional activities may not extend beyond the confines of your exhibit space or detract from neighboring exhibits or their business (refer to Equine Affaire Rules and Regulations or consult with our Trade Show staff for guidelines).

After Equine Affaire...

Use your mailing and/or email list to follow up after the event.

Send a follow-up email or mailing soon after the event to show your company's or association's commitment to service. Include a free sample, a new catalog, a list of horses for sale, or a useful or fun premium to impress prospective customers. Learn about the needs and preferences of your customers with easy-to-use questionnaires.

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