Equine Affaire®

Nov. 9-12, 2023 | EASTERN STATES EXPOSITION, *W. Springfield, MA*

Booth Rental

Rental of an exhibit booth includes 8' back and 3' side booth drapes, an exhibitor name sign, exhibitor badges, a category and an alphabetical listing in the event program, a listing on the Equine Affaire Web site, and exhibitor area parking privileges.

Booth Size	Rate	# of Exhibitor Badges
5 x 10	$ 510	2
10 x 10	$ 775	2
12 x 10	$ 930	2
15 x 10	$ 1120	3
12 x 15	$ 1405	3
10 x 20	$ 1450	4
10 x 22	$ 1595	4
12 x 20	$ 1735	4
10 x 25	$ 1745	4
10 x 30 or 15 x 20	$ 2020	5
12 x 30	$ 2380	5
20 x 20 or 10 x 40	$ 2600	6
22 x 20	$ 2845	6
12 x 40 or 24 x 20	$ 3105	6
25 x 22	$ 3560	6

Additional fee for corner booth $75

Additional fee for premium booth $75

Horse clubs, horse sport associations, horse councils, and other equine-related organizations with non-profit status may receive a 15% discount on booth rentals. This does not apply to breed association booths or stalls in the Breed Pavilion where booth rates are already discounted.

"Sharing" or "Subleasing" exhibit space is prohibited unless pre-approved by Equine Affaire, Inc. The contract of any exhibitor who violates this policy will be cancelled without refund.

The Eastern States Exposition will charge all event participants for parking.

Bulk Space Rental

Rental of bulk space includes exhibit space (no draping), exhibitor badges, a category and an alphabetical listing in the event program, a listing on the Equine Affaire Web site, and exhibitor area parking privileges. Bulk space rates are available only in the bulk spaces designated on the layouts for exhibit spaces of 1000 square feet or more.

Bulk Space Rates:

Better Living Center, Young Building, and Mallary

(Other than Trailers, Trucks, and Farm Equipment)

- Bulk $2.35 / sq. ft.
- Premium bulk $2.60 / sq. ft.

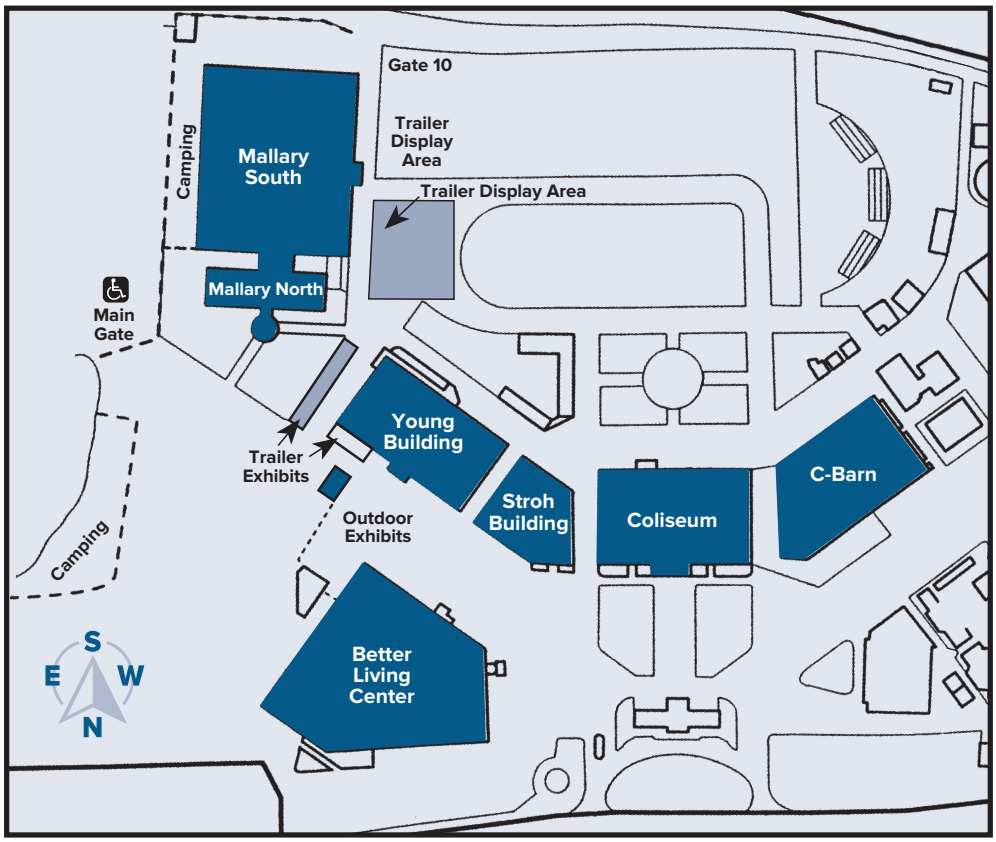
Mallary South

Trailers, Trucks, and Farm Equipment

- Bulk $2.20 / sq. ft.
- Premium bulk $2.40 / sq. ft.

Bulk Space Size	# of Exhibitor Badges
1000-2000 square feet	7 badges
2001-4000 square feet	8 badges
4001 or more square feet	10 badges

Truck and Trailer Exhibitors	# of Exhibitor Badges
1001-2000 square feet	5 badges
2001-4000 square feet	6 badges



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Better Living Center

Trade Show and Seminar Stage

IMPORTANT:

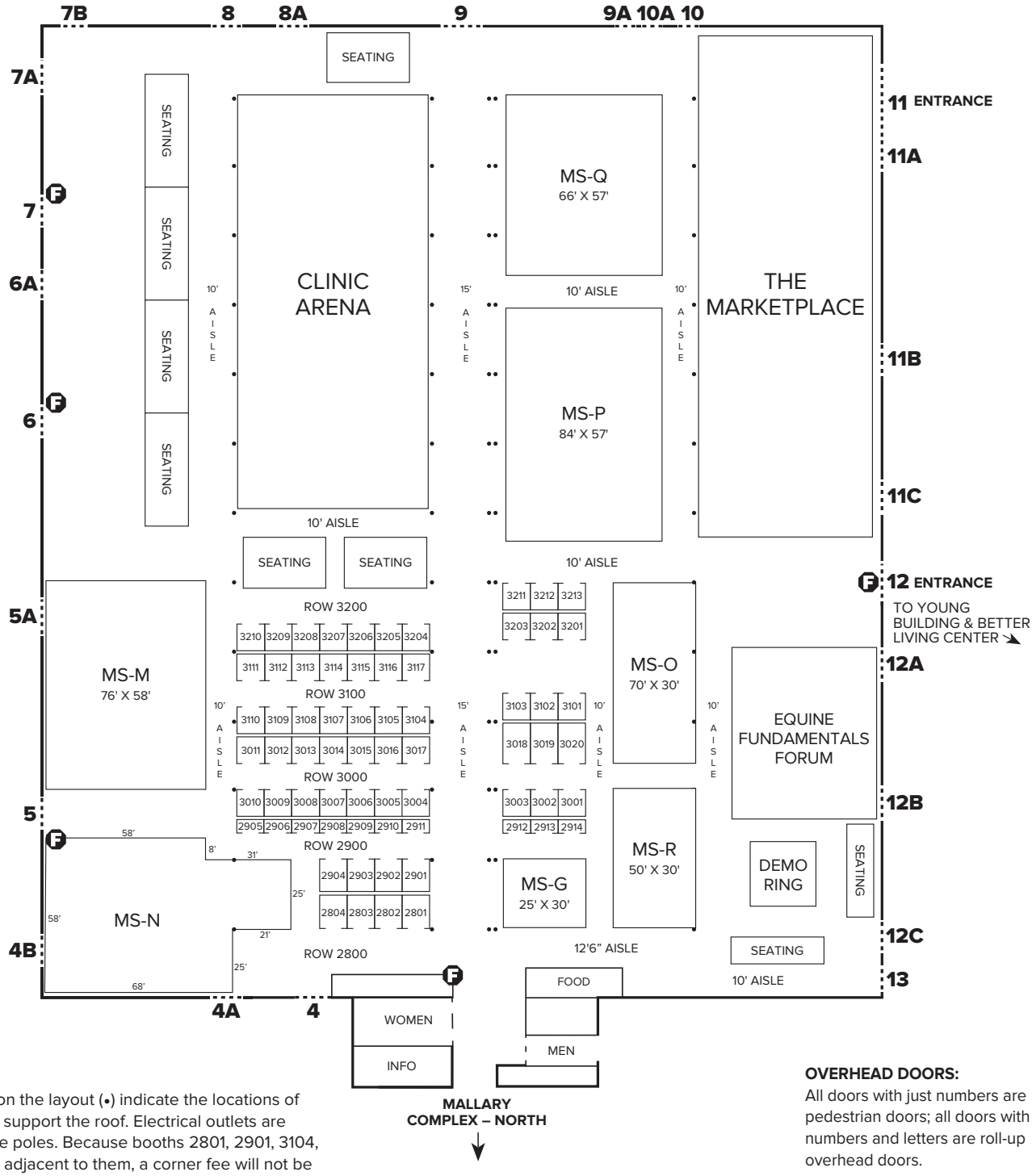
- **The small dots on the layout (•) indicate the locations of the poles that support the roof. Electrical outlets are located on these poles.**
- All booths are 10' x 10' except booths on the south sides of rows 300, 600 & 700 and the north sides of rows 200 & 400, which are 12' deep and 10' wide.
- Booths 755, 759 and 761 are 20'x20'; and Booths 1001-1011 are 12'x10' except Booth 1007 which is 12'x15'. Please call for square footage of odd-shaped, lettered spaces.

OVERHEAD DOORS:
All doors with just numbers are pedestrian doors; all doors with numbers and letters are roll-up overhead doors.

Overhead Door Height	14'
Floor:	Concrete
Ceiling Height:	15'
Heated	
Reserved for Sponsors	
Premium Booths	

Mallary Complex – South

Trade Show, Marketplace, Clinic Arena & Equine Fundamentals Forum



IMPORTANT:

- The small dots on the layout (•) indicate the locations of large poles that support the roof. Electrical outlets are located on these poles. Because booths 2801, 2901, 3104, 3110 have poles adjacent to them, a corner fee will not be charged for these booths.
- All booths are 10' x 10' except as follows:
  5' x 10' booths ..... 2905 to 2914
  12' x 10' booths..... 2801 to 2804 & 2901 to 2904
  15' x 10' booths..... 3018-3020
- Space G is not available for trucks, trailers, or farm equipment. Please call for pricing.

OVERHEAD DOORS:
All doors with just numbers are pedestrian doors; all doors with numbers and letters are roll-up overhead doors.

S E W N

Floor:.....Concrete
Ceiling Height: .....12'6" - 16'
Overhead Door Clearance ....10', 12' or 14'
Heated
Premium Locations
Fire Equipment

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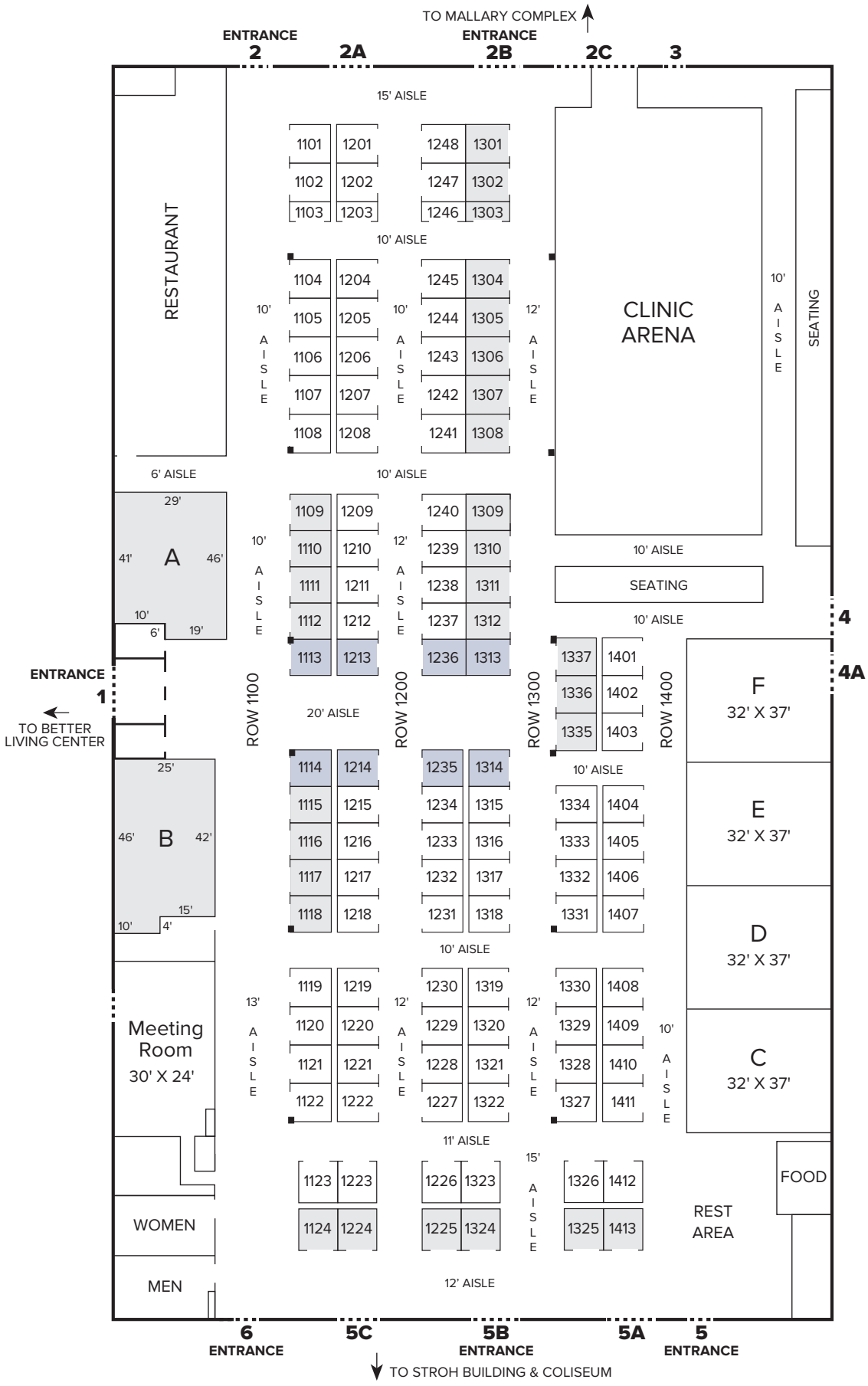
Young Building

Trade Show and Clinic Arena



All booths are 10' x 10' except 1123, 1124, 1223 to 1226, 1323 to 1326, 1412, 1413 which are 12' x 10' and Booths 1103, 1203, 1246 and 1303 which are 5' x 10's.

OVERHEAD DOORS:
All doors with just numbers are pedestrian doors; all doors with numbers and letters are roll-up overhead doors.

Floor:..... Concrete
Ceiling Height: ..... 15'
Heated
Reserved for Sponsors
Premium Booths

Equine Affaire, Inc.
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www.equineaffaire.com

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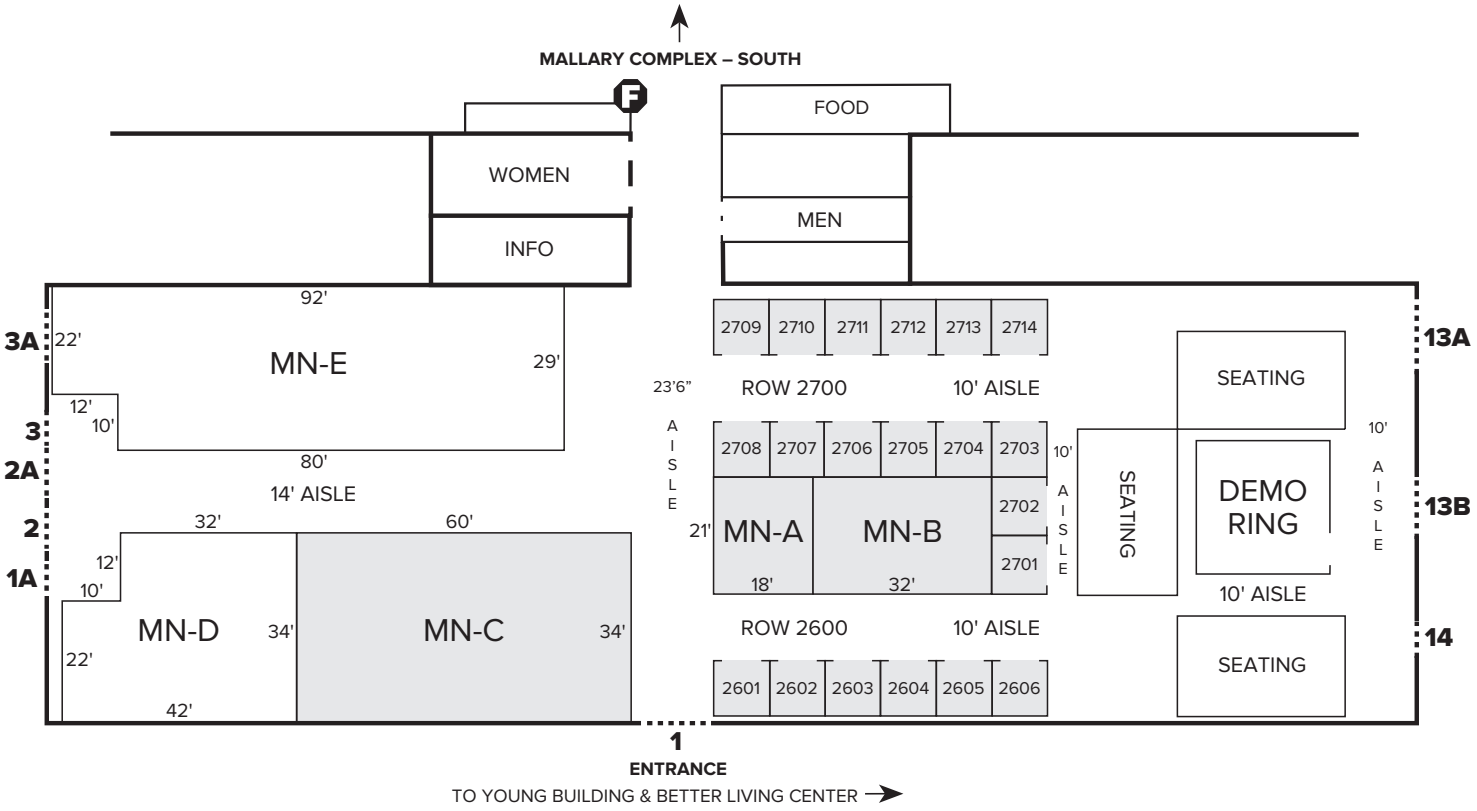
Mallary Complex – North

Trade Show and Demo Ring



S E W N

Floor:.....Concrete
Ceiling Height: .....12'6" - 16'
Overhead Door Clearance. 10', 12' or 14'
Heated
☐ Premium Locations
F Fire Equipment

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