



# ELEVATE YOUR EXPOSURE AT EQUINE AFFAIRE!

April 11-14, 2024 Ohio Expo Center | Columbus, OH

Elevate your company's presence at Equine Affaire by positioning your company in front of Equine Affaire's audiences in a variety of ways. Please check the box(s) next to the amenities you're interested in and return this form along with your Application & Contract for Exhibit Space.

## Sponsor (\$3,000-\$10,000)

Enhance your presence by investing in and supporting Equine Affaire! Sponsors enjoy premium booth locations, prime ad locations in the event program, extensive signage and announcements, pre-event and on site promotion, and much, much more!

- Event Level: \$3,000
- Official Product Sponsor: \$8,000
- Clinician or Specialty Pavilion Title Sponsor: \$5,000
- Major Clinic Arena Sponsor or Fantasia: \$10,000

## Marketing Partner (\$1,500)

Garner exposure for your company through Equine Affaire's robust marketing program as a Marketing Partner. Designed for businesses unable to attend the event with a physical exhibit booth, the Marketing Partner program provides many great amenities and positions your company in front of Equine Affaire's audiences in a variety of ways. Marketing Partners receive the following amenities:

- Business name in the direct mail piece and event flyers
- Logo on the Equine Affaire Web site and recognition via social media
- Two company banners displayed in a presentation venue on site
- Logo and ¼ page color ad with a web page link in the event program
- Two promotional announcements read daily by the announcer

## Upgrade Your Web site Listing (\$100)

Upgrade your web site listing from a name and link to include your business logo

## Event Program Ad (\$115-\$1500)

Reach attendees on site and online with an advertisement in Equine Affaire's official event program. Exhibitors receive a 10% discount on event program ads!

- 1/8 B&W \$115
- 1/4 B&W \$210
- 1/2 B&W \$365
- Full Pg B&W \$550
- Full Pg Inside Cover \$1,000
- 1/8 Color \$170
- 1/4 Color \$315
- 1/2 Color \$550
- Full Pg Color \$825
- Full Pg Back Cover \$1,500

## Additional Category Listing (\$40)

Do you have multiple types of products or services? Provide attendees with more than one way to find your company by adding a category listing in Equine Affaire's exhibitor list in the event program.

## Event Program Listing (\$100)

Does your company have more than one name? Add your businesses' alternative name to the event program and cover all your bases!

## Banner in a Presentation Venue (\$250-\$450)

Promote your business with a banner hung in one of the presentation venues. You provide the banner (no wider than 8' and no taller than 4') and Equine Affaire will hang it in one of the presentation venues, space permitting.

- Demo Ring: \$250
- Secondary Clinic Arena: \$350
- Coliseum: \$450

## Event Program Ad and Banner Bundle (20% off)

Take advantage of a bundle! Reserve a program ad (half page or larger) and place a banner in a presentation venue and take 20% off your program ad and banner reservation total.

## Advertise in the Equine Affaire Podcast (\$250-\$600)

Become a premier sponsor or title sponsor of an episode of our monthly podcast and advertise your business to our audience of enthusiastic podcasters with commercials and more.

## Jump Branding (\$350)

Add your company's logo to one of the jumps used in clinics during Equine Affaire. Equine Affaire will print your logo and affix it to the wing standards of one jump.

## Social Media Post of the Day (during Event) (\$200)

Promote your company via Equine Affaire's social media with one of five posts available during the event week. Limit one post per company. Copy can be provided by you or created by Equine Affaire. Promote your booth, staff, give a shoutout to your location on site, and/or a brief message. Post can be shared to Equine Affaire's Facebook and Instagram stories day-of.

## Donate a Raffle Prize (\$500 minimum)

Equine Affaire's raffle attracts entrants from across the United States. Raffle donors are promoted in the direct mail piece, event flyers, social media, official event program, and receive a copy of the physical addresses of all entries.

## Donate Product to Event Participants and/or Competitors (variable)

Are you looking to promote your product to a dedicated group of horse owners? Equine Affaire's Versatile Horse & Rider Competition riders, Ride With A Pro clinic participants, the Horse & Farm exhibits, breed demo participants, and volunteers are all excellent candidates for putting your product in the hands of horse people who will help spread the word about you and your business. Share your product with select participants and see happy smiles and endorsements of your merchandise.



## 2024 Marketing Opportunities

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Let's work together to let your customers and our customers know you're going to be at Equine Affaire! Please check all that apply.

### Exhibitor Listing on Web site

Each exhibitor listing on the Equine Affaire Web site will include a link to your organization's Web site. Please provide the web address you'd prefer we use below.

Web address: \_\_\_\_\_

Adding a reciprocal link from your Web site to [www.equineaffaire.com](http://www.equineaffaire.com) is easy and promotes your participation in our event. We're happy to email you the instructions. To whom should these instructions be sent?

Name of contact: \_\_\_\_\_ Email/Phone: \_\_\_\_\_

### Distribute Event Flyers

Distribute Equine Affaire flyers through your direct mailings, with product shipments (if applicable), and/or at other equine events that you attend. Flyers will be mailed as soon as they are available for release.

Quantity requested: \_\_\_\_\_

### Promote Equine Affaire with an Ad in Your Newsletter, Catalog or Mailing

Advertise Equine Affaire in your newsletter, digital emails, catalog, or mailings. Please reach out to the following marketing contact.

Name of contact: \_\_\_\_\_ Email/Phone: \_\_\_\_\_

### Social Media Handles

Please list your social media accounts so Equine Affaire can like and follow your business.

Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

### Conduct a Raffle at Your Booth

Conduct a raffle or drawing within your booth during the event. Please submit a written summary listing the items you will raffle off and confirm that the raffle will be free to enter and that the winner need not be present. Exhibitors hosting raffles will be listed on Equine Affaire's web site and in the event program.

*Contests, prizes, lotteries, and raffles must be conducted in compliance with state and local laws and the Equine Affaire 2024 Rules & Regulations and Raffle Guidelines. Raffles are expressly prohibited unless they have been approved prior to the event. Written raffle requests must be submitted by March 1, 2024.*

#### Send completed Forms, Application and deposit to:

Trade Show Department - Equine Affaire, Inc.  
2720 State Route 56 SW; London, OH 43140  
Phone: (740) 845-0085 Fax: (740) 845-2879  
Email: [hstickles@equineaffaire.com](mailto:hstickles@equineaffaire.com)