

Why Exhibit at Equine Affaire?



Equine Affaire has a proven track record...

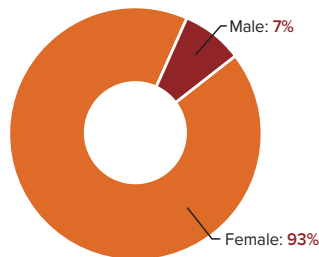
As North America's premier equine expositions and equestrian gatherings, Equine Affaire unites horse lovers of all disciplines and interests in the ultimate celebration of the horse. The events produced by Equine Affaire's professional production team continue to set the standard by which all other horse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

- Equine Affaire has produced **64 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.
- **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.

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

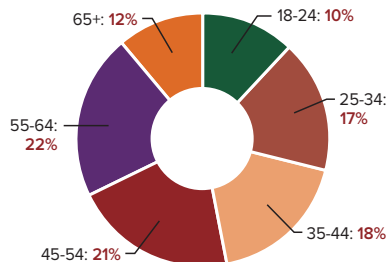


Gender of Attendees

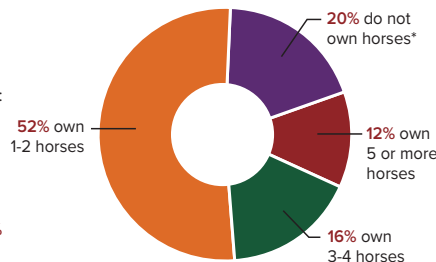


Note: percentages may be influenced by more females completing raffle entries

Ages of Attendees

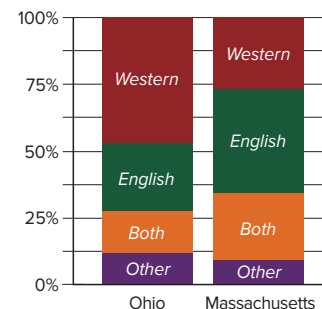


Horse Ownership



** 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 surveys completed at recent events, we know that:

- **Equine Affaire attendees are predominantly female:** 93% of attendees are female.
- **Equine Affaire attendees are horse owners:** 80% 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 multi-disciplinary:** 78% of attendees participate in more than one discipline.

- **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.

Flexible, Affordable & Effective 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 premier 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 equineaffaire.com, and recognition of your company in dozens of

print media ads and more than 200,000 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:

77% of attendees have attended a previous Equine Affaire.
63% have attended more than 4 events.



Direct Contact:

Direct mail brochures are mailed to more than 200,000 horse owners and enthusiasts.



Social Media Posts

created more than 1 million impressions last year and more than 72,000 followers.



International Draw:

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



1,009,365
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 800,000.



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.

Sponsorship Levels				
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	Logo	1/8 Page Color Ad & Logo	1/8 Page Color Ad & Logo	1/4 Page Color
Event flyer recognition	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
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	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	1/2 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
Promotional announcements	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

Post-Event Marketing Exposure

Web site recognition	Logo	Logo	Logo	Logo	Logo
Social Media recognition	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

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 products, services, or simply tell your story! Videos should be no longer than 5 minutes in length, submitted as a Youtube video link.

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 information about advertising in an Equine Affaire program, contact:

Allison Rehnberg | arehnberg@equineaffaire.com

(740) 845-0085 ext. 103 | 2720 St. Route 56 SW, London, OH 43140

Program Advertising



Advertising Deadlines

For Columbus, OH

Space Reservations: January 19, 2024
Copy Deadline:..... January 26, 2024

For W. Springfield, MA

Space Reservations: August 16, 2024
Copy Deadline:..... August 23, 2024

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.

2023 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: ☐ 2024 Ohio Event Program ☐ 2024 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 **link my ad** to my web page (\$20) Web address: _____

Positioning instructions: _____

Payment information: ☐ Check ☐ Money Order ☐ Visa/Mastercard/Discover

Additional Marketing Opportunities



Marketing Partner (\$1500)

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 at the event
- Logo and ¼ page color ad with a web page link in the event program
- Two promotional announcements read daily by the announcer



A La Carte Options:

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. See "Program Advertising" leaflet for details.

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!

Elevating the Equestrian Experience since 1994™

Additional Marketing Opportunities



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.

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.

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 and email addresses of all entries.

Donate a Competition Prize (variable)

Competitors love to win prizes! Share your product with select winners and competitors and see the happy smiles and endorsements of your merchandise.

Donate Product to Event Participants (variable)

Are you looking to promote your product to a dedicated group of horse owners? Equine Affaire's Ride With A Pro program for 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.

To discuss any of the above opportunities, please contact:

Hannah Stickles | hstickles@equineaffaire.com

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