



## **SHARE YOUR KNOWLEDGE SPEAKING OPPORTUNITIES AT EQUINE AFFAIRE**

We are seeking industry experts to present equine related topics that meet the current interests and needs of horse enthusiasts of all breeds and disciplines. The opportunity to participate as a presenter at our events offers many advantages, particularly to presenters who are exhibitors. Consider the following . . .

### **PRESENTER ADVANTAGES**

- Speaking directly to large audiences of enthusiastic horse owners attracts attention to your products and/or services affording you the distinct advantage of increasing traffic flow to your exhibit booth.
- All presenters and their sessions are listed in the Clinic & Seminar Schedules distributed before and during the event, featured on the Equine Affaire Web site, listed in the event program along with a personal bio and photo, and properly acknowledged when introduced before each of his/her sessions.
- All presenters are immediately recognized as experts in their fields by virtue of the fact that they are being featured as speakers at Equine Affaire. Being a presenter may establish greater respect and credibility within the horse industry and possibly lead to an invitation to speak at other equine expositions.

### **POTENTIAL TOPICS**

The basic requirements for all seminar, demonstration, and clinic presentations are simple:

- The presentation topic must be interesting, specific, and unique.  
*A new or creative approach to an age-old topic is also appreciated!*
- The presentation must be well thought out and fully developed.
- The presentation must be topic-driven rather than product-driven.
- The presentation must be educational in nature; not serve as an endorsement or advertisement for any product or service.
- The presentation title must be creative and interesting.
- Presentation topics can address but are not limited to: general horse training; discipline specific training; tack specific to disciplines; horse care services; veterinary related; farm management; equine nutrition; rider techniques or training; show apparel.

### **PRESENTER QUALIFICATIONS**

Presenters featured at the event must be:

- qualified to speak on the topic specified and must be able to provide his/her credentials.
- comfortable speaking before a large audience and an effective communicator, and prior experience teaching clinics at other major horse expos is preferred.
- able to provide a professional, polished presentation that is suitable for all members of a “family” audience.
- available to finalize necessary details.

## **APPLICATION PROCESS**

If you are interested in sharing your expertise at an upcoming Equine Affaire please complete the attached Presenter Application and return it with the requested materials to the Equine Affaire Program Director for review. Presentations are selected on the basis of their quality, relevance, uniqueness, and how they fit into the overall program being planned for each exposition. The Equine Affaire Program Director will contact applicants regarding their participation in an event. While we are not able to feature everyone who wishes to be a presenter at each Equine Affaire, we do retain the names of potential speakers in a database for consideration for future events.

It is important to note that Equine Affaire event schedules are finalized **six to nine** months prior to the event date. Time limitations, topic repetition and quality of presentation are major considerations in presenter selection.

## **INFORMATION CONTACT**

Coagi Long, President  
Equine Affaire, Inc.  
2720 State Route 56 SW  
London, OH 43140  
(740) 845-0085, ext. 114 *phone*  
(740) 845-2879 *fax*  
clong@equineaffaire.com  
www.equineaffaire.com



**EQUINE AFFAIRE, INC.  
PRESENTER APPLICATION**

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Business/Association Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Email Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

**Please check the event(s) in which you are most interested.**

- Ohio event in April** (*submissions due September 1<sup>st</sup>*)  
 **Massachusetts event in November** (*submissions due May 1<sup>st</sup>*)

Titles or Topics of Several Different Possible Presentations (please be specific)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

What type of venues do you need for these presentations?

- Seminar Stage (one-hour sessions)  
 24' x 24' Demo Ring (one-hour sessions, in hand, no riding)  
 Riding Arena (one-hour or 90-minute sessions)

What audio-visual or arena equipment would you most likely need for your presentations?

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***Please return this application along with the following materials:***

- *an outline or 4-5 sentence summary of at least 4 presentations*
- *a completed presenter bio form*
- *a list of other expos where you have conducted clinics (if applicable)*
- *a copy of your latest video or book; if neither are available, remit video of a clinic you taught*
- *a list of your sponsors (if applicable)*

**Return Application Materials to:**

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## EQUINE AFFAIRE PRESENTER BIOGRAPHICAL INFORMATION

**Return to:** Coagi Long, President  
clong@equineaffaire.com  
(740) 845-0085 ext. 114  
Fax: (740) 845-2879

In order to write a meaningful and accurate biography for you for our event program as well as prepare an introduction for our announcer to read at the beginning of your clinics, we need some basic biographical information from you. Please take a few minutes to provide the information requested below. **You are welcome to submit additional information, but please first complete all sections of this form.**

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Your name as it should appear in print: \_\_\_\_\_

Name of your company, practice, or employer: \_\_\_\_\_

City and state of company/practice/employer location: \_\_\_\_\_

Your current title(s): \_\_\_\_\_

### Education:

Graduate Year	Degree Earned	Field/Specialty	Full name of University, College, Institution
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What books and/or video series have you written or produced?  
(Please identify books versus videos.)

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To what publications have you or do you now contribute articles or scientific papers?

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What honors or awards have you received?

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What is your experience as a horseperson? What breeds or disciplines have you been involved with? What is your competitive experience? What are your most significant accomplishments as a horseperson?

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What equipment and/or products used within the horse industry have been developed by you? Please provide a brief description.

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Please list the most important horse-related associations and/or organizations to which you belong and any office or committee membership you currently hold (or recently held) within each association or organization.

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Please provide a one or two-sentence description of your specific area of expertise or specialty within the horse industry.

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What other information about you do you believe would be pertinent for us to include in your program bio or session introduction?

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