

# Compete in the Breed Bonanza



**Love to compete? Want to show off your horse's unique assets, floating gaits, or beautiful mane and tail in a fun and friendly competition?**

Put your best foot – and hoof! – forward in the Breed Bonanza, a unique under saddle class designed to highlight a wide variety of breeds and disciplines. This rail class will showcase horses at all three gaits (or the equivalent for gaited horses) in both directions. Both youth and adult exhibitors are welcome to compete in the Breed Bonanza, which is designed to showcase every horse's unique breed qualities and gaits as well as give competitors a chance to show off their grooming skills and horsemanship.

## The Class

The class will be divided into a Youth and Adult section with up to 10 adult and 10 youth (ages 12-17) competitors in each section. A panel of judges – consisting of a breeder, a horse show judge, and a professional trainer – will evaluate each horse based on quality of gaits, horsemanship, and turnout. They'll be looking for the standout horse-and-rider combination who epitomizes the cream of the crop! Horses and riders will be judged at the walk, jog/trot, and lope/canter (or gait equivalents) in both directions. The Breed Bonanza is open to all breeds and all under saddle disciplines. Horses and riders should be turned out with show tack and attire in line with the breed/discipline they are representing.

## The Stakes

Rosettes and other prizes will be awarded to the top ten riders in each class! The adult Breed Bonanza champion will receive the title of the "2026 Breed Bonanza Adult Champion" and an embroidered cooler. The youth Breed Bonanza champion will receive the title of "2026 Breed Bonanza Youth Champion" and an embroidered cooler.



## How to Enter

Application materials are available online at [equineaffaire.com](http://equineaffaire.com) prior to each event. All entry packets should contain a completed application; a review of the rules; a recent video of horse and rider competing or schooling at all three gaits; and a photo of the horse and rider. For more information, contact **Jessica Feasel** at [jfeasel@equineaffaire.com](mailto:jfeasel@equineaffaire.com).



For more information, contact: **Jessica Feasel** | [jfeasel@equineaffaire.com](mailto:jfeasel@equineaffaire.com)  
(740) 845-0085 ext. 112 | 2720 St. Route 56 SW | London, OH 43140

# Exhibiting in the Breed Pavilion

**Whether you own one horse or a herd of horses, operate a breeding farm, or share your passions through a horse-centric organization, breed association, or nonprofit, we know the horses are your pride and joy. Show them off to the world with a custom exhibit in the Breed Pavilion at Equine Affaire!**

Every year, more than sixty thousand horse lovers attend Equine Affaire – and for many of them, the Breed Pavilion is the first stop of the day! They visit the Breed Pavilion because they're eager to learn about and meet representatives of new breeds of horses; want to meet other equestrians and breed experts; explore new opportunities to serve or work in the industry; introduce their kids or teenagers to breed associations and organizations; and so much more. With a booth in the Breed Pavilion, you can educate a whole new generation of horse lovers and recruit them to get involved with new and different breeds through the purchase of horses,

membership in breed-related organizations or associations, or participation in breed-related activities.

Exhibitors can also enjoy a plethora of other promotional opportunities, such as participating in breed demonstrations and breed segments, complimentary or discounted ads in the event program, recognition of a "Celebrity Horse" – or by competing in the Breed Bonanza, our exciting all-breed, all-discipline class that highlights the characteristics of all breeds and types of horses!

**“The exposure is phenomenal. I've personally seen the benefits of exhibiting because of folks who have come to our farm afterwards to visit us after seeing our horses at Equine Affaire. Our [breed] numbers are small, so it's all the more important for us to get out there and talk about our horses with people.”**

— **HEATHER SMITH**, Brook Hill Morgans





## Exhibiting in the Breed Pavilion

At each event, each Breed Pavilion is presented within a climate-controlled building. Exhibit spaces consist of a combination of traditional draped exhibit booths and exhibit stalls. Equine Affaire is committed to offering as many breed associations and groups as possible the opportunity to exhibit and display their horses. Breed associations and horse owners affiliated with those associations are encouraged to work together to develop creative and effective exhibits and demos to promote their respective breeds. While it is preferable to have a breed represented by its official association, horse and farm owners may also represent their chosen breed even if their official association isn't involved.

Each exhibit booth in the Breed Pavilion includes 8' back and 3' side drapes and one exhibitor name sign. Booths do not include furniture, carpet, or electrical service, but these amenities are available through the event's service providers.

Exhibit stalls are specially-designed portable 10' x 10' stalls set within exhibit booths. Each exhibit stall may be used to display up to four different horses each day – Thursday through Saturday – and up to three different horses on Sunday—making it possible for organizations to present a large number of equine ambassadors owned by their members throughout the four days of the event. Stalls do not include bedding, but shavings, straw, and hay are available for purchase on site.

### Rental of an exhibit booth/stall in the Breed Pavilion includes a wide variety of amenities:

-  Four-day passes based on space contracted.
-  A one-line listing of the breed association or group name, breed of horse, and phone number or web site address in the event program, which is distributed for free to attendees.
-  A FREE ¼ page black and white ad in the event program, if the contract for exhibit space and deposit are received by September 30, 2025 for the Ohio event or by July 30, 2026 for the Massachusetts event.
-  A listing of the breed association's or group's name, logo, mutual link, breed of horse, and phone number or web site address on equineaffaire.com prior to and during the event.
-  A stall in the barn (in an area closed to the public) for overnight stabling during the event from noon on Wednesday to midnight on Sunday with the rental of an exhibit stall in the Pavilion.
-  The opportunity to feature a promotional video for the breed (provided by the association) on Equine Affaire's YouTube channel.
-  The opportunity to work with Equine Affaire on co-promotion of the breed's participation in Equine Affaire through online advertising, flyers, banner ads, and social media.

## Breed Pavilion Booth Configurations

- 10 x 10 Exhibit Space
- 10 x 20 Exhibit Space
- 10 x 30 Exhibit Space
- 10 x 20 Exhibit Space with Stall
- 10 x 30 Exhibit Space with Stall

Additional booth configurations potentially available. Contact the Horse Exhibits Coordinator for more details.

## How to Exhibit

To get started, scan the QR code and submit an application today!



## Rule the Ring in Breed Demonstrations

Breed demonstrations are the perfect opportunity to show off your horses in motion to attendees of Equine Affaire. These mini-productions are approximately eight minutes long and are scheduled in between clinics in the various presentation venues at each event. An important and popular part of Equine Affaire's educational program, breed demonstrations are a wonderful opportunity to showcase the unique qualities, characteristics, and gaits of your breed. Demo times are offered on a first-come, first-served basis and confirmed in the order in which completed contracts with deposits for exhibit space are received.

Breed demonstrations focus on the history of the breed; the conformation, gaits, and unique qualities that define the breed; and the disciplines and activities at which members of the breed excel. While horses are ridden, driven, and presented in hand in the arena, Equine Affaire's announcer reads a script prepared by the breed association and plays music the exhibitor provides. You may present as few as four horses and as many as 10 horses in your breed demonstration. Demo participants may include horses featured in the association's exhibit stall, horses in the Horse & Farm Exhibits, and horses brought to the event for the breed demo. To support breeds in producing their demos, Equine Affaire pro-

vides 24 hours of stabling and four single-day admission tickets per demo day for each horse brought to the event solely for a breed demo, for up to six horses.

## Try a Breed Meet-And-Greet

Breed meet-and-greets are informal, in-hand breed presentations scheduled in a demo ring. These ten-minute presentations provide opportunities for representatives of different breeds to showcase their horses to event attendees in a more intimate setting. Timeslots are assigned on a first-come, first-served basis. No script is required for these presentations; a microphone and sound system will be available for use.

Interested in conducting a breed demonstration or a meet-and-greet? Contact **Jessica Feasel**, Horse Exhibits Coordinator.

## Exhibit Your Horse & Farm

Share your brand, business, or stallion with our audiences in the Horse & Farm Exhibits. These exhibits complement the Breed Pavilion by offering individual horse owners the ability to market their horses for sale, stallions, farms, and training/breeding services directly to the tens of thousands of horse lovers who attend Equine Affaire each year. The venue also serves as a second location to showcase horses that are rotated through exhibit stalls in the Breed Pavilion. For more details, consult our Horse & Farm leaflet.

## Advertise Your Breed in the Program

Equine Affaire's printed and digital event program is distributed for free to all adult attendees. Breed Pavilion exhibitors receive a 10% discount on advertising rates! For information on ad sizes, rates, and copy deadlines, contact **Allison Rehnberg** at [arehnberg@equineaffaire.com](mailto:arehnberg@equineaffaire.com).

