

An important part of Equine Affaire's mission is to promote communication and cooperation within the horse industry and to provide a showcase for all breeds of horses and equestrian disciplines. Equine Affaire offers an invaluable opportunity for breed associations as well as individual farms to promote their respective breeds to thousands of horse enthusiasts within a first-class event. Each event also represents a unique chance for breed associations and their members to market the horses they love to new people, to attract new members to their associations, and to sell horses.

Breed Exhibits

The Breed Pavilion at each Equine Affaire features a combination of traditional draped exhibit booths and 10' x 10' exhibit stalls offered at special reduced rental rates. Within each Pavilion there is also a presentation ring where Breed Pavilion participants may present their horses to event attendees. Equine Affaire's Breed Pavilions are ideal venues for promoting the virtues of each breed and showcasing representative horses.

Horsepeople associated with each breed are strongly encouraged to work together to develop creative and effective exhibits to promote their respective breeds. Breed associations may foster the direct participation of their members by offering them the opportunity to promote their own stallions, training services/facilities, and sale horses within the breed exhibit. In exchange for the opportunity to advertise their farms and horses, members may also help underwrite the cost of the exhibit space and/or stall.

Breed Pavilion Guidelines

Because of the nature of the event venues, space within the Breed Pavilion at each Equine Affaire is at a premium. Equine Affaire is committed to offering to as many breed associations as possible the opportunity to exhibit and showcase horses. In an effort to ensure equal opportunity and consistency in presentation within each Breed Pavilion, there are a number of guidelines which exhibitors are obliged to follow.

- Every breed of horse that is showcased in the Breed Pavilion must be represented by its breed association in an exhibit booth. No individual horse owners will be permitted to represent a breed independent of an official association. Individuals who are interested in having their breeds of horses represented within the Breed Pavilion are encouraged to contact their breed associations and get them involved. They may also exhibit within the Horse & Farm Exhibits Area (see back of page).
- Horses showcased in the exhibit stalls within the Breed Pavilion may be stallions, mares, or geldings. All horses will be moved from the Breed Pavilion during non-event hours to nearby barns for stabling over night.

- Breed associations are welcome to share exhibit spaces.
- Each exhibit stall in the Breed Pavilion may be used to showcase multiple horses. The Equine Affaire Breed Coordinator will assist each association by referring interested owners to the appropriate contact person.

Breed Demonstrations

Breed demonstrations are an important and popular part of Equine Affaire's education-oriented program. Each demonstration is 10 to 15 minutes in length and is conducted in one of Equine Affaire's major clinic arenas. Breed demonstrations are one of the best opportunities for members of each breed association to demonstrate the gaits, conformation, and special qualities of their respective breeds. Invitations to conduct a breed demonstration are extended by Equine Affaire's Breed Coordinator to breed associations exhibiting in the Breed Pavilion or Horse & Farm Exhibits area in the order in which completed contracts and deposits for exhibit space are received. The number of breed demonstrations within the schedule at each event is limited, and demonstration times will be scheduled on a first-come, first-served basis. *(It may not be possible to accommodate all requests for demonstration time.)*

Breed Segments

Breed segments are a special part of the educational program within Equine Affaire's Youth Pavilion. Each segment is 10 to 12 minutes in length and is held in the presentation ring within the Youth Pavilion at the Ohio and Massachusetts events. Breed segments are an excellent way for children and their parents to become more familiar with the conformation, characteristics, and history of each respective breed. Breed segments may be the catalyst to help a young equine enthusiast and his or her parents to become involved in the equine industry. Invitations to participate in breed segments are sent out by the Youth Pavilion Coordinator to breed associations exhibiting in the Breed Pavilion. Breed segment times are assigned on a first-come, first-served basis.



Breed Pavilion Exhibit Packages

Exhibit Booth in Breed Pavilion: Booth Dimensions and Costs

Single Exhibit Booth

CA: 10' x 10' booth: \$575
OH: 10' x 10' booth: \$550
MA: 10' x 15' booth: \$580

Double Exhibit Booth

CA: 10' x 20' booth: \$1050
OH: 10' x 20' booth: \$1000
MA: 10' x 30' booth: \$1050

Additional fee for corner booth: \$75 (All events)

Each Single or Double Booth includes:

- 8' back and 3' side pipe and drape
- Three exhibitor badges
- One exhibitor name sign
- Listing as an exhibitor in the show program
- Listing on the Equine Affaire Web site

Booth package does not include furniture, carpet, or electrical service.

Exhibit Stall in Breed Pavilion: Stall Dimensions and Costs

CA: 10' x 10' stall: \$800
OH: 10' x 10' stall: \$700
MA: 10' x 10' stall set in a 10' x 15' space: \$725

Additional fee for corner stall: \$75 (All events)

Each Exhibit Stall includes:

- One stall in the Breed Pavilion for the exhibit of horse(s) during trade show hours
- Rubber stall mats
- Three exhibitor badges
- One stall in the barn for stabling over night

Stall package does not include bedding or electrical service.
Bedding will be available for purchase on site.

Horse & Farm Exhibits (OH & MA Events)

A prime area of stalls within the Gilligan Complex at the Ohio event and within C-Barn at the Massachusetts event is designated as the Horse & Farm Exhibits area. This exhibit area is open to the public and intended to complement the Breed Pavilion at each event by offering individual horse owners an exhibit area in which to market their horses, farms, and training/breeding services. The area also offers a second venue in which to showcase horses that are "rotated" through exhibit stalls in the Breed Pavilion.

Purchase of one or more stalls in the Horse & Farm Exhibits area includes a one-line listing (stall number(s), farm name, breed of horse, phone number or Web site address) in the event program. Each exhibitor is required to purchase or share a tack stall.

OH: 10' x 10' stall in the Gilligan Complex – \$175 regular stall or \$225 end stall

MA: 12' x 9' stall in C-Barn – \$175 regular stall or \$225 end stall

Horse/tack stalls are the same price. The purchase of an exhibit stall does not include admission to the event, bedding, or electrical service. Bedding will be available for purchase on site.



For information on exhibiting within the Breed Pavilions or Horse & Farm Exhibit Area, contact:

Debbie Putnam

(603) 880-3046 • dputnam@equineaffaire.com
Fax: (866) 880-9646
59 Rangers Drive, Hudson, NH 03051
Hours: 10am-5pm & 7:30-9pm Mon.-Fri. Eastern

Program Advertising

Breed associations are encouraged to advertise in the official event program. For details on how to advertise and receive a 10% discount, consult the program advertising leaflet or contact Karin Brennan at (740) 845-0085 ext. 112 or kbrennan@equineaffaire.com.

For continuously-updated information, consult
www.equineaffaire.com

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