

# November 10-13, 2011 Eastern States Exposition W. Springfield, MA

## Booth Rental

Rental of an exhibit booth includes 8' back and 3' side booth drapes, an exhibitor name sign, exhibitor badges, a category and an alphabetical listing in the event program, a listing on the Equine Affaire Web site, and exhibitor area parking privileges.

Booth Size	Rate	# of Exhibitor Badges
10 x 9	\$ 700	3
10 x 10	\$ 750	3
12 x 10	\$ 900	3
15 x 10	\$ 1085	3
12 x 15	\$ 1365	3
10 x 20	\$ 1400	3
10 x 22	\$ 1540	3
12 x 20	\$ 1680	3
10 x 30 or 15 x 20	\$ 1950	4
20 x 20 or 10 x 40	\$ 2500	4
22 x 20	\$ 2750	4
12 x 40 or 24 x 20	\$ 3000	4
Additional fee for corner booth	\$75	
Additional fee for premium booth	\$75	

Horse clubs, horse sport associations, horse councils, and other equine-related organizations with non-profit status may receive a 15% discount on booth rentals. This does not apply to breed association booths or stalls in the Breed Pavilion where booth rates are already discounted.

*Please note: "Sharing" or "Subleasing" exhibit space is prohibited unless pre-approved by Equine Affaire, Inc. The contract of any exhibitor who violates this policy will be cancelled without refund.*

The Eastern States Exposition will charge all event participants for parking.

## Bulk Space Rental

Rental of bulk space includes exhibit space (no draping), exhibitor badges, a category and an alphabetical listing in the event program, a listing on the Equine Affaire Web site, and exhibitor area parking privileges. Bulk space rates are available only in the bulk spaces designated on the layouts for exhibit spaces of 1000 square feet or more.

### Bulk Space Rates:

**Better Living Center, Young Building, and Mallary**  
(Other than Trailers, Trucks, and Farm Equipment)

- Bulk \$2.30 / sq. ft.
- Premium bulk \$2.55 / sq. ft.

**Mallary South**  
Trailers, Trucks, and Farm Equipment

- Bulk \$2.15 / sq. ft.
- Premium bulk \$2.35 / sq. ft.

Bulk Space Size	# of Exhibitor Badges
1000-2000 square feet	5 badges
2001-4000 square feet	8 badges
4001 or more square feet	10 badges

