



# HORSE WORLD EXPO

## **EXHIBITOR INFORMATION PACKAGE**

### **PENNSYLVANIA**

**FEBRUARY 23 - 26, 2012**

**IMPORTANT! - Please read this Exhibitor Information Package thoroughly. It includes important information essential to a smoothly run and successful show.**

**Thank you.**

**EXHIBITOR INFORMATION****SHOW MANAGEMENT:**

Equestrian Promotions, Inc.  
P.O. Box 924  
Bel Air, MD 21014

Telephone: 301-916-0852  
Fax: 301-916-0853

**SALES, ATTRACTIONS & SEMINARS:**

Denise Parsons  
P.O. Box 924  
Bel Air, MD 21014  
301-916-0852

**OPERATIONS, BILLING & FINANCE:**

Bob Dobart  
P.O. Box 924  
Bel Air, MD 21014  
410-838-8687

**SHOW LOCATION:**

Pennsylvania Farm Show Complex  
2301 North Cameron Street  
Harrisburg, PA 17110-9408  
717-787-5373

**EXHIBITOR'S MOVE IN SCHEDULE:**

Tuesday, February 21, 2012	Decorator set up and trailer move-in, times will be assigned
Wednesday, February 22, 2012	8:00 am - 8:00 pm
Thursday, February 23, 2012	8:00 am - Noon

Trailer and large equipment dealers will be notified if early move-in is necessary. **Exhibitors may not arrive for setup prior to 8:00 am on Wednesday. NO EXCEPTIONS.**

**SHOW DAYS AND HOURS:**

Thursday, February 23, 2012	Noon - 8:00 pm
Friday, February 24, 2012	10:00 am - 8:00 pm
Saturday, February 25, 2012	9:00 am - 8:00 pm
Sunday, February 26, 2012	9:00 am - 5:00 pm

Exhibitors may enter the show at 9am on Thursday & Friday and 8am on Saturday & Sunday  
**All vendors are required to remain set up until close of the show**

**EXHIBITOR'S MOVE OUT SCHEDULE:**

Sunday, February 26, 2012	5:00 pm - 10:00 pm
Monday, February 27, 2012	8:00 am - 11:00 am

**Exhibitors must be moved out completely by 11:00 am on Monday.**

**TOPICS** (Listed alphabetically)**ADVERTISING:**

Beginning as soon as possible, please make plans to include **Horse World Expo** in your television, radio, newspaper, newsletter and magazine advertising. Cooperative advertising is extremely beneficial and helps everyone.

**BOOTH COURTESY:**

Included in this Exhibitor Information Package is a page titled "Be A Good Neighbor". Please read this page thoroughly as it contains important guidelines for the set-up and operation of all booths. While show management does not inspect each booth for infractions, this policy will be enforced when neighboring booths make a complaint or the infraction is deemed to be blatant in nature. All exhibitor activities, including signage and products, must be confined to the exhibitor's assigned space(s). Signs may not protrude into aisles or be substantially above the 8' height of your booth. If two sided, the back side of signs cannot be viewable from adjacent aisles. We would also like to remind exhibitors that your Contract is for a specific booth size. When setting up your booth, please make sure it is no larger than what is specified in your Contract. The local Fire Department requires that we maintain 10' aisles for patron and exhibitor safety. If your booth extends beyond its specified boundaries into an aisle, the Fire Department has the authority to close the show until the violation is corrected.

**BOOTH EQUIPMENT:**

Display booths (except those on Stallion Avenue, Breed Row and bulk space) are 10 ft x 10 ft and consist of an 8 ft high back drape, 3 ft high side wall drapes and a 7" x 44" sign with the Exhibitor's company name. Stallion Avenue and Breed Row booths consist of a 10 ft x 10 ft display booth, a 7" x 44" sign and a stall. The display booth for Stallion Avenue and Breed Row has an 8 ft drape at the rear, but does not include side dividers. Also, no draping is provided for the stall. **Tables, chairs, and carpet are NOT included with any booth**, but may be supplied by the exhibitor or ordered from the decorating company; an order form is included in this packet. **Exhibitors are responsible for ordering and paying for electric in their booth(s). Please see "Electric" below. No electric is included with any booth.**

**BULK EXHIBIT SPACE SPECIFICATIONS:**

Bulk exhibit area includes floor space only. No space dividers or backdrop drapes are provided. Bulk space does include a 7" x 44" sign with the exhibitor's company name. **Exhibitors are responsible for ordering and paying for electric in their booth(s).** See "Electric" information below.

**COGGINS' CERTIFICATES / HEALTH CERTIFICATES:**

All exhibitors, breed demonstrators and others who bring a horse onto the Farm Show Complex property are required to provide Equestrian Promotions, Inc. with a copy of a negative Coggins current within one (1) year of February 27, 2012. In addition, all horses stabled outside Pennsylvania require a Health Certificate current within thirty (30) days of February 27, 2012. All copies of Coggins and Health Certificates become the property of Equestrian Promotions, Inc. and will not be returned; please do not send originals.

**DECORATING – FORMS FOR ADDITIONAL DECORATING, LABOR AND DRAYAGE (OPTIONAL):**

If you require services beyond that included with your booth (i.e., tables, chairs, carpet, labor, drayage, etc.), forms for ordering these items from our decorating company are enclosed. If you are interested in these items, please complete the appropriate forms and send them directly to Penn State Exposition Services, Inc., 2010 Greenwood Street, Harrisburg, PA 17104. If you need additional information, please call them at 717-236-6733 or fax 717-236-6758.

**ELECTRIC:**

**Exhibitors are responsible for ordering and paying for electric in their booth(s).** Payment is made directly to Equestrian Promotions. The advance charge, using the enclosed Electrical Service Order Form is \$102.00 for 500 watts and \$132 for 1000 watts. In order to receive this rate, all orders must be received by January 25, 2012, and the order must be accompanied by payment in full. **Please note that all orders received after this date will be filled subject to the capability of the PA Farm Show Complex and at a higher rate. Electrical service cannot be guaranteed if the order form is received after January 25, 2012.** All electrical equipment provided by the exhibitor must be UL (Underwriters Laboratory) approved. **SHOW MANAGEMENT DOES NOT FURNISH EXTENSION CORDS.**

**EQUINE BARNES:**

No members of the public or any unauthorized individuals will be permitted into the barns. For the safety of the public and horses, only those directly associated with a horse housed in the barns will be permitted access. A barn badge will be issued to those needing access to horses and who have signed a liability release. Only those displaying the barn badge will be permitted in the barns. At no time should doors other than those manned by Horse World Expo personnel be opened, including the large roll-up doors. Expo staff will be on-site in the barns during setup and show hours to issue badges.

**EXHIBITOR PASSES:**

All Exhibitors must have and wear an Exhibitor name badge to enter the Expo, including move in and move out. Exhibitor badges will not be mailed. You must pick up your badges at the Exhibitor Desk when you set up your exhibit. Badges are **NOT** transferable and are honored only for the person in whose name it is issued. Show management will issue up to three (3) Exhibitor name badges per 10' x 10' booth, Stallion Avenue or Breed Row stall or each 500 square feet of bulk space. Additional badges are available (for booth employees only) at a cost of \$5.00 each. Additional badges are limited to a maximum of three (3) per 10' X 10' booth.

If your organization needs more admit more booth workers than allowed, you may purchase day passes for \$5.00 per person, per day for a **MAXIMUM** of five (5) additional day passes. Badges will not be issued for day passes; workers will receive a hand stamp for one day only. On your Exhibitor Sign and Badge form you must list the names of the booth workers needing these passes as well as the day they are working – the pass is good for the day listed only. Day pass workers must check in at the Exhibitor Desk in the rear of the New Expo Hall. If your group requires passes above those allowed, please contact our office to pre-purchase admission tickets.

In order for us to have your exhibitor name badges and show sign prepared prior to your arrival, **please return your exhibitor sign and badge form to our office no later than January 25, 2012.** It is recommended that you arrive early and pick up your badges in order to avoid lines immediately prior to the show opening. Also, please remember that Exhibitor Name Badges are for the use of persons working the booth and are not to be used by customers, friends and relatives for gaining admission to the show. Any booth worker not listed on the Exhibitor Sign and Badge Form will be required to purchase a full price admission ticket.

#### **FIRE MARSHALL REGULATIONS, GAS TANKS AND BATTERIES:**

Vendors displaying vehicles that use gasoline and/or batteries are required to empty all gas tanks, tape close all gas fill caps and disconnect all batteries. Vehicles will be inspected prior to the opening of the show for compliance.

All curtains, draperies, streamers, surface coverings, etc. used as booth decoration **MUST BE FLAME PROOF. NO HELIUM BALLOONS, LIT CANDLES OR OPEN FLAMES OF ANY KIND ARE PERMITTED.**

#### **FOOD SERVICE VENDORS PLEASE READ:**

The Farm Show Complex contracts for all food services. However, Equestrian Promotions, Inc. is permitted to sell booth space to a few food vendors, providing that all food items sold are packaged for consumption off-site in family package quantities. All food booths sold under this "consumption off-site" criteria are subject to advanced written approval by the Farm Show Complex.

#### **INTERNET SERVICE**

The Farm Show Complex offers free wireless internet service throughout the facility. As with any WiFi service, the connectivity level will vary throughout the Complex due to your location and other variables. While the service offered is free, there is no guarantee that it will always be available. If you require the internet to conduct business, we strongly recommend that you contact a service provider to install a wired connection. You may call Verizon: 800-826-2355 or Comcast: 800-391-3000.

When connecting to the Farm Show wireless system, the official network name is "FreeFarmshowWIFI". The free internet service offered is not secure. You should take precautions to ensure your computers are protected.

#### **LIABILITY:**

The Exhibitor is responsible for the booth area assigned and agrees to pay for any damage caused to the floor, walls, doors, etc. during the time he has contracted for the space (move in and move out included).

Exhibitors should determine that their regular company insurance includes an extension of coverage for off premises and that they have their own theft, public liability and property damage insurance. **Equestrian Promotions, Inc. insurance policy does not provide this coverage for exhibitors.**

ALL Horse World Expo exhibitors, regardless of status (non-profit, for-profit, selling product, or just an informational booth), **MUST have liability insurance** and must have their insurance company send a **Certificate of Insurance naming Equestrian Promotions, Inc. as an additional insured.** For additional information on the Certificate of Insurance, please refer to the letter included in the Forms Section of this Exhibitor Information Package. When requesting the certificate from your insurance company, please verify that your policy expiration date is AFTER the final day of the show(s) you are attending. This certificate **MUST** be issued on an annual basis as the policy expiration date is listed on the certificate. **Exhibitors that do not have a valid certificate on file with Equestrian Promotions, Inc. prior to the start of each show may NOT set up their exhibit and risk losing their booth(s) with no refunds.** NO EXCEPTIONS will be made to this policy and no refunds will be issued.

#### **LOADING/UNLOADING:**

Exhibitors may load and unload their own vehicles. Equestrian Promotions, Inc. does not provide labor, handcarts or other equipment for exhibitor's use in loading and unloading. **No** vehicles may be driven into the Farm Show Complex buildings for unloading, so please plan accordingly.

#### **LODGING:**

Official housing for the Pennsylvania Horse World Expo is the Comfort Inn (\$79.99), Four Points by Sheraton (\$81), Springhill Suites (\$109), Best Western Premier (\$79) and the Staybridge Suites (\$109-\$139). These hotels are full service hotels with a lounge and restaurant on-site. They also have a fitness center, indoor pool with Jacuzzi and other amenities. We have arranged these special rates; please see the Reservation Form included in this Exhibitor Information Package for more information. **Reservations for the special rate must be made by January 31, 2012.** Please contact Connections at 404-844-4404 for reservations or make reservations on-line at [www.equestriantravel.com](http://www.equestriantravel.com). You must mention Horse World Expo to receive the show rates.

**PARKING BY EXHIBITORS:**

The Farm Show Complex charges a parking fee of **\$8.00 per day, per vehicle for exhibitors parking on Farm Show Complex lots**. This parking fee is required on show days only (Thursday-Sunday). There is no charge for parking during show set-up and tear down days (Wednesday and Monday). For your convenience, during set-up on Wednesday or Thursday you may purchase 1 or 4 day parking passes at the Exhibitor's Registration Desk at a reduced cost of \$5 per day. Vehicles with trailers attached are considered as one vehicle. Please refer to the enclosed Exhibitor Parking Diagram for additional details.

**RECREATIONAL VEHICLE HOOK-UPS AT THE FARM SHOW COMPLEX:**

A limited number of spaces are available for overnight RV use. RV facilities are available for the nights of February 23 - 27 only (Wednesday - Sunday nights). To reserve a space, please call the Farm Show Complex at 717-787-5373.

**RETAIL SALES TAX LICENSES:**

All exhibitors making taxable sales must be registered with the State of Pennsylvania. Pennsylvania residents making taxable sales must have a Pennsylvania Sales Tax License, which they should already possess. Out-of-state exhibitors making taxable sales must obtain a Transient Vendor Certificate. There is no charge for this certificate and the required forms may be completed over the internet at [www.paopenforbusiness.state.pa.us](http://www.paopenforbusiness.state.pa.us). There are two ways to register your business online. You may complete an online interview or you may complete the PA100 Enterprise Registration Form. Information is provided online relative to which method may be best suited for your business.

If you do not have internet access you may call 1-888-PATAXES and have the forms faxed to you. Or, you may call 1-888-PATAXES and leave a message; the forms you request will be mailed to you. You may also write to PA Department of Revenue, Tax Forms Service Unit, 711 Gibson Blvd, Harrisburg, PA 17104-3200 and have the forms mailed to you. **When completing the forms, you will need to know that the Farm Show Complex is in Dauphin County.**

For those that do not have internet access and need to order a paper version of the PA Form 100 (Enterprise Registration Form), you should call 800-362-2052. The completed PA Form 100 may be returned via fax to 717-787-3708 or may be mailed to PA Dept of Revenue, Bureau of Business Trust Fund Taxes, P O Box 280901, Harrisburg, PA 17128-0901. For questions about the PA Form 100, please call 717-787-1064 or 717-783-5477.

Included with this Package is a form called the PA Retail Sales Tax Information Form. Pennsylvania law requires that Equestrian Promotions obtain this information for all exhibitors and forward the information to the PA Department of Revenue no later than 30 days from the opening of the show. Accordingly, please obtain the proper license, complete the Retail Sales Tax Information Form and return it to us ASAP, but no later than January 25, 2012. The PA Department of Revenue has informed us that exhibitors who are required to have a permit, and who set up their exhibit without the permit, may be subject to a fine of up to \$1500.00.

**SECURITY:**

In addition to perimeter security provided by the Farm Show Complex, Equestrian Promotions, Inc. will provide continuous security from 9 am Wednesday, February 22, until 11 am on Monday, February 27. Show management reserves the right to examine any and all packages brought onto show premises. In an attempt to combat shoplifting, it is recommended that exhibitors provide receipts for sales of merchandise. Additionally, show management suggests strongly that exhibitors exercise due diligence in protecting their merchandise against theft. As required by your show Contract, exhibitors should make sure that their business insurance policy includes protection from theft, as show management's insurance policy does not extend this coverage to exhibitors.

**SHIPPING INFORMATION:**

Items should be shipped to the Pennsylvania Farm Show Complex only as a last resort. If items are shipped to the facility, they will not be accepted prior to Wednesday (set-up day). Any items unclaimed after Tuesday, February 28, 11:00 am will be disposed of by the facility management. If you decide to ship items to the facility, they should be marked clearly **FOR HORSE WORLD EXPO** and **include your booth number on the address label**.

The shipping address for the Pennsylvania Farm Show Complex is 2300 North Cameron Street, Harrisburg, Pennsylvania, 17110. The telephone number for the administrative office at the facility is 717-787-5373. Neither Equestrian Promotions, Inc. nor the Pennsylvania Farm Show Complex is responsible for the security,

safekeeping, handling, unloading or loading of any items shipped to the facility. It is suggested strongly that all such shipments be insured for the full replacement value. **Neither Equestrian Promotions, Inc. nor the Pennsylvania Farm Show Complex assumes responsibility for item(s) delivered to the facility prior to, during or after the event. Do not ship anything to Equestrian Promotions, Inc. without prior written authorization.** Please refer to the Penn State Exposition Services (PSES) decorating company portion of this package for more information on shipping.

**SHOW OFFICE:**

Show staff will be available to answer your questions during setup and show hours. Please visit the Exhibitor Desk at the exhibitor entrance located adjacent to the loading dock at the rear of New Exhibition Hall. Those arriving with horses should check in directly at the Equine Barns during the hours shown on page 2 of this Exhibitor Package.

**TELEPHONES/DATA LINES:**

If you need a telephone line and/or data line installed in your booth, you must contact Verizon at 800-826-2355.

# BE A GOOD NEIGHBOR

## IMPORTANT SHOW GUIDELINES

### SOLICITATION/SALES LITERATURE – NO SALES SOLICITATION OR DISTRIBUTION OF LITERATURE OUTSIDE OF YOUR BOOTH SPACE.

**DISPLAYS** — Displays placed along the side drapes that are over 4' high should not extend into the booth more than 5' from the back. This will insure not obstructing the view of neighboring booths. Anyone who's booth will vary from this policy may be asked to rearrange their booth to adhere to this policy

**DEMONSTRATIONS** — When sampling, demonstrating and/or entertaining the attendees, booths must be arranged so that attendees coming into your exhibit do not block aisles or overlap into neighboring exhibits.

If you expect many attendees to congregate in one area at one time, you must leave space within your own exhibit area to absorb the majority of the crowd.

The aisles are the property of all exhibitors; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire exposition. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.

**SOUND** — Police your own booth so the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with other exhibits and must be discontinued.

**GADGETS AND GIMMICKS** - The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise-making devices are restricted to within the booth. Balloons, horns, odors and congestion are subject to the individual exposition's rules. Show Management reserves the right to determine when such items become objectionable.

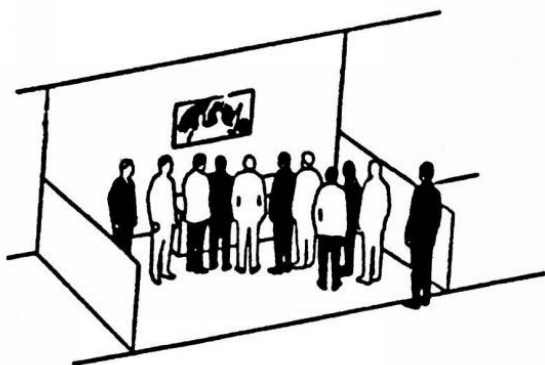
The exposition is an amalgamation of many diverse selling and promotional activities. To be fair to all exhibitors, the use of sound, gadgets and gimmicks where permitted by exposition rules must not interfere with other exhibitors.

### NO HELIUM BALLOONS, LIT CANDLES OR OPEN FLAMES OF ANY KIND ARE PERMITTED BY ORDER OF THE FIRE MARSHALL.

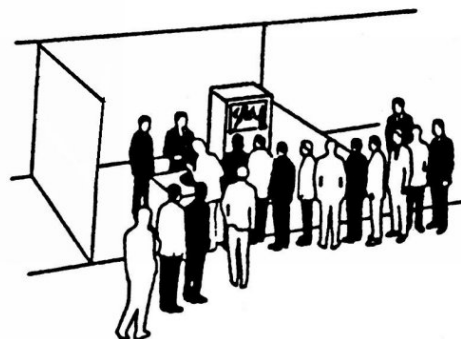
Air filled balloons are allowed.

At no time will any vendor place any product or display in any travel aisle.

Double sided signs must not be viewable from adjacent aisles.



Right



Wrong

The following hotels are pleased to offer all participants of The Pennsylvania Horse World Expo a preferred rate...

**Comfort Inn**

525 South Front Street  
Harrisburg, PA 17104  
**\$79.99 plus tax**

**Best Western Premier**

800 East Park Drive  
Harrisburg, PA 17111  
**\$79.00 plus tax**

**Sheraton**

Harrisburg-Hershey  
4650 Lindle Road  
Harrisburg, PA 17111  
**\$81.00 plus tax**

**Springhill Suites**

15 Capital Drive  
Harrisburg, PA 17110  
**\$109.00 plus tax**

**Staybridge Suite**

920 Wildwood Park Drive  
Harrisburg, PA 17110  
**\$109-\$139 plus tax**

\*\* Reservation line, Call Connections

\*\*Additional hotels available by calling or going online at [www.equestriantravel.com](http://www.equestriantravel.com)

**404-844-4404**

**Reservation Form**

Arrival Date \_\_\_\_\_ Name \_\_\_\_\_

Departure Date \_\_\_\_\_ Street \_\_\_\_\_

Room Type: King\_\_\_ Double/Double\_\_\_\_\_ City \_\_\_\_\_

Number of rooms: \_\_\_# of people in room\_\_\_ State\_\_\_\_\_ Zip code\_\_\_\_\_

Credit Card # \_\_\_\_\_ exp date \_\_\_\_\_

Signature \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ email \_\_\_\_\_

Reservation cutoff date is 01/31/12, limited number of rooms available at this rate.  
Reservations must be cancelled 72 hours prior to arrival.  
Room type is a request only.

**Please return form to:  
Connections  
820 Church Street, Decatur, GA 30030**

Reservations: 404-844-4404 Fax: 404-842-0954

**for on line reservations: [www.equestriantravel.com](http://www.equestriantravel.com)**



# FURNITURE, ACCESSORIES & FLOOR COVERING

Name of Exposition PA HORSE WORLD EXPO 2012  
 Booth # \_\_\_\_\_ Date: \_\_\_\_\_

All charges for services must be paid in advance or on site by either cash, check or for your convenience Master Card, Visa, Discover or American Express.  
**Discount prices only apply to orders with payment received in full at the above address prior to one week before first setup date.**

## EXECUTIVE FURNISHINGS

ITEM NO.	QTY		DISCOUNT PRICE	STANDARD PRICE
110	_____	Chair-Padded Side	\$27.00	\$36.00
120	_____	Chair-Padded Arm	\$32.00	\$38.00
130	_____	Chair-Contour Side	\$23.00	\$25.00
140	_____	Stool-Padded High	\$35.00	\$45.00
210	_____	Easel	\$25.00	\$30.00
220	_____	Wastebasket	\$10.00	\$12.00
230	_____	Coat Tree	\$25.00	\$30.00

Other special items available upon request.  
 (Sofa's, coffee tables, lamps, etc.)

## CARPETING

ITEM NO.	COLOR CODE	QTY	SIZE	DISCOUNT PRICE	STANDARD PRICE
300	_____	_____	9' X 10'	\$80.00	\$95.00
400	_____	_____	9' X 20'	\$160.00	\$200.00
500	_____	_____	9' X 30'	\$240.00	\$285.00
600	_____	_____	9' X 40'	\$320.00	\$380.00
700	_____	_____	9' X 50'	\$400.00	\$475.00
800	_____	_____	9' X 60'	\$480.00	\$570.00
900	_____	_____	9' X 70'	\$560.00	\$665.00
1000	_____	_____	9' X 80'	\$640.00	\$760.00

Special cut carpet available at \$1.75 per square foot (includes taping and installation) please include information on size and instructions. When ordering, please include color you prefer by clearly printing numeric/alpha code in column marked color. Available colors listed below:

**RED(10) BLUE(20) GRAY(40) BLACK(90) BURGUNDY(70)**

Note: Colors and sizes guaranteed only if ordered two weeks in advance of the event. Other colors available upon request.

## WOOD DISPLAY TABLES - TOPPED & UNSKIRTED

ITEM NO.	QTY	DESCRIPTIVE SIZE	DISCOUNT PRICE	STANDARD PRICE
1042	_____	2' X 4' Wood 30" High	\$28.00	\$42.00
1062	_____	2' X 6' Wood 30" High	\$33.00	\$47.00
1082	_____	2' X 8' Wood 30" High	\$38.00	\$52.00
1142	_____	2' X 4' Wood 42" High	\$38.00	\$52.00
1162	_____	2' X 6' Wood 42" High	\$43.00	\$57.00
1182	_____	2' X 8' Wood 42" High	\$48.00	\$62.00
160	_____	30" Pedestal 30" High	\$48.00	\$57.00

## WOOD DISPLAY TABLES - TOPPED & SKIRTED

ITEM NO.	COLOR CODE	QTY	DESCRIPTIVE SIZE	DISCOUNT PRICE	STANDARD PRICE
1041	_____	_____	2' X 4' Wood 30" High	\$42.00	\$55.00
1061	_____	_____	2' X 6' Wood 30" High	\$52.00	\$65.00
1081	_____	_____	2' X 8' Wood 30" High	\$60.00	\$75.00
1141	_____	_____	2' X 4' Wood 42" High	\$62.00	\$80.00
1161	_____	_____	2' X 6' Wood 42" High	\$72.00	\$90.00
1181	_____	_____	2' X 8' Wood 42" High	\$82.00	\$95.00
150	_____	_____	30" Pedestal 30" High	\$62.00	\$70.00

When ordering skirted tables, please include color you prefer by clearly printing

alpha abbreviation in column marked color. Available colors are as follows:

**WHITE (6WH) GREEN (8GR)**

## TABLE TOP RISERS - AVAILALE UPON REQUEST

Exhibitor's Special Request:

**M/C VISA AMERICAN EXPRESS DISCOVER**

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Account Number

SUB TOTAL \_\_\_\_\_

6% SALES TAX APPLIES \_\_\_\_\_

TOTAL DUE WITH ORDER \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

All materials remain the property of the contractor. Prices cover rental only.  
 1 1/2% per month on unpaid balance starting from the date of invoice.

COMPANY \_\_\_\_\_

PURCHASE ORDER # \_\_\_\_\_ BOOTH # \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP \_\_\_\_\_ PHONE \_\_\_\_\_

Materials returned after being delivered to exhibitor's location will be surcharged at 1/2 regular price.



## DRAYAGE AND MATERIAL HANDLING/ RATE SCHEDULE AND ORDER FORM

Company _____	Event <u>PA HORSE WORLD EXPO 2012</u>
Address _____	Date _____
City _____ State _____	Booth Number _____
Zip _____ Phone _____	Signature _____

**\*\*\*\*\*DEADLINE TO RECEIVE FREIGHT WILL BE FEBRUARY 16, 2012\*\*\*\*\***

**Shipping Address  
and Consign:**

**PENN STATE EXPOSITION SERVICES, INC.  
2010 GREENWOOD STREET  
HARRISBURG, PA 17104**

Drayage and Material Handling Service provides to Exhibitors a facility to receive their freight and at the end of the show place the shipment in the hands of a common carrier.

The Exposition Site has no facilities for receiving exhibit material prior to a specified move-in date.

NOTE: Shipping of any material to this address or the show site institutes an order and you will be charged at prevailing rates. PA SALES TAX APPLIES TO THIS SERVICE.

The charges for our services do not include the billing payable to your shipper whether it be a common carrier or other form of transportation. Your company is responsible for making inbound shipments prepaid and outbound shipments are to be collect.

**THIS IS NOT A BILL OF LADING. A BILL OF LADING MUST BE FILLED OUT AND RETURNED TO DECORATOR BEFORE REPRESENTATIVE LEAVES SHOW SITE AT END OF SHOW.**

INBOUND SHIPMENTS TO THE EXPOSITION	
PLEASE COMPLETE IF INFORMATION IS AVAILABLE AT TIME OF SHIPMENT.	
SHIPPER (NAME) _____	SHIPPED FROM (CITY) _____
SHIPPED VIA (TRUCK LINE) _____	PRO. NO. _____
SHIPPED ON (DATE) _____	ESTIMATED ARRIVAL _____
TOTAL NO. SHIPMENTS _____	TOTAL NO. PIECES / WT. _____

OUTBOUND SHIPMENTS AFTER THE EXPOSITION	
SHIP TO (CONSIGNEE NAME) _____	
STREET ADDRESS _____	
CITY _____	STATE _____
TOTAL NO. OF PIECES / TOTAL WT. OF SHIPMENT _____	

Description of Material to be shipped: \_\_\_\_\_

Send Outbound Freight Charges to:

NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

ATTENTION: \_\_\_\_\_



**DRAYAGE AND MATERIAL HANDLING INFORMATION**

**THIS SERVICE:**

Penn State Expo Services, Inc. is responsible for maintaining in and out traffic schedules. To assure orderly and expeditious handling of exhibit material in and out of the Show, it is suggested that exhibitors clear all movements of exhibit material through the Official Drayage Contractor.

Outbound shipping instructions should be given to the Official Drayage Contractor at the earliest possible time. All bill of lading and shipping instructions covering outbound shipments will be checked at the time of loading and corrections made where necessary. Freight remaining on the exhibit floor without proper instructions for deposition will be removed and shipped using available information.

**LIMITATION OF PSES’S LIABILITY & RESPONSIBILITY**

PSES shall not be responsible for damage to uncrated materials, materials improperly packed or concealed damage.

PSES shall not be responsible for loss, theft, or disappearance of exhibitor’s materials after same have been delivered to exhibitor’s booth.

PSES shall not be responsible for loss, theft, or disappearance of materials before they are picked up from exhibitor’s booth for re-loading after the Show. Bills-of-lading covering outgoing shipments which are furnished to PSES by exhibitors will be checked at time of actual pickup from booth and corrections made where discrepancies occur.

PSES shall not be responsible for any loss, damage, or delay due to fire, Acts of God, Strikes, lockouts or work stoppages of any kind, or to any causes beyond its control.

PSES’s liability shall be limited to the physical loss or damage to the specific article which is lost or damaged, and in any event PSES’s maximum liability shall be limited to \$1.00 per pound per article, with a maximum liability of \$500.00 per item and \$10,000.00 per shipment.

PSES shall not be liable to any extent whatsoever for any actual, potential, or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss or damage to an exhibitor’s materials which may make it impossible or impractical to exhibit same.

The consignment or delivery of a shipment of PSES by an exhibitor, or by any shipper on behalf of any exhibitor, shall be constructed as an acceptance by such exhibitor (and/or other shipper) of the terms and conditions set fourth in this Bulletin. All handling charges are the responsibility of the exhibitor.

Exhibitors are urged to carry all risk floater insurance covering materials against damage, loss, and all other hazards from the time shipment is made prior to the show until shipments are received back after the show. This can be done by adding “riders” to existing policies, often at no additional cost.

In order to expedite removal of material, we shall have the authority, without further clearance with exhibitors, to change designated carriers, if designated carriers do not pick up on time.

Oversized, loose and uncrated shipments and late deliveries requiring Special Handling will be surcharged an additional 35%. Surcharge will be added to the listed rates.

**RATE SCHEDULES**

1. Shipments received at advance warehouse, unloaded, stored for 30 days, delivered to the unloading area of the exhibit facility, taken to the exhibitor’s booth, empty packing cases removed to storage and returned to booth, shipments picked up at exhibitor’s booth at the close of the convention, moved to the loading areas, reloaded on trucks, for pick up by common carrier.	IN AND OUT PER CWT		*Inbound and/or Outbound Minimum
	\$33.00		\$55.00
2. Shipments received at the exhibit facility, unloaded from exhibitor or common carrier vehicles, delivered to the exhibitor’s booth, empty packing cases removed to storage and returned to booth, shipments picked up at exhibitor’s booth at the close of the Show, moved to the loading area, reloaded on trucks, for pick up by common carrier.	S.T./Per CWT	O.T./Per CWT	
	8:00 a.m. to 4:00 p.m.	After 4:00 p.m. Sat., Sun., & Holidays	
	\$33.00	\$49.00	\$55.00

UPS Shipments: Drayage charges are based on the day shipments arrive at destination and not by how they are shipped by the manufacturer from point of origin.

**6%PA SALES TAX**

REVISED 10/05



## **DRAYAGE AND MATERIAL HANDLING**

PENN STATE EXPOSITION SERVICES, INC. utilizes UPS as our trucking company after a show. If you have an account with another trucking company or air freight company, feel free to make arrangements with them. PSES is not responsible for rate differences. Using your account number, **YOU** must call and make arrangements with your company to pick up the freight at a particular time and date after the show. We can provide you with the proper address of the facility it needs to be picked up at, or our PSES warehouse address for pick up there.

We have UPS Freight bill of lading on hand and can help you fill them out. Remember, inbound shipments before the show must be prepaid and outbound shipments after the show must be collect. (See page 1 of the drayage forms.) Or utilize your own account number.

You are free to ship via anyone you care to, inbound to PSES before the show.

# LABOR ORDER FORM



Company \_\_\_\_\_

Event PA HORSE WORLD  
EXPO 2012

Address \_\_\_\_\_

Date \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Booth Number \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

Signature \_\_\_\_\_

On Site Representative \_\_\_\_\_

Arrival Time \_\_\_\_\_ Date \_\_\_\_\_

In the interest of prompt and efficient processing of exhibitor's labor requirements for set up and dismantling of exhibits, it is urged that advance notice be provided on this form. Orders received at the show will be processed after advance orders in all cases.

We will require labor to this schedule:

	Number of Men	Date	Time	Approx. Hours
Labor to Set Up Display				
Carpenter to Set Up Display				
Labor to Dismantle Display				
Carpenter to Dismantle Display				

Please Indicate Service Desired:

(If procedure is not indicated, no advance order will be assigned until exhibitor reports to service desk.)

Forklift with crew charge is \$125.00 per hr. and \$170.00 Overtime

Date _____	Time _____
------------	------------

A minimum charge of 1 hour for all services. (Crew - Driver & Laborer)

Please read carefully the following procedures when ordering skilled labor for the installation and dismantling of your exhibit.

\* A four (4) hour minimum per man will be charged if exhibitor does not pick up pre-ordered labor on the day requested.

\* NOTE: All labor prices quoted are prevailing rates at time of printing, subject to change without notice.

\* A 15% service charge will apply if labor is ordered at Service Desk before or after event.

\* Penn State Exposition Services will not assume responsibility for damages to exhibitors equipment by temporary or fulltime employees when ordered without Penn State Exposition Services Supervision.

### SUPERVISION

Proceed with installation at the earliest possible time.

Exhibit will be installed on straight time whenever possible.

\_\_\_\_ Setup drawing/photos enclosed.

\_\_\_\_ Setup drawing/photos with exhibit.

Instructions should be provided. Penn State Exposition

Service personnel will supervise, but blueprints, etc., will facilitate an economical, correct installation

A supervision charge of 30% will be added.

### LABOR REQUEST

Do Not Proceed. Exhibitor's representative will call at

the service desk for labor at \_\_\_\_\_ \* AM/PM

No men will be dispatched direct to the booth.

Exhibitors must come to the service desk to sign in for men required.

Exhibitor agrees to return to labor desk to check in labor at completion of work each day.

\*Note that starting times other than 8 AM cannot be guaranteed.

### LABOR RATES

Straight Time.....	\$45.00	Overtime.....	\$80.00
Carpenter.....	\$65.00	Carpenter.....	\$95.00

Minimum: One Hour per man

Straight time: 8:00 AM to 4:30 PM Monday through Friday except holidays. All other hours are overtime. All labor rates subject to union contract increases.

**NOTE: IF EXHIBITOR FAILS TO PICK UP MEN AT TIME ORDERED, A ONE HOUR PER MAN NO-SHOW CHARGE WILL BE APPLIED.**

Labor and services ordered on behalf of the exhibitor by display houses or other third parties must be so authorized in a letter form from the exhibitor. Payment for all services is the responsibility of the exhibitor.



### Check List - Pennsylvania Horse World Expo

Please use this checklist to help with deadlines and as a reminder for other items concerning your participation in the Pennsylvania Horse World Expo. Information on each item can be found in the Exhibitor Information Package. Most, if not all, of your questions will be answered in the Package. Please plan ahead to avoid unnecessary costs and delays.

**Most requested forms can be completed online by going to: <http://www.horseworldexpo.com/Forms.shtml>**

- \_\_\_\_\_ 10/30/11 - Minimum of 60% of booth rent due in the office of Equestrian Promotions, Inc.
- \_\_\_\_\_ 11/18/11 or 10 days after receipt, signed rental contract due in the office of Equestrian Promotions, Inc.
- \_\_\_\_\_ **Web Page Advertising Form** to be sent to Equestrian Promotions, Inc. See page 4.
- \_\_\_\_\_ 12/30/11 - Balance of booth rent due in the office of Equestrian Promotions, Inc.
- \_\_\_\_\_ 12/30/11 - Program ad deadline due, contact The Pennsylvania Equestrian for these ads. Phone: 717-509-9800.
- \_\_\_\_\_ 01/25/12 - **Electrical Service Order Form** due. Orders placed after this date cannot be guaranteed. See page 5.
- \_\_\_\_\_ Order telephone lines if required - contact Verizon, 800-826-2355 and be sure to request new business service and explain that you need "temporary service".
- \_\_\_\_\_ 01/25/12 - **Pennsylvania Retail Sales Tax Info. Form** due in the office of Equestrian Promotions. See page 6.
- \_\_\_\_\_ 01/25/12 - **Sign and Badge Form** due in the office of Equestrian Promotions. See page 7.
- \_\_\_\_\_ 01/31/12 - Discounted rates expire at the host hotel - contact [www.equestriantravel.com](http://www.equestriantravel.com) for reservations.
- \_\_\_\_\_ 02/12/12 - Orders due to decorating company, Penn State Exposition Svcs. Discount pricing requires payment in full.

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

This form is for your use; please keep for your records.

**PLEASE NOTE:** Tables, chairs, carpeting, etc. are **NOT** provided with your booth. These items may be ordered through the decorating company. Order forms for these items are included in the Exhibitor Information Package. **Your booth does NOT include electrical.** If you have electrical needs please refer to the Electrical Order Form in your Exhibitor Information Package. The advance rate pricing deadline for additional electric is January 25, 2012.

**EQUESTRIAN PROMOTIONS, INC.**

P O Box 924, Bel Air, MD 21014 • 301-916-0852 • FAX 301-916-0853  
www.horseworldexpo.com • info@horseworldexpo.com

Dear Horse World Expo Exhibitor:

If you were an exhibitor at Horse World Expo last year, you may recall that our insurance company requires all exhibitors to name Equestrian Promotions, Inc, as an additional insured on their liability insurance policy and have a Certificate of Insurance forwarded to Equestrian Promotions, Inc. at least 30 days prior to the event. This requirement is also outlined on your Application for Booth Space.

ALL Horse World Expo exhibitors, regardless of status (non-profit, for-profit, selling product, or just an informational booth), MUST have liability insurance and must have their insurance company send a **Certificate of Insurance naming Equestrian Promotions, Inc. as an additional insured.** When contacting your insurance company, please verify that your policy expiration date is AFTER the final day of the show(s) you are attending. This certificate MUST be issued on an annual basis, as the policy expiration date is listed on the certificate. All certificates must list the company name shown on your Application for Booth Space as the insured. If you are doing multiple shows with us, you may list all Horse World Expo shows on one certificate. ***Vendors that do not have a valid certificate on file with Equestrian Promotions, Inc. prior to the start of each show may NOT set up their exhibit and risk losing their booth(s) with no refunds.*** NO EXCEPTIONS will be made to this policy.

Certificates may be mailed to Equestrian Promotions, Inc, P.O. Box 924, Bel Air, MD 21014, emailed to info@horseworldexpo.com or faxed to 301-916-0853. If you have questions concerning this matter or would like contact information for companies offering event coverage, please do not hesitate to contact our office.

Sincerely,

A handwritten signature in cursive script that reads "Denise Parsons". The signature is written in black ink and is positioned above the typed name.

Denise Parsons  
President

## Horse World Expo Sponsorship Information

Horse World Expo is pleased to announce our sponsorship program for 2012. Sponsorship offers you a way to become a bigger part of Horse World Expo and receive more benefits that extend throughout the year. This is your opportunity to be recognized as being a part of one of the largest horse expos in the country. Our programs have been designed to offer many levels of sponsorship that will fit your advertising budget. Get the most from your Expo experience by becoming a named sponsor of Horse World Expo.

**All Horse World Expo sponsorship packages**, regardless of level, receive daily public announcements during the event you choose to sponsor, mention as sponsor on the Horse World Expo website, a BannerAd on the Horse World Expo website and a highlighted vendor listing on the website.

Some of the sponsorship packages available for the 2012 Horse World Expos include:

### Horse World Expo Supporting Sponsor

In addition to the benefits described above, Supporting Sponsors will receive two VIP tickets for the Friday performance of Theatre Equus in PA. The cost of this sponsorship is \$250 and is good for each event where you are a participating vendor. This sponsorship covers both events if you are exhibiting at both events.

### Horse World Expo Contributing Sponsor

In addition to the benefits described above, Contributing Sponsors will receive mention in all printed advertising including direct mail advertisements and the Official Show Program, two VIP tickets for the Friday performance of Theatre Equus in PA and one 4-day parking pass for our PA event. The cost of this sponsorship is \$500 and is good for each event where you are a participating vendor. This sponsorship covers both events if you are exhibiting at both events.

### Horse World Expo Show Sponsor

In addition to the benefits described above, Show Sponsors will receive mention in all printed advertising, show flyers, direct mail advertisements and the Official Show Program, company logo with web link on the navigation bar of the Horse World Expo website, one 10 x 10 booth or \$525 credit towards a larger booth, five banner placements in conspicuous locations at the Expo\*, two VIP tickets for the Friday performance of Theatre Equus in PA and two 4-Day parking passes for our PA event. The cost of this sponsorship is \$2500 for both Horse World Expo shows.

### Show Site Advertising Sponsor

This sponsorship is available to companies that have a vendor booth at the sponsored event. This sponsorship provides additional show site exposure through advertising items made available to show patrons. Specific examples include shopping bags placed at the show entrances, disposable trash receptacles placed around the show site, and other items that would provide a useful service to show attendees. Promotions of this type are an excellent method of making your company name and logo visible to tens of thousands of show attendees. The promotional items, which could include the sponsor's name, logo, contact info, web address, etc, are provided by the sponsoring company and would be given away at no charge to show attendees. The cost for this sponsorship is \$500 for each Horse World Expo that you sponsor. We are interested in helping exhibitors promote their businesses and we will be pleased to discuss any ideas you have.

### Equipment Sponsorships

There are several sponsorships available for equipment used during the show. Please contact our office for details and availability. Benefits to Equipment Sponsors vary depending on the value of equipment donated for use by the Expo.

### Custom Sponsorship Packages

Horse World Expo wants you to get the most from your advertising dollar and your Expo experience. Let us know what sponsorship benefits are important to you and let us custom design a sponsorship package that will work within your budget. Contact our office for more information. Our sponsors are noticed all year, leading into and following Horse World Expo. Let us help you be more visible at Horse World Expo!

***Act now to get maximum exposure for your company at Horse World Expo***

Contact our office to get more information on our sponsorships:

301-916-0852

FAX-301-916-0853

Equestrian Promotions, Inc.

Denise Parsons

P.O. Box 924

Bel Air, MD 21014

info@horseworldexpo.com

**Web Page Advertising Form**

Equestrian Promotions, Inc., is pleased to offer advertising space on our web page. Please view our website: **www.horseworldexpo.com**. Our website is viewed by tens of thousands of horse enthusiasts yearly. By advertising, your ad will be seen by these potential customers. Ads will be displayed until the end of October 2012.

To place an ad, please complete this form, send required information and full payment. Your ad will appear within 10 working days of receipt of your payment.

**One flat fee covers all 2012 Horse World Expo shows in which you are participating.**

\_\_\_\_\_ **MailLink** – This service provides a clickable link to your company’s email address by clicking on your company’s name on our list of vendors. The annual fee for this service is \$15.

\_\_\_\_\_ **WebLink** – This service provides an instant link to your web page by clicking on your company’s name in our list of vendors and on our interactive floor plan. The annual fee for this service is \$35

\_\_\_\_\_ **BannerAd** – This service provides a clickable link to your web page accessible from our home page and vendor list page. This service requires that you provide the graphic file to be included on the web page. This service includes WebLink and MailLink. The annual fee for this service is \$150. Banner Ad specs are as follows: Size: 250w X 120h max, jpeg. Please email the banner graphic file to [info@horseworldexpo.com](mailto:info@horseworldexpo.com). If you do not have someone that can prepare this banner graphic, please contact us and we can create a basic ad for \$25.

Please complete the following to take advantage of these services:

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

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

Phone Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

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

Service Requested: \_\_\_\_\_

**Please mail this form and full payment to:**

Equestrian Promotions, Inc.  
P.O. Box 924  
Bel Air, MD 21014

**ELECTRICAL SERVICE ORDER FORM**  
**ADVANCE PRICING DEADLINE: January 25, 2012**

**SUBMIT THIS ORDER FORM AND PAYMENT TO:**  
 Equestrian Promotions  
 P O Box 924, Bel Air, MD 21014

**HORSE WORLD EXPO - 2012**

The rates listed below are for one 120 volt 20 amp outlet - each outlet has 2 receptacles. The charge for electric service includes electricity, installation of outlet in the most convenient location and removal of the outlet upon completion of the show. **FOR ORDERS PLACED AT THE SHOW SITE, WE CANNOT GUARANTEE ELECTRICAL CONNECTION FOR THE FIRST DAY OF THE SHOW. ALSO, PLEASE NOTE THAT THE FARM SHOW COMPLEX CHARGES A SURCHARGE OF \$50.00 FOR ALL ELECTRICAL ORDERS RECEIVED AFTER JANUARY 25, 2012.** NO CREDITS will be issued for service ordered or installed but not used.

**24 hours service will incur an additional fee. If you need 24 hours electrical service, or electrical service other than that listed below, please call Equestrian Promotions (301-916-0852) for a price quote.**

The following pricing is for 120 volt 20 amp service if ordered BEFORE January 25, 2012. Please note that a \$50.00 surcharge is added to all orders placed after January 25, 2012.

<u>Amperage</u>	<u>Number of Connections</u>	<u>Advanced Unit Price</u>	<u>Extended Total</u>
20 Amps (includes one 120 volt 20 amp outlet with 2 receptacles)	_____	\$ 102.00	_____
20 Amps (includes two 120 volt 20 amp outlets with 2 receptacles for each outlet)	_____	\$ 132.00	_____

**ORDER SUMMARY** **TOTAL: \$** \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth: \_\_\_\_\_

Representative's Name: \_\_\_\_\_ Telephone # \_\_\_\_\_

**CREDIT CARD INFORMATION AND AUTHORIZATION**  
Visa, MasterCard, Discover or American Express

Card Holder Name (Please Print): \_\_\_\_\_

Billing Address if Different than shipping: \_\_\_\_\_  
 \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Zip Code for this card: \_\_\_\_\_ Security Code: \_\_\_\_\_ (located on rear of card)

**You may fax Credit Card orders to 301-916-0853**

**Pennsylvania Retail Sales Tax Information Form**

All exhibitors making taxable sales must be registered with the State of Pennsylvania. Pennsylvania residents making taxable sales must have a Pennsylvania Sales Tax License, which they should already possess. Out-of-state exhibitors making taxable sales must obtain a Transient Vendor Certificate. There is no charge for this certificate and the required forms may be completed via the internet at [www.paopenforbusiness.state.pa.us](http://www.paopenforbusiness.state.pa.us). There are two ways to register your business online - you may complete an online interview or you may complete the PA100 Enterprise Registration Form. Information is provided online relative to which method may be best suited for your business. If you do not have internet access you may call 1-888-PATAXES and have the forms faxed to you. Or, you may call 1-888-PATAXES and leave a message; the forms you request will be mailed to you. You may also write to PA Department of Revenue, Tax Forms Service Unit, 711 Gibson Blvd, Harrisburg, PA 17104-3200 and have the forms mailed to you.

Pennsylvania law requires that Equestrian Promotions obtain the information on the below form for all exhibitors and forward the information to the PA Department of Revenue no later than 30 days from the opening of the show. Accordingly, please obtain the proper license, complete the below form and return it to us ASAP, but no later than January 30, 2010.

The PA Department of Revenue has informed us that exhibitors who are required to have a permit, and who set up their exhibit without the permit, may be subject to a fine of up to \$1500.00. If you will not be selling any products, please return this form to us stating such.

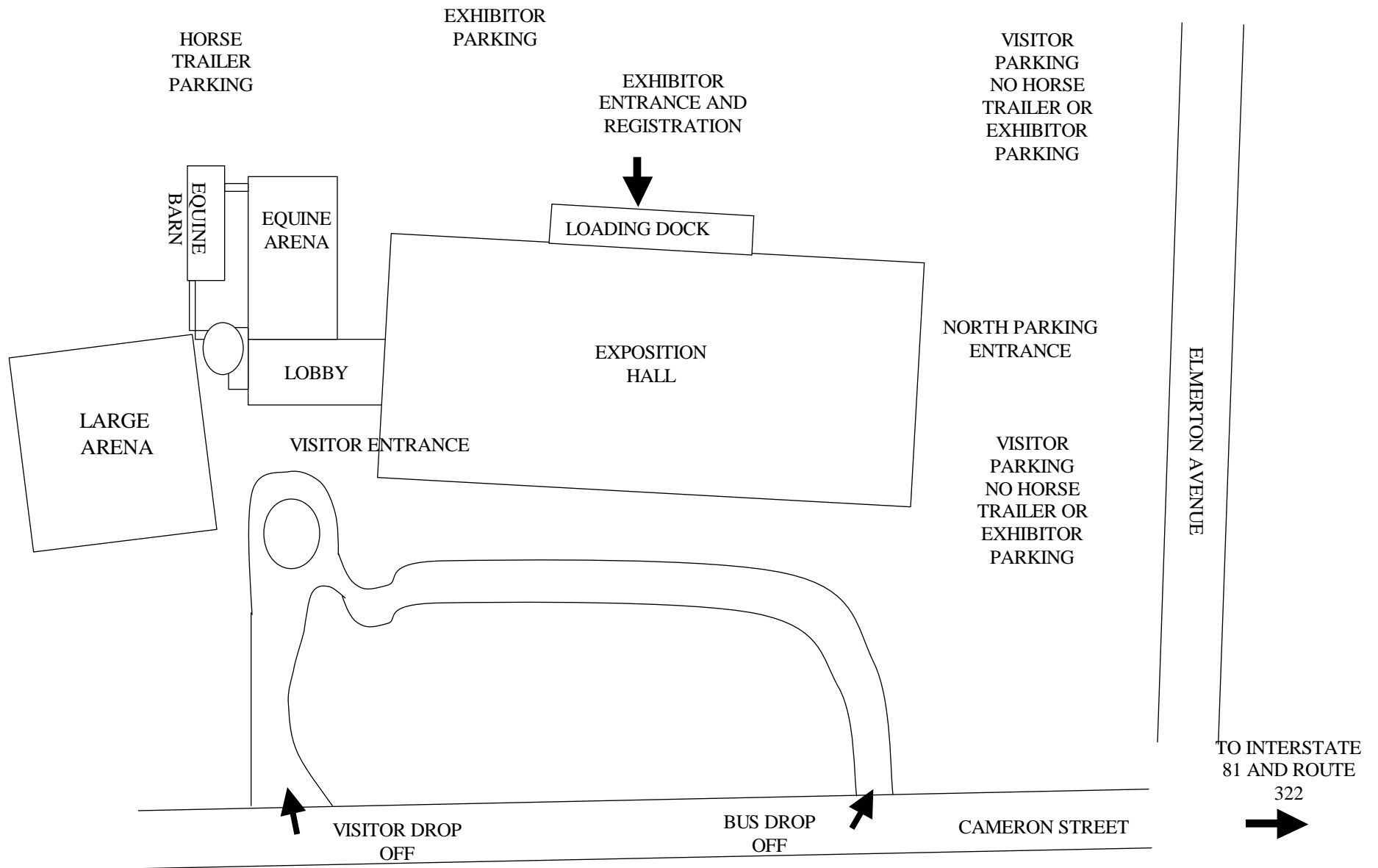
**Please complete the below form and return by January 25, 2012 to:**

**Equestrian Promotions, Inc.  
P O Box 924  
Bel Air, MD 21014**

**TRADE SHOW LIST**

BUSINESS NAME:		OWNER'S NAME:		
ADDRESS:			STATE	ZIP CODE
FEDERAL EIN:		PENNSYLVANIA SALES TAX ID:		
SHOW NAME: <b>2012 PENNSYLVANIA HORSE WORLD EXPO</b>		SHOW DATE: <b>2/23/12 – 2/26/12</b>		
SHOW ADDRESS: STATE FARM SHOW COMPLEX, 2301 N. CAMERON ST, HARRISBURG, PA 17110				
CHECK APPROPRIATE BOX: <input type="checkbox"/> SOLE PROPRIETORSHIP <input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> CORPORATION				





# PENNSYLVANIA EQUESTRIAN

Your partner in promotion for the  
**Pennsylvania Horse World Expo**



Last year's PA Expo attracted the largest crowds in the event's history.

*Before the Expo, 10,000+ people use the program to plan their visit.*

*During the Expo, everyone who attends uses it to find you.*

*Afterwards, they use it to follow up.*

**Can YOU afford to be just a name and a booth number?**

A full page, **four color** ad costs just 1.5 cents per reader.

**20,000 copies • 65,000 readers**

#### Ads Sizes and Rates

	<u>Horizontal</u>	<u>Vertical</u>	<u>B/W</u>	<u>Spot color</u>	<u>4-color</u>
Business card	4" w x 2" h	2" w x 4" h	\$104	n/a	n/a
1/12 page	n/a	4" w x 3-1/4" h	\$134	n/a	n/a
1/9 page	6" w x 3 1/4" h	4" w x 4 3/4" h	\$169	n/a	n/a
1/6 page	6" w x 4 1/3" h	4" w x 6-1/2" h	\$211	n/a	n/a
1/4 page	8" w x 5" h	6" w x 6 3/4" h	\$293	\$378	\$468
1/3 page	10" w x 5 1/3" h	6" w x 8 3/4" h	\$377	\$462	\$552
1/2 page	10" w x 8" h	8" w x 10" h	\$509	\$594	\$684
3/5 page	10" w x 9 2/3" h	6" w x 16" h	\$593	\$678	\$768
Full page	n/a	10" w x 16" h	\$847	\$932	\$1022

*Ads for new advertisers must be prepaid by the reservation deadline.*

**DEADLINE FOR SPACE RESERVATIONS IS DECEMBER 30, 2011.**  
**DEADLINE FOR AD MATERIAL IS JANUARY 6, 2012.**

Pennsylvania Equestrian

For more information, contact Debbie Reid or Pam Kister at

(717) 509-9800 • Fax: (717) 509-2684 • Email: [debbie@paequestrian.com](mailto:debbie@paequestrian.com) or [pam@paequestrian.com](mailto:pam@paequestrian.com)

Pennsylvania Equestrian, 43 North Lime Street, 3rd Floor, Lancaster, PA 17602

**[www.pennsylvaniaequestrian.com](http://www.pennsylvaniaequestrian.com)**