

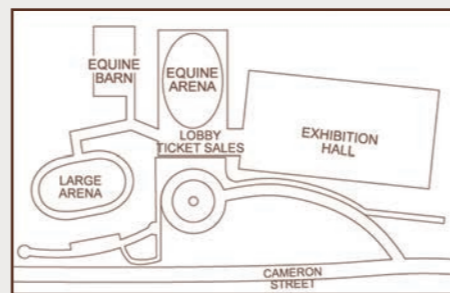
PENNSYLVANIA FARM SHOW COMPLEX, HARRISBURG, PA

The Pennsylvania Farm Show Complex is home to the Pennsylvania Farm Show, the largest indoor agricultural event in North America. Harrisburg is home to over 500,000 people and is located off I-81, within close proximity to I-83, I-283 and the Pennsylvania Turnpike (I-76). There are over 8,500 hotel rooms within a 20-mile radius, ranging from budget/economy to four-diamond resorts. The largest exhibit facility in Pennsylvania, the Farm Show Complex is located within ten minutes of Harrisburg International Airport and within a two hour drive of Philadelphia, Baltimore, Washington and other major cities. The facility occupies 16 acres under one roof - 600,000 square feet of exhibit, conference and banquet space, two arenas (the largest seating 7,400), 60 acres of convenient parking and cafeteria and catering facilities. In 2003 the Farm Show Complex was expanded by 359,000 square feet.

Horse World Expo is held in the 175,000 SF New Exhibition Hall, a 125' x 280' Large Arena with seating for 7,000, a 150' x 300' Equine Arena with seating for 3,000 and a 140 stall Equine Barn, all under one roof. Multiple loading docks offer hassle-free move-in for exhibitors. The facility is also "exhibitor friendly" permitting exhibitors and their staff to load and unload their own vehicles.



PLAN NOW TO EXHIBIT . . .
CALL OR WRITE DENISE PARSONS
301-916-0852 • Fax: 301-916-0853
EQUESTRIAN PROMOTIONS, INC.
P.O. BOX 924 • BEL AIR, MD 21014
www.horseworldexpo.com
email: info@horseworldexpo.com



SITE MAP



Theatre Equus

A Musical Equine Revue

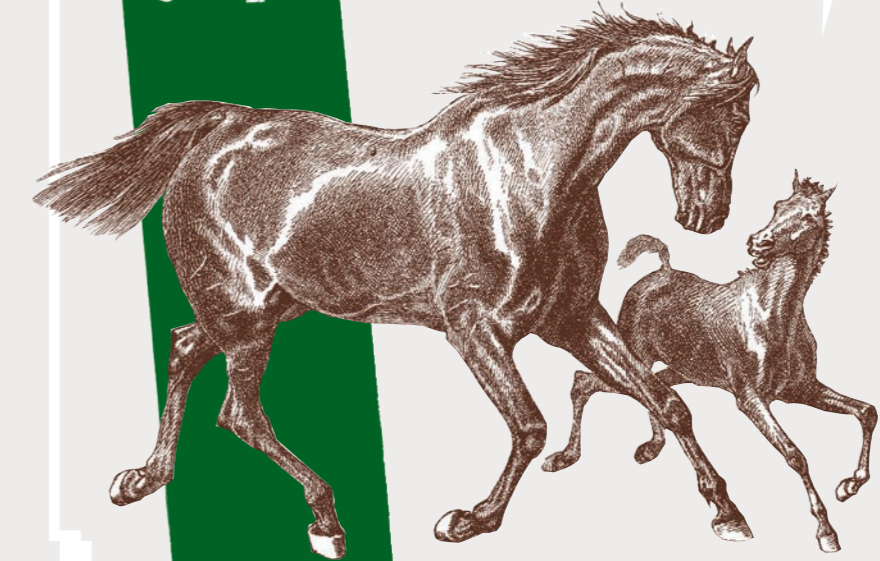
In conjunction with the Pennsylvania Horse World Expo only.

Held at the Pennsylvania Horse World Expo, Theatre Equus, A Musical Equine Revue, is an exciting combination of artistry, skill and entertainment showcasing the Equine in all its beauty. Audiences are enthralled by equine talent from around the globe. Events planned include free style reining, musical free style dressage, classical dressage, driving demonstrations and much more. Theatre Equus performances are held immediately following the close of Horse World Expo on Friday and Saturday evenings. Advanced tickets are sold through our website. Watch for more information on this one-of-a-kind event.



HORSE WORLD EXPO

2 Great Locations!



Theatre Equus

A Musical Equine Revue

In conjunction with the Pennsylvania Horse World Expo only.

FEBRUARY 23 - 26, 2012



BOOTH RATES

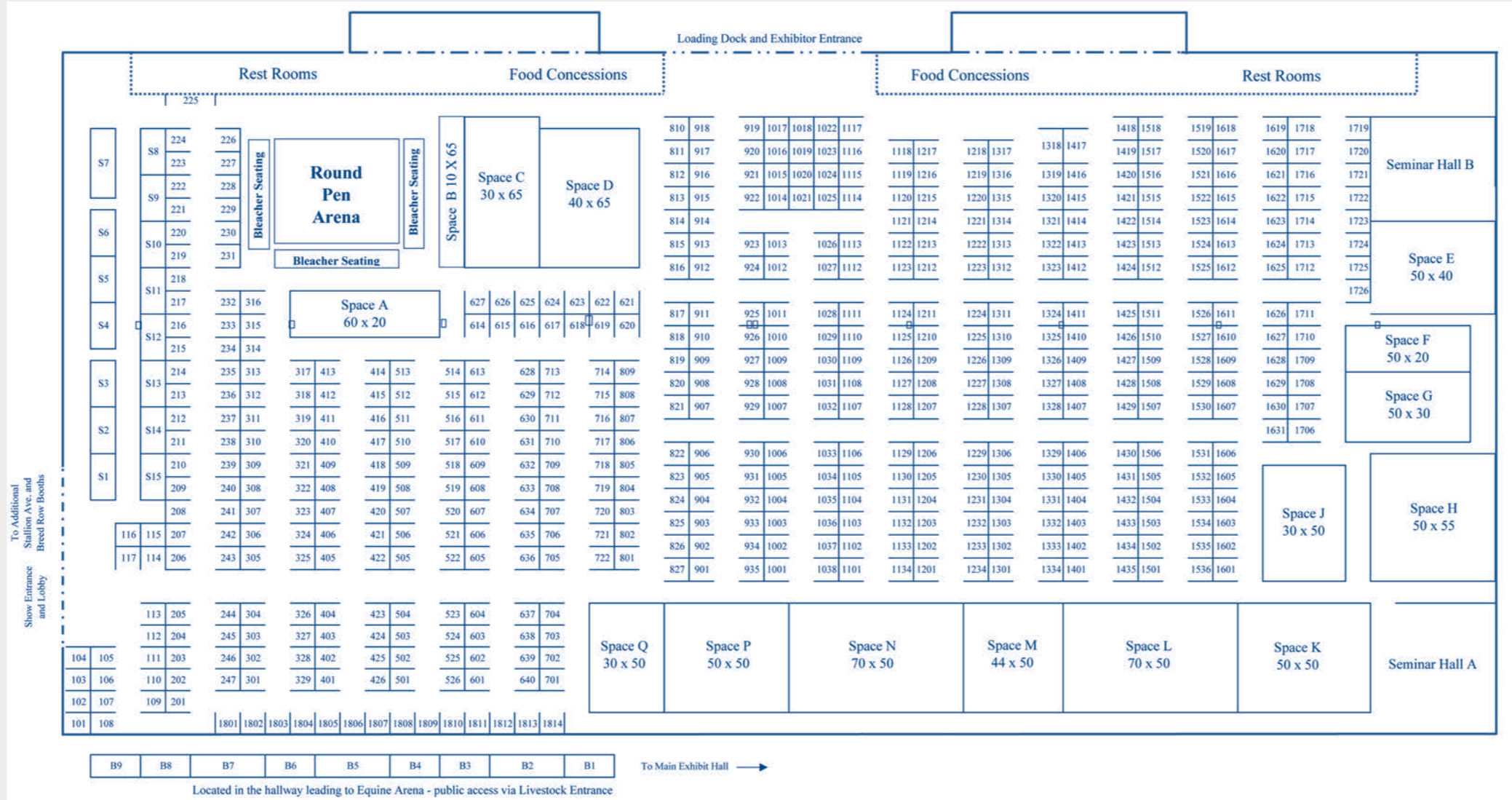
- Single 10' x 10' \$600
- Each Add'l 10' x 10' (up to 4 booths) \$550
- Each Add'l 10' x 10' (5 to 8 booths) \$500
- Each Add'l 10' x 10' (9 to 12 booths) \$450
- Each Add'l 10' x 10' (over 12 booths) \$400
- Corner Booths add'l \$75
- 10' x 20' End Caps \$1350
- Stallion Ave Booth and Stall \$600
- Stallion Ave Add'l Stall Only \$475
- Breed Row Booth and Stall \$300
- Bulk space up to 1900 Sq. Ft. \$2.30/Sq. Ft.
- Bulk space over 1900 Sq. Ft. \$2.05/Sq. Ft.

SHOW SCHEDULE

Installation:
 Wed Feb 22 8am - 8pm
 Thur Feb 23 8am - Noon

Show:
 Thur Feb 23 Noon - 8pm
 Fri Feb 24 10am - 8pm
 Sat Feb 25 9am - 8pm
 Sun Feb 26 9am - 5pm

Dismantling and Exhibit Removal:
 Sun Feb 26 5pm - 11pm
 Mon Feb 27 8am - 11am





HORSE WORLD EXPO



Maryland

MARYLAND STATE FAIRGROUNDS, TIMONIUM, MD



The Maryland State Fairgrounds in Timonium, Maryland is ideally located just north of Baltimore on Interstate 83 (Exit 17). Within a 90 minute drive from Baltimore, Philadelphia, Washington DC, and Northern Virginia, it is recognized as one of the East Coast's foremost showplaces and is home of the popular Maryland State Fair.

This large, well-lit facility is easily accessible to exhibitors by numerous overhead doors. Hassle free set-up and break down is facilitated by more than 30 drive in doors which allow dozens of exhibitors to load and unload simultaneously. Exhibitors and their staff may load and unload their own vehicles.

BOOTH RATES

- Single 10' x 10'\$525
- Each Add'l 10' x 10' (up to 4 booths).....\$475
- Each Add'l 10' x 10' (5 to 8 booths).....\$425
- Each Add'l 10' x 10' (9 to 12 booths).....\$375
- Each Add'l 10' x 10' (over 12 booths).....\$325
- Corner Boothsadd'l \$75
- 10' x 20' End Caps\$1200
- Stallion Ave Booth and Stall\$525
- Stallion Ave Add'l Stall Only\$400
- Breed Row Booth and Stall\$250
- Bulk space up to 1900 Sq. Ft.\$2.20/Sq. Ft.
- Bulk space over 1900 Sq. Ft.\$1.95/Sq. Ft.

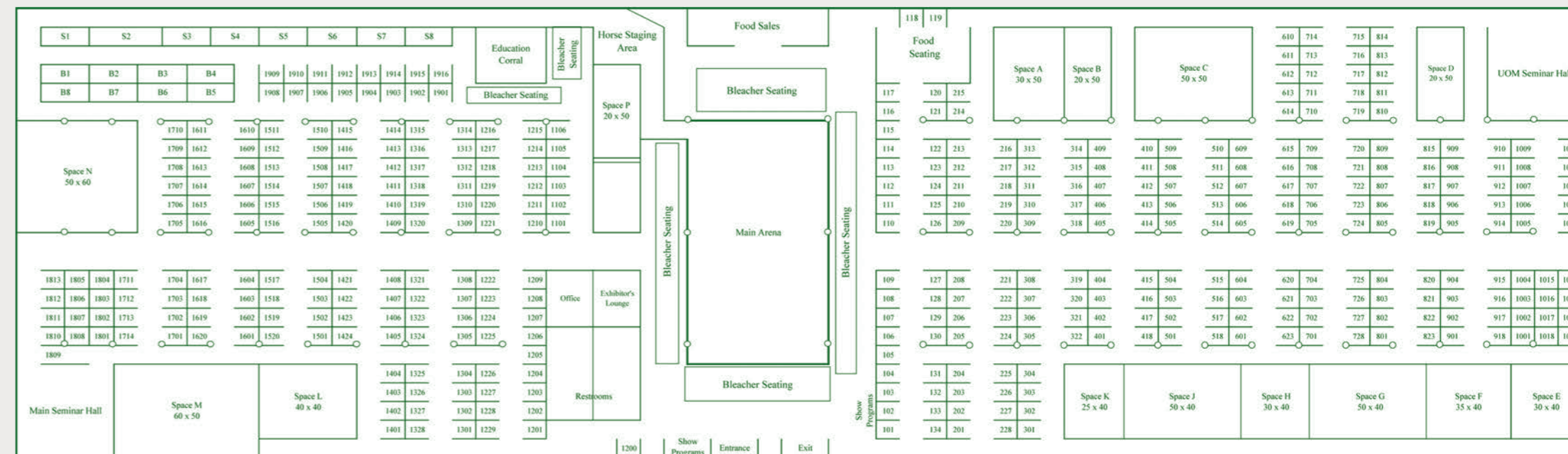
SHOW SCHEDULE

Installation:
 Thur Jan 19 8am - 8pm
 Fri..... Jan 20 8am - Noon

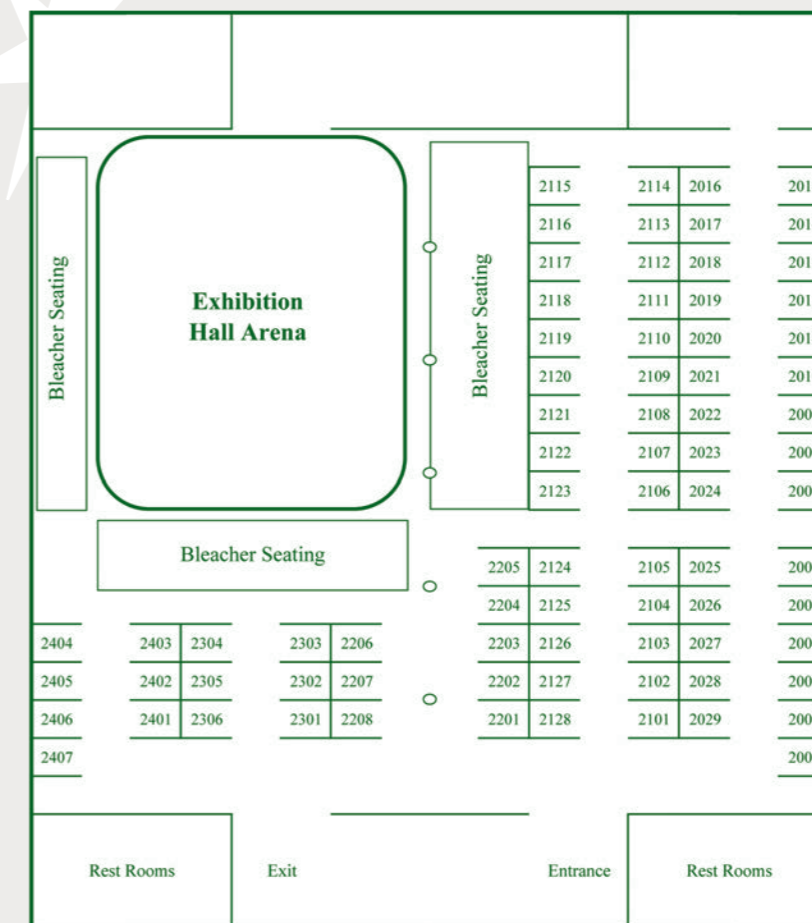
Show:
 Fri..... Jan 20 noon - 8pm
 Sat Jan 21 9am - 7pm
 Sun Jan 22 9am - 5pm

Dismantling and Exhibit Removal:
 Sun Jan 23 5pm - 11pm
 Mon Jan 23 8am - 11am

COW PALACE

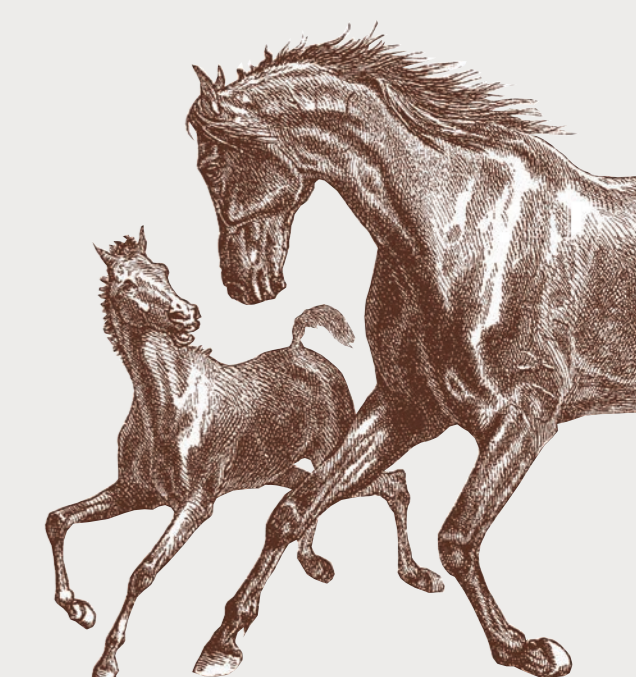


EXHIBITION HALL



* 2001 and 2407 are 10 x 9

SITE MAP



The BIG EVENT for Horse Enthusiasts! . . .

Featuring:

- Hundreds of Exhibitors
- Thousands of Individual Products & Services
- Tremendous Attractions
- Affordable Booth Cost & Show Marketing Aids
- Stallion Avenue



YOUR TIME IS VALUABLE

A RETAIL SHOW AND SALE

A retail, direct response show for all horse enthusiasts. A Super Market of Equestrian Related Products and Services for the Maryland, Virginia, West Virginia, Pennsylvania, Ohio, New Jersey, New York, New England, Delaware, District of Columbia and Southeast Canada buyer. Patrons spend hours and visit every booth. You can do more business at Horse World Expo than in months of waiting for customers to come to your place of business. You can marshal your sales efforts at one time, in one place and maximize your sales impact by bringing your newest products/services and your best sales staff to represent you at the show. The net results will be more sales action.

STALLION AVENUE

One of our most popular attractions, Stallion Avenue allows stallion owners to showcase their horse to a large number of prospective mare owners. Each Stallion Avenue space includes a stall on the show floor, an adjoining 10 x 10 display area, a stall in the barn and 2 bales of bedding. Each stallion will be shown individually in the arena each day of the show during our "Stallion Avenue" demonstration. Don't miss out on this one of a kind opportunity to promote your stallion. Sorry, products may not be sold from Stallion Avenue booths.

BREED ROW

Horse World Expo will offer Breed Row at both shows. Non-Profit Breed groups will have an opportunity to showcase their breed on the show floor of Horse World Expo. Your Breed Row space includes a 10 x 10 display area, a stall adjoining your display, one stall in the barn and two bales of bedding. You will also be invited to participate in the Parade of Breeds demonstration held at various times throughout the weekend and be given priority for times over those groups who do not have a Breed Row stall. This is a wonderful opportunity to show the public what your breed is all about. Sorry, products may not be sold from a Breed Row booth. Horses stalled on Breed Row must be mares, geldings or non-breeding age stallions. Only spaces designated on the floor plan as Breed Row can be used for this purpose and limited space is available.

You don't have to be an exhibit professional to benefit from the show. In fact, you don't have to spend your time in exhibit administration at all. You can spend your time on the single most important show activity, selling your product or service.

SHOW ADVERTISING AND PROMOTION

Each exhibitor can count on Show Promotion and Publicity to bring buyers to the Show!

An intense advertising and promotion program will bring the show message to horse enthusiasts in nine states and the District of Columbia.

Television, radio, newspapers, magazines, posters, email blasts and direct mail advertising, together with a high profile public relations drive means each exhibitor will see thousands of potential customers.

PROMOTIONS COMPANY AND SHOW STAFF

Equestrian Promotions, Inc., was founded in 1996 to promote the equestrian industry through retail trade shows. Our shows proudly offer something for every horse enthusiast and every detail has been thoroughly researched and planned to provide maximum response for our vendors and enjoyment for our spectators. We make it a top priority to listen to our vendors before, during and after the show. Equestrian Promotions, Inc. is headed by a team of knowledgeable professionals with combined experience of over forty-one years of retail trade show productions and fifty-one years in the equine industry.



JANUARY 20 - 22, 2012



QUOTES FROM VENDORS AT OUR PAST SHOWS

Great turnout -- we were overwhelmed and tickled to death. Sales were great.
- Dina Hurley, Crossroads Trailer Sales

First let me commend you on doing such a great job with your Horse World Expo. It far surpassed what I expected.
- Paul F. Kempe, Jr., Blue Seal Feeds, Inc.

You can tell good promoters from the bad ones by the quality of customers... and by the mixture of vendors and exhibitors. We will return! Thanks for a job well done.
- Franc Durantaye, Sunflower Trading Companie

I set up at over 25 shows per year, and Horse World Expo was a wonderful surprise. Tremendous sales and great exposure!
- John G. Nunn, Owner, Bit of Britain Saddlery

SPONSORSHIP OPPORTUNITIES AVAILABLE

DON'T MISS OUT ON THESE GREAT EXPOS!