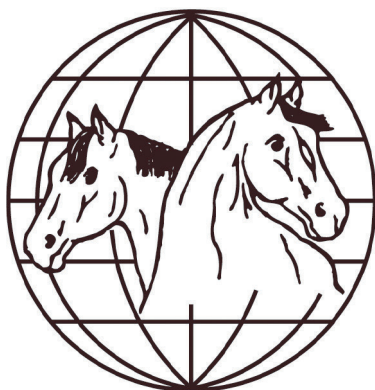


DON'T MISS THE BIG EVENT FOR HORSE ENTHUSIASTS!

HORSE WORLD EXPO



**FEBRUARY 29 -
MARCH 3, 2024**

**PENNSYLVANIA
FARM SHOW
COMPLEX**

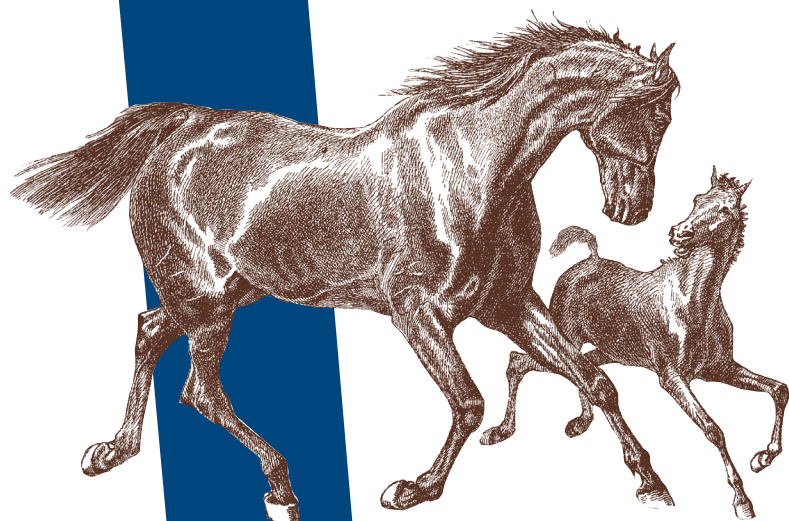
HARRISBURG, PA

21ST ANNUAL

FEATURING:

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

Theatre 
Equus
A Musical Equine Revue



EQUESTRIAN PROMOTIONS, INC. • P O BOX 924 • BEL AIR, MD 21014 • 301-916-0852 • FAX 301-916-0853
www.horseworldexpo.com • info@horseworldexpo.com •  Horse World Expo •  @horseworldexpo

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QUOTES FROM EXHIBITORS AT OUR PAST SHOWS

We have attended many trade shows and I can honestly say that this was the only show in which we were made to feel so welcome. We look forward to attending next year.

- Todd Koplin, President
ACCUY Natural Solutions

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 Company

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

I can honestly say I have once again been amazed! The Horse Expo is a terrific event to bring so many people from all over with a common love of the horse together. I highly suggest attending in the future.

- Robert Dover
Olympic Medalist



SPONSORSHIP OPPORTUNITIES AVAILABLE

FEBRUARY 29 - MARCH 3, 2024 | PENNSYLVANIA FARM SHOW COMPLEX

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 - 959,000 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.

Horse World Expo is held in the newly expanded areas of the Farm Show Complex including a 175,000 square foot exhibit hall, a 150' x 300' equine arena, 140 stall equine barn and the existing 125' x 280' arena, 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.

SHOW SCHEDULE

Installation:

Wed Feb 28 8am - 8pm
Thu Feb 29 8am - Noon

Show Hours:

Thu Feb 29 Noon - 8pm
Fri March 1 10am - 8pm
Sat March 2 9am - 8pm
Sun March 3 9am - 5pm

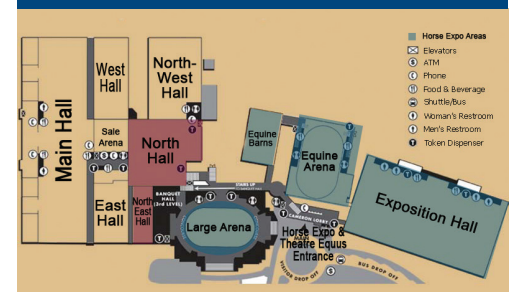
Dismantling and Exhibit Removal:

Sun March 3 5pm - 10pm
Mon March 4 8am - 11am

LOCATION



SITE MAP

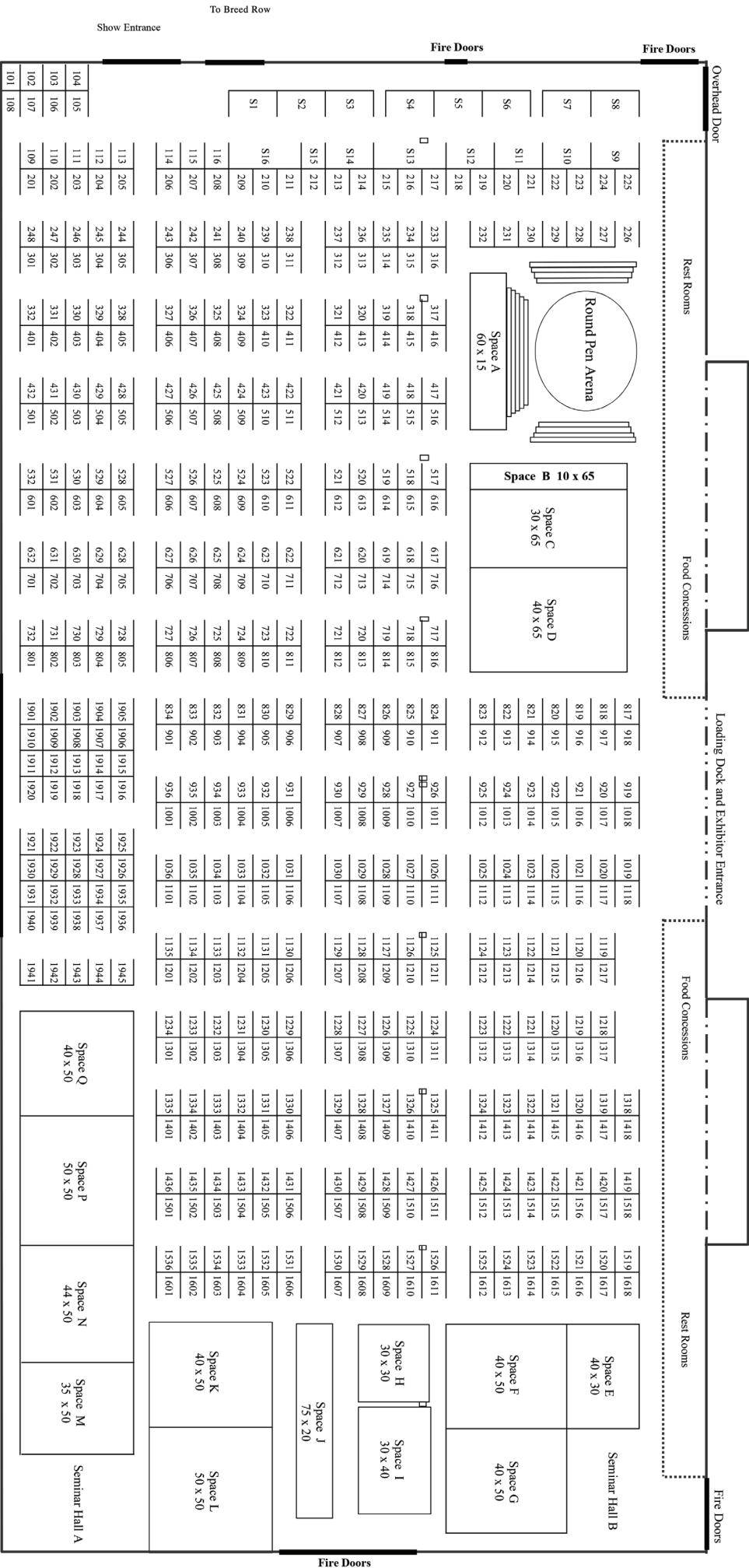


BOOTH RATES

First 10' x 10' (Includes 1 parking pass)	\$775
Corner Booths - additional	\$75
Second 10' x 10'	\$675
Third & Fourth 10' x 10'	\$650
Each Add'l 10' x 10' (5 th - 8 th booth)	\$575
Each Add'l 10' x 10' (9 th - 12 th booth)	\$525
Each Add'l 10' x 10' (13 th booth & up)	\$475
10' x 20' End Cap (Includes 1 parking pass)	\$1650
Stallion Avenue Booth and Stall	\$775
Stallion Avenue Additional Stall Only	\$575
Breed Row Booth and Stall	\$475
Breed Row Additional Stall Only	\$350
Non-Profit 10' x 10'	\$475
Large Equipment Space up to 1900 SF	\$2.50/SF
Large Equipment Space over 1900 SF	\$2.25/SF
Tack Vendor Bulk Space over 1800 SF	\$4.25/SF
(Each bulk vendor will receive 1 parking pass)	



PENNSYLVANIA FARM SHOW COMPLEX FLOOR PLAN



Located in the hallway adjacent to Stallion Avenue - public access via Livestock Entrance near space S1

PLAN NOW TO EXHIBIT . . .

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A RETAIL SHOW AND SALE

A retail, direct response show for all horse enthusiasts. Horse World Expo is 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.

YOUR TIME IS VALUABLE

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 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 fifty years of retail trade show productions and over sixty years in the equine industry.



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. Non-Profit pricing is not available for Stallion Avenue spaces.

BREED ROW

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. Non-Profit horse rescues are also invited to apply for Breed Row space while supplies last.



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 may include free style reining, musical free style dressage, liberty performances, trick riding, comedy, driving and much more. Theatre Equus performances are held immediately following the close of Horse World Expo on Friday and Saturday evening. Advanced tickets are sold through our website where patrons can choose their own seating and print tickets immediately. Watch for more information on this one-of-a-kind event.