

# ELITE EQUESTRIAN<sup>LLC</sup>

*Equine Magazine & Horse Expos*

## Spring 2010 Horse Expo

### **Welcome!**

Elite Equestrian Horse Expos are the perfect venue to obtain valuable face-to-face contact with equestrians in our region. Our Horse Expos are a natural fit for equine related businesses, but are a wonderful opportunity for any business that wishes to target the demographic of affluent, educated home owners that equestrians tend to be.

Vendors will appreciate the professional atmosphere of an Elite Equestrian Horse Expo. Our coordinating draped booths and attractive, information packed, program make a favorable impression on attendees.

### **WE GIVE YOU MORE VALUE**

Unlike some venues, our booth packages are complete. **We do not charge extra** for tables, chairs, table clothes, draperies, and signs. All of these are included in your booth price. There is no charge for additional badges and parking is always free for vendors. The only extra charge is for electric, and it usually half the price of other expos.

Elite Equestrian Horse Expo locations are a perfect draw for residents of this region, allowing you to contact clients in your marketing area. Our locations are much appreciated by these area residents who find it convenient to not have to travel very far to enjoy a quality Horse Expo, and likewise enjoy meeting vendors who can service their area. **This makes Elite Equestrian Regional Horse Expos a unique resource for promotion of trainers, facilities and other equine businesses in their own markets.**

**DON'T MISS OUT!  
SAVE TRAVEL TIME AND EXPENSES!  
MEET A DESIRABLE CLIENTELE IN YOUR TARGET MARKET!**

**[www.EliteEquestrian.us](http://www.EliteEquestrian.us)    [www.PAHorseExpos.com](http://www.PAHorseExpos.com)**

NEPA Marketing Group, Inc  
570-646-9340 or 570-656-0729  
PO Box 764, Brodheadsville, PA 18322  
[info@PAHorseExpos.com](mailto:info@PAHorseExpos.com)



# ELITE EQUESTRIAN Spring 2010 Horse Expo

Saturday, April 10, 2010 10am to 5pm  
Annex, Allentown Fairgrounds, Allentown PA  
www.EliteEquestrian.us or www.PAHorseExpos.com

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

**▲ As it will appear in program and on booth sign**

Primary Contact \_\_\_\_\_

Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Preferred Booth Location \_\_\_\_\_ (1st Choice) \_\_\_\_\_ (2nd Choice) \_\_\_\_\_ (3rd Choice)

This agreement constitutes your contract with the NEPA Marketing Group, Inc. and Elite Equestrian LLC for exhibit space at the Spring Lehigh Valley Regional Elite Equestrian Horse Expo at the Lehigh County Agricultural Society, Annex, Allentown Fairgrounds, Allentown, PA. Show hours are Saturday, April 10, 2010 from 10am to 5pm. Space is assigned on a first-come, first-served basis, following the receipt of this completed exhibitor agreement and deposit or full payment. **I have read the Exhibitor Rules and Regulations in this packet / Exhibit Agreement fully and understand and agree to abide by all terms and conditions.**

**Exhibit load in and set up is Saturday, April 10th, 7am to 10am and all checks are made payable to Elite Equestrian LLC.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Reserve single booth, 10'w x 7'd, 8' skirted table & chairs inc....\$275	\$ _____
Reserve two booths both with skirted table & chairs.....\$550	
Reserve additional skirted 8' tables, each.....\$25 #____, \$ _____	
Corner booth additional.....\$75	\$ _____
Electric additional.....\$50	\$ _____
Mandatory booth set-up fee.....\$ 40	
Program ad, size _____	\$ _____
Other: _____	\$ _____
Sub total.....\$ _____	
Pay by check, 5% discount.....(\$ _____)	
Total due.....\$ _____	
Less deposit enclosed.....\$ _____	
Balance due by March 15, 2010 (if taking check discount, balance must be paid by check also, or discount will be revoked)	\$ _____

### Program Advertisements, black and white

Full Page 4.8" w x 7.5" h: \$110  
Half Page 4.8" w x 3.6" h: \$85  
Quarter Page 2.3" w x 3.6" h: \$60  
Eighth Page 2.3" w x 1.8" h: \$35

Send ad at the above size specifications in a PDF or Jpeg format to info@eliteequestrian.us \$10 set up fee for all size ads if you need us to set your ad. Deadline: March 29, 2010.

### ASK ABOUT INDOOR AND OUTDOOR BULK SPACE PRICING

- 1. Cancellations/Refunds** Cancellations received in writing prior to 2/1/10 will be refunded in full, less a \$100 cancellation fee. No refunds will be issued after 2/1/10.
- 2. Booth Rental Includes** pipe and drape with 8' high back drop, 3' high side rails, draped and skirted 8' table, 2 chairs, booth header sign, listing in show program.
- 3.** NEPA Marketing Group, Inc/Elite Equestrian Horse Expo reserves the right to make last minute changes in the floor plan.
- 4.** A co-exhibitor fee of \$200 will be charged for each additional exhibitor at your booth.
- 6.** In the event of non-performance in any form, ie: no show, the exhibitor will be liable for the full retail value of the booth space as shown to left.
- 7.** All exhibitors are required to carry risk insurance and enclose it with this registration.
- 8.** Any participant bringing/handling a horse must have insurance naming Elite Equestrian LLC, NEPA Marketing Group Inc. and Lehigh County Agricultural Society their Directors and Officers, Agents and Employees as additional insureds.

Tax ID # \_\_\_\_\_

Please charge my credit card: \_\_\_ Visa \_\_\_ Master Card \_\_\_ AmEx \_\_\_ Discover

Amount to be charged: \$ \_\_\_\_\_

Name on card: \_\_\_\_\_ Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Card Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

3 or 4 digit number on back: \_\_\_\_\_ Authorized person: \_\_\_\_\_ Date: \_\_\_\_\_

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

*I authorize Elite Equestrian, LLC / NEPA Marketing Group, Inc. to charge any balance due on March 15, 2010 to the above credit card.*

# Exhibitor Rules and Regulations

## A. Display Regulations:

1. Exhibitors shall have at least one attendant at their booth at all times while the **Elite Equestrian Spring Lehigh Valley Horse Expo** (herein referred to as "Show") is open to the general public.
2. Loud sound displays or flashing light displays are not permitted.
3. Rear booth partition drapes are 8' high. Aerial displays must be safely anchored within the exhibit booth. The Show does not permit any part of, or item within the exhibitor's booth to exceed 12' in height, without prior written approval from the Show Manager. Displays over 8' in height must be masked where the display is visible over a neighboring exhibitor's booth. Displays must be confined to actual rented space, with no elements extending into the aisle.
4. Displays cannot block neighboring booths. Display elements over 3' high must be set back 3' from the aisle. Raw plywood, cardboard, or other structural material must be painted or appropriately covered if visible from another booth.
5. Exhibitors shall not deface floors, walls, or columns of the facility, including the booth equipment provided and/or rented for the Show. DO NOT hang items from the drapery or drapery frames or from walls. Exhibitors will be liable for such damage resulting from acts of these types and will be billed for necessary repairs.
6. Exhibitors shall use care not to disrupt the flow of traffic in front of booths. Demonstrations that tend to attract large gatherings in the aisles in front of booths are prohibited.
7. The dispensing of any alcoholic beverages from any booth is prohibited.
8. Exhibitors shall not sell food or beverages. Exhibitors wishing to dispense food or beverages must receive special permission from the Show and MUST receive a Board of Health temporary permit in advance.
9. Exhibitors are responsible for the cleaning and maintenance of their booth and must keep the booth fully assembled and in presentable condition at all times during the show.
10. All displays shall conform to the **Allentown Fairgrounds** (herein referred to as "Venue") & Fire Marshall's inspection requirements. Display materials shall be nonflammable or flame retardant. Exhibitor is responsible for familiarizing themselves with such city ordinances, regulations, and fire marshall instructions.
11. Propane or Helium tanks or other highly flammable or potentially explosive materials are prohibited inside the Venue.
12. Exhibitors shall not assign or sublet any part of their assigned space; nor may two or more unrelated companies share a single space or combine their reservations.
13. Balloons are permitted to be used as booth décor however are not permitted to be distributed to attendees.
14. It is the sole responsibility of the Exhibitor to hold proper permits and a sales tax license for operation in Pennsylvania and likewise to report sales made at the show in accordance to Pennsylvania state tax rules and regulations.
15. Electricity—All electrical connections shall be equipped with Electrical Ground Conductor. Exhibitors needing electricity are encouraged to bring a 50' UL rated extension cord and their own power strip.
16. RUNNING OF ENGINES—Oil, gas or gasoline engines may be operated only with the consent of the Management and must conform to City Ordinances, Regulations and Fire Marshall instructions. Exhibitor is responsible for familiarizing themselves with such city ordinances, regulations, and fire marshall instructions.
17. INSTALLATIONS—Any special carpentry, wiring, electrical or other work, gas, steam, water and drainage connection shall be installed at Exhibitor's expense, and in accordance with the building, Venue and NEPA Management's direction. Plans for any installations must be approved in writing at least 30 days before the Expo date by the Venue and NEPA Management.
18. ALL EXHIBITS MUST COMPLY WITH CITY ORDINANCES, TAX REGULATIONS AND FIRE MARSHALL RULES & REGULATIONS. FOR ANY INFORMATION CONTACT THE FIRE MARSHALL'S OFFICE OR TAX REVENUE OFFICE.
19. Storage— Fire Marshall Regulations prohibit the storage of boxes, crates, packing materials, etc, and not over one day's supply of literature at your display. Exhibitor must arrange for storage of empty crates, etc. at own expense.

## B. Unethical Practices:

1. Exhibitors must remain within their contracted booth space. No soliciting for business by any Exhibitor or his/her representative(s) is permitted at the booth(s) of other Exhibitors, in or around the Venue property or in the aisles.
2. Samples, pamphlets, publications, and any other promotional material may be distributed by an Exhibitor only from within his/her booth(s).
3. Unethical or inappropriate conduct, or infractions of these Guidelines and Regulations by an Exhibitor or by an Exhibitor's representative(s), may result in dismissal from Show. In such an event, it is specifically understood by the Exhibitor that no refund will be made, and that no demand for redress will be honored from the Exhibitor, the Exhibitor's representative, or any agent for the Exhibitor. Exhibitor expressly waives his right to sue in the event he is dismissed from the show for unethical or inappropriate conduct, or violation of these Guidelines and Regulations.

## C. Security:

1. Exhibitors are urged to remove valuable property from the premises during non-exhibit hours of the Show. The Show, NEPA Marketing Group, Inc, (herein referred to as NEPA) and Venue are not responsible for lost or stolen property.
2. Exhibitors shall wear official exhibitor badges when in the Exhibit Hall; and be prepared to show identification when removing items from the exhibit areas.
3. Exhibitors shall use the designated exhibitor parking lot during exhibit hours.

## D. Insurance and Legal Issues:

1. A Certificate of Insurance naming NEPA Marketing Group, Inc. and Lehigh County Agricultural Society, as additional insureds is required of all exhibitors 30 days prior to the opening of the Show. This protects NEPA from claims which may arise out of or result from the activities of the Exhibitor. Neither NEPA Management nor the Venue shall be responsible for loss or damage occurring to the exhibit or sustained by the Exhibitor from any cause.
2. INDEMNIFICATION—Exhibitor shall indemnify and hold harmless NEPA and the Venue, their officers, directors, representatives, agents, servants and employees from and against any and all claims, personal injuries, damages, losses and expenses including attorney's fees arising out of or resulting from the activities of the Exhibitor, or the officers, contractors, licensees, agents, servants, employees, guests, invitees or visitors of Exhibitor.
3. ATTORNEY'S FEES—If a civil action arises between the parties out of this agreement or to enforce any of its provisions, the losing party shall pay the attorney's fees of the prevailing party as trial court may adjudge reasonable and if an appeal is taken from any judgment of the trial court, the losing party shall pay the amount the appellate court shall adjudge reasonable as the prevailing party's attorney's fees on appeal.
4. LICENSES—Exhibitor shall be responsible to obtain any and all licenses required for the exhibit.
5. ASSIGNMENT—Management (NEPA) may sell, assign, or transfer any or all of its rights, benefits, privileges, obligations or duties under this agreement.
6. RULES AND REGULATIONS—Management and Venue reserve the right to impose reasonable rules and regulations governing the operation or conduct of the Exhibitor and/or event.

## E. Set Up/Tear Down:

1. Exhibit times are Saturday, April 10, 2010 from 10am to 5pm.
2. Installation and Booth Set up will be Saturday, April 10, 2010 from 7am to 10am. If an Exhibitor fails to occupy space assigned for the Show by 10a.m. Saturday, April 10, 2010 or fails to comply in any other respect with the terms set forth for the Show, the Show reserves the right to use such space in any manner whatsoever, without releasing the Exhibitor from the financial obligation agreed upon when the Exhibitor's reservation was accepted, from infraction of these Guidelines and Regulations, or from any other financial obligations incurred through the Exhibitor's anticipated occupancy in the Show.
3. Dismantle/Tear Down begin at 5:00 p.m. on Saturday, April 10, 2010 and must be complete prior to 8:00 p.m. Exhibitors shall keep their displays and products fully assembled until the end of the show. Do Not Pack Up Early! Exhibitors who pack up early will be ineligible to participate in future NEPA events.
4. If an Exhibitor fails to remove any item from the Exhibit Hall or Venue property by 8:00 p.m. on Saturday, April 10, 2010 NEPA in its sole discretion will remove the item. NEPA & Venue are not responsible for any loss or damage that may occur to any item during this process. It is the Exhibitors responsibility to reimburse NEPA a removal fee of \$100 plus any cost associated with the removal and/or storage of the item, prior to the NEPA releasing the item to the Exhibitor.

## F. Other:

1. Booth assignments are not considered secured and the contract binding until the booth reservation form, full payment and Certificate of Insurance has been received by show management.
2. All matters and questions not covered by these regulations are subject to the decision of the NEPA Marketing Group, Inc. who may amend these rules and regulations at any time. All amendments that may be made shall be equally binding upon publication to all parties affected by them as the original regulations.
3. NEPA reserves the right to modify the floor plan at any time and alter locations of exhibitors or booths or show activities, without notice, to present a more successful show if deemed in the best interest of the show.
4. LOTTERIES—Exhibitors shall not engage in any raffle, chance drawing, lottery, or other game of chance without written consent of Management.
5. NEPA has the right to contact vendor via phone, mail or e-mail to provide information for future events and other promotions that they handle/offer.

## G. COMPLETE AGREEMENT-

This agreement contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract shall be deemed to exist or to bind any of the parties hereto. This agreement shall be construed in accordance with the laws of the Commonwealth of Pennsylvania. Exhibitor specifically consents to Venue in Bucks County Pennsylvania for any disputes arising under this agreement.

## H. RIGHTS OF THE MANAGEMENT IF EVENT IS NOT HELD

NEPA Management shall not be liable for any damages or expense incurred by Exhibitors in the event the Show is delayed, interrupted or not held as scheduled; and if, for any reason beyond the control of the Management, the Show is not held, Management may retain so much of the amount paid by Exhibitors as is necessary to defray expenses already incurred by the Management in producing the show.

# Sponsorships

## SHOW SPONSORSHIP \*Exclusive\*

## Investment of \$2,500

- Promoted as Presenting Sponsor of Expo
- Double booth, premium location Logo/name on selected show signage
- Logo/name in all print media
- Name mentioned throughout event on PA
- Full Page in Program - Premium position
- Name mentioned on all radio spots

## Product Sponsorships:

## Investment of \$1,000 Cash or Product

- Single booth in premium location
- Name prominent in print media
- Name mentioned in radio advertising
- Half page ad in program

Highlight your product at Elite Equestrian Horse Expo - become a product sponsor of Elite Equestrian Horse Expo. Only one sponsorship of a particular type of product is available and the sponsorship. Your company will be recognized similar to "Official XYZ product of Elite Equestrian Horse Expo"

## FRIEND OF SHOW SPONSOR

## Investment of \$350

- Name/Logo prominent in print media
- Banner Hung At Expo (Your company must provide banner)
- Quarter page ad in program
- Logo on cover of Program Guide

## CLINICIAN SPONSOR

One of our horse industry experts can be yours to sponsor should you wish to be a Clinician Sponsor! These sponsors will enjoy booth space and their Company name in all printed advertisements and written materials which refer to the clinician they are sponsoring including the program and on the Eastern Pennsylvania Horse Expo website.

Each speaker sponsorship will be based on the fees of each individual speaker. Speakers with booths of their own may be located next to their sponsor's booth as space allows. Sponsors names will be announced whenever there is an announcement referring to that speaker. These sponsors will receive a premium booth, banners prominently displayed throughout the show, a half page ad in the program, logo recognition in the program, tickets to all events, sponsor badges, recognition on flyers and direct mail pieces, logo and description on the Elite Equestrian Horse Expo website. Recognition in press releases going out to equine publications and websites.

## ***Can't make the show? Advertise in the program!***

### **Program Advertisements, black and white**

Full Page 4.8"w x 7.5"h:	\$110
Half Page 4.8"w x 3.6"h:	\$85
Quarter Page 2.3"w x 3.6"h:	\$60
Eighth Page 2.3"w x 1.8"h:	\$35

Send ad at the above size specifications in a PDF or Jpeg format to [info@eliteequestrian.com](mailto:info@eliteequestrian.com).  
us \$10 set up fee for all size ads if you need us to set your ad. Deadline: March 29, 2010.

### **Act now to get maximum exposure for your company at the Elite Equestrian Horse Expo**

\* Maximum size of banners needs to be 3' x 5'. All banners are to be provided by the sponsor, and will be hung by Elite Equestrian LLC / NEPA Marketing Group staff. Banners should be brought to the Exhibitor Registration Desk before the start of the Expo.



# ELITE EQUESTRIAN LLC

Equine Media Products

Magazine • Expos • Sponsorships

[www.EliteEquestrian.us](http://www.EliteEquestrian.us)

PO Box 764, Brodheadsville PA 18322 570-656-0730 • 570-656-0729

[info@EliteEquestrian.us](mailto:info@EliteEquestrian.us)

## WAIVER FORM

All vendors, exhibitors or demonstrators must have Liability Insurance and sign the enclosed waiver. A copy of the certificate of insurance and the waiver must be received in our office no later than 15 days before show date. If a vendor, exhibitor or demonstrator does not have insurance, acceptance into the Show/Venue will be at the discretion of the Management and, if accepted, the Waiver Form must be signed and returned to Management 15 days prior to the show date.

Name of Event: Elite Equestrian Fall 2009 Horse Expo

Location of Show/Venue: Allentown Fairgrounds, 302 North 17th Street, Allentown, PA 18104

Date of Show: Saturday, April 10, 2010

By participating in the above named Horse Expo as a vendor, exhibitor or demonstrator, I, \_\_\_\_\_ of (name of exhibitor/business) \_\_\_\_\_ agree to the following:

1. INDEMNIFICATION- I shall indemnify and hold harmless NEPA Marketing Group, Inc., Elite Equestrian LLC, Lehigh County Agricultural Society, their officers, directors, representatives, agents, servants and employees ("Management"), and the Venue, its officers, directors, representatives, agents, servants and employees from and against any and all claims, personal injuries, damages, losses and expenses including consequential damages and attorney's fees arising out of or resulting from my activities or the activities of my officers, contractors, licensees, agents, servants, employees, guests, invitees or visitors which directly or indirectly cause any injury, damage or loss to myself or to any other person.
2. ATTORNEY'S FEES – If a civil action arises between the parties out of this agreement or to enforce any of its provisions, the losing party shall pay the attorney's fees of the prevailing party as the trial court may determine to be reasonable and, if an appeal is taken from any judgment of the trial court, the losing party shall pay reasonable attorney's fees of the prevailing party on appeal.
3. LICENSES – I shall be responsible to obtain any and all licenses or permits required for the exhibit; and in the event I fail to obtain any required licenses or permits, and am cited for such violation, I shall be solely responsible for any and all fines arising from such citations.
4. ASSIGNMENT – Management (NEPA/Elite Equestrian LLC) may sell, assign, or transfer any or all of its rights, benefits, privileges, obligations or duties under this agreement.
5. RULES AND REGULATIONS – Management and Venue reserve the right to impose reasonable rules and regulations governing the operation or conduct of the Exhibitor and/or event.

I agree to report any and all injuries immediately to NEPA Marketing Group, Inc., Elite Equestrian LLC management.

\_\_\_\_\_  
Signature of authorized officer of organization

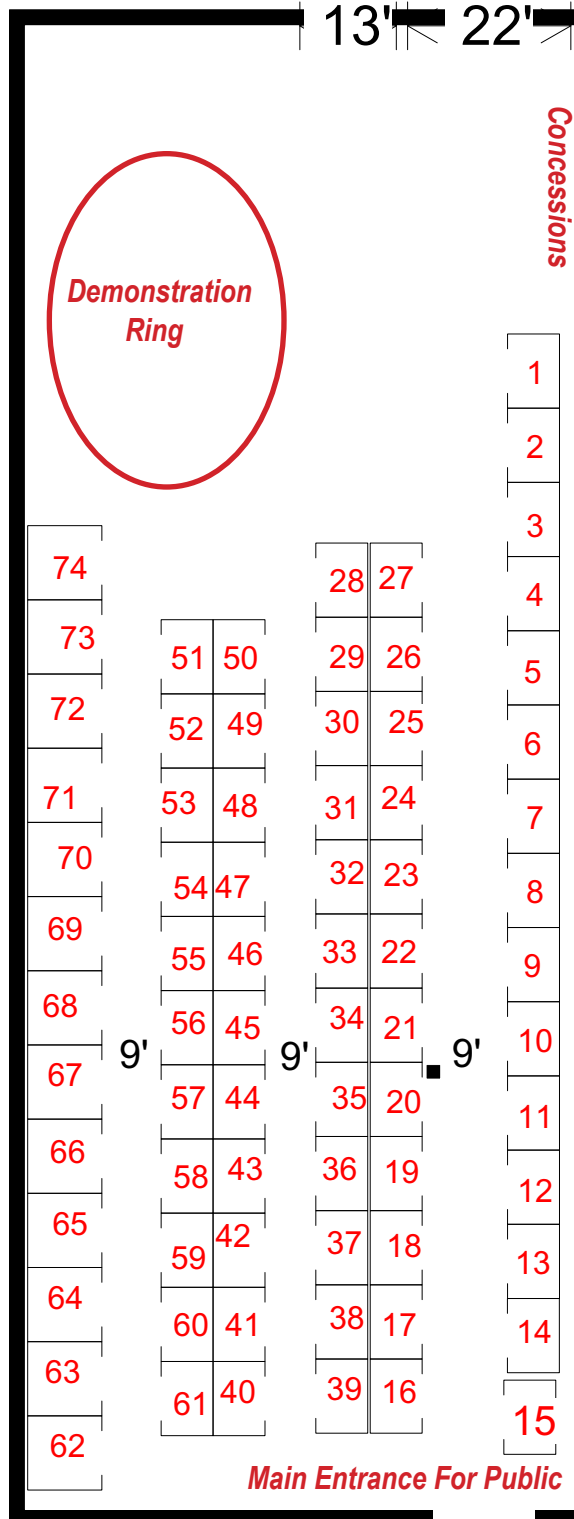
\_\_\_\_\_  
Date

Printed name \_\_\_\_\_

**Annex, Ag Hall Floor Plan Allentown Fairgrounds**  
 Elite Equestrian Spring Regional Horse Expo, April 10, 2010

**UNLOADING AND LOADING DOORS  
 FOR VENDOR USE**  
*Limited Parking For Large Vehicles*

*Parking For Horse  
 Trailers*



*Available Outdoor  
 Bulk Space Area*

*Other Side Of  
 Building- Not  
 Used By Us*

*Free Vendor  
 Parking Anywhere.*

**ABSOLUTELY NO UNLOADING  
 OR LOADING THRU THESE DOORS!**