



39TH ANNUAL HOOSIER HORSE FAIR & EXPO

MARCH 31 - APRIL 2, 2017

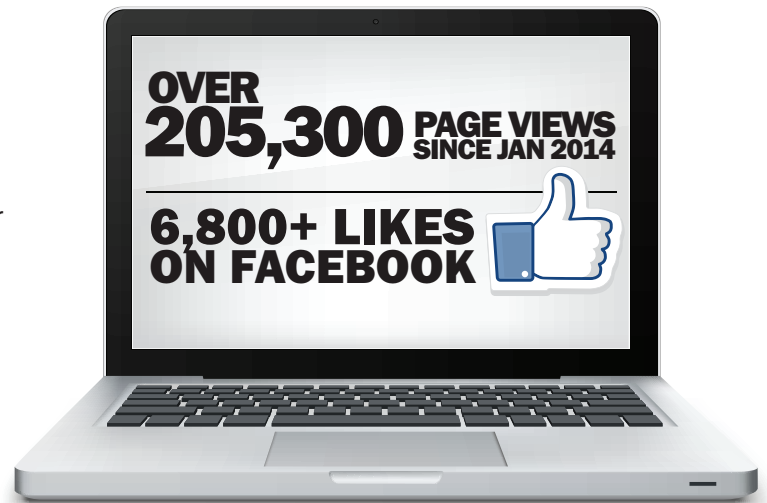
HOOSIERHORSEFAIR.ORG

ADVERTISING RATE CARD

Distribution & Reach

Hoosier Horse Fair & Expo Advertising combines print and digital publishing to reach hundreds of thousands of equine professionals and enthusiasts in more engaging ways more often.

The Hoosier Horse Fair & Expo is pleased to announce our sponsorship program for 2017. We believe we can offer more opportunities to help your company be seen at Hoosier Horse Fair & Expo. Sponsorship offers you the opportunity to set yourself apart from the competition, increase your company's visibility with show patrons and receive benefits which extend throughout the entire year. At very affordable pricing, sponsorship will help you be recognized as part of one of the largest horse expos in the country. There are various levels of sponsorship within the advertising budget of even the smallest company. ***Get the most from your Expo experience by becoming a named sponsor of Hoosier Horse Fair & Expo.***



Reader Profile

Hoosier Horse Fair & Expo readership is composed of equine and non-equine industry leaders and decision makers who purchase your products and services. Our readers are qualified professionals.

37% of attendees visit the Hoosier Horse Fair & Expo 2 days or more

Market Segments Represented by our Readers:

- Horse Owners
- Equine Facilities
- Dealers/Distributors
- Veterinarians
- Farriers
- Breed Associations
- Apparel/Tack
- Education Facilities
- Trainers/Boarders
- Horse Camps
- Feed/Nutrition
- Youth Affiliates (4-H, FFA, Horse & Pony Clubs)

AD RESERVATIONS MUST BE SUBMITTED NO LATER THAN MARCH 1, 2017





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Website Advertising

Placement	Rate
2x2 with link ROP	\$360.00
Rotating Banner Ad ROP	\$500.00
Landing Page (2x2 w/link)	\$750.00

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

Hoosier Horse Fair & Expo wants you to get the most for 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 us for more information. Our sponsors are noticed all year, leading into and following Hoosier Horse Fair & Expo. Let us help you be more visible at Hoosier Horse Fair & Expo.

Larger sponsorship opportunities

Larger sponsorship opportunities include advertising for any or all of the following:

- Banners
- Arenas
- Activity or Event within the Hoosier Horse Fair & Expo

Please contact us
at 765.524.1383 or by email
at **info@hoosierhorsefair.org**
for customized sponsorship opportunities.

File Requirements

Ad materials must be in electronic format. High resolution PDF files are preferred. Do not send native applications files.

- All files must be a minimum resolution of 300 dpi at 100% of the ad size
- Please be sure to embed fonts if sending a PDF file
- Make sure all colors are CMYK
- Only include crop marks for full page ad with bleed
- All full page bleeds must be at least .25"

**AD MATERIALS MUST BE RECEIVED
NO LATER THAN MARCH 1, 2017.**

VISIT **HOOSIERHORSEFAIR.ORG** FOR MORE INFO ON THIS EVENT.





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Opportunities	Title Sponsor	Custom Sponsorship	Platinum Sponsor \$2,000	Gold Sponsor \$1,000	Silver Sponsor \$500	Equipment Sponsor
Arena banner sponsor	Up to 4	Up to 4	3	2	1	Up to 4
Aisle sponsor 72 signs	Contact	Contact	Contact	Contact	Contact	Contact
Building Announcements	Contact	Contact	5 times daily	4 times daily	2 daily	Contact
Prime Booth Selection 10x10	na	na	1	1	na	na
Prime Booth Selection 10x20	Contact	Contact	na	na	na	Contact
Expo admission 3 day pass	Contact	Contact	3	2	na	Contact
Expo admission tickets	Contact	Contact	2	4	4	Contact
Logo and message on each wrist band	Contact	Contact	Contact	Contact	na	Contact
Logo on printed schedule	Contact	Contact	1	na	na	Contact
Social Media	Contact	Contact	All	All	All	Contact
VIP Tail Gate admission	Contact	Contact	2	na	na	Contact
VIP Show badges	Contact	Contact	2	2	na	Contact
VIP Parking	Contact	Contact	2	2	na	Contact
Website 2x2 with link ROP	Contact	Contact	na	na	na	Contact
Website logo	Contact	Contact	1	na	na	Contact





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Advertiser Information

Advertiser: _____

Advertiser is an exhibitor at the HHF&E: (Check the applicable box) YES NO

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____

Contact Name: _____

Phone: _____

Email: _____

Ad Cost & Material Information

Ad Size: _____

Website: \$ _____

Total cost: \$ _____

PAYMENT BY: (check one) Check-payable to Hoosier Horse Fair & Expo (HHF&E) Visa MasterCard

Credit Card #: _____ Expiration Date: _____ Security Code: _____

Cardholder Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____

Send Artwork to: info@hoosierhorsefair.org

Mail or Email Contract and Payment to:

Hoosier Horse Fair & Expo

Vic Boyer

1547 North State Street #194

Greenfield, IN 46140

765.524.1383

info@hoosierhorsefair.org

Disclaimer: The Hoosier Horse Fair & Expo reserve the right to reject, edit or cancel any advertising for any reason at any time. Advertisers will indemnify and save the publisher harmless from any losses or expenses arising out of publication of such ads, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement, misrepresentation of animals or products, or failure to deliver merchandise.

AD MATERIALS AND PAYMENT MUST BE RECEIVED NO LATER THAN MARCH 1, 2017

