

Southern Equine Expo

Sponsorship Information

Dedicated to Every Horseman

February 23-25, 2024

Tennessee Miller Coliseum

Murfreesboro, Tennessee



Southern Equine Expo Investment Opportunities



Take full advantage of the marketing opportunities available in the months leading up to and during the event. We offer several sponsorship levels for your consideration. Sponsorships include booth space in the vendor area along with additional exposure on our website, through radio spots, and in print ads. All sponsorship dollars go directly into advertising exposure and financial support of SEE's educational programs. The advantage of being a part of SEE will extend beyond the last day of the event as horse enthusiasts will have favorable impression of your company's key role in providing them what they wanted most: a quality experience centered on their love of the horse.

Title Sponsor: Join the Southern Equine Expo as our Title Sponsor. As the title sponsor you receive the greatest exposure pre event and during the event. By aligning your company with the Southern Equine Expo, accompany will share in the values of quality educational programs and clinics to promote the well being of horses. Title sponsor includes 30 x 10 prime vendor space, back cover program ad, website and social media promotions, company logo placement on all event marketing material. **Cost \$8,500**

Main Arena Sponsor: The Tennessee Miller Coliseum Arena will carry the name of the main arena sponsor during the Southern Equine Expo. Attendees will be directed to the sponsor's arena for each clinic, demonstration and competition held in the Main Coliseum arena. Sponsorship includes 10 x 20 prime vendor space, full page program ad, website and social media promotions, company logo placement on all event marketing materials. **Cost \$6,500**



Clinic or Smoky Mountain Trail Sponsor Demonstration clinic arenas attract spectators to watch clinics throughout each day of the expo. Smoky Mountain Trail Competition attracts competitors from across the Southeast. Attendees will be directed to the arena named for the sponsor for each clinic, demonstration and competition held in the secondary arena. Sponsorship includes 10 x 10 prime vendor space, full page program ad, website and social media promotions, company logo placement on all event marketing material. **Cost \$4,000 each**

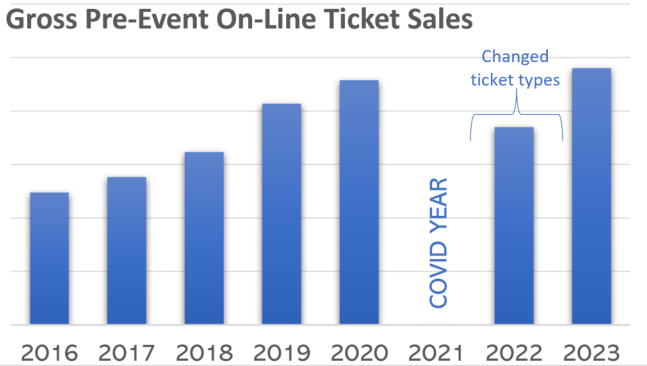
Colt Starting Challenge Sponsor: Demonstration clinic arenas attract spectators to watch clinics throughout each day of the expo. Attendees will be directed to the arena named for the sponsor for each clinic, demonstration and competition held in the secondary arena. Sponsorship includes 10 x 10 prime vendor space, full page program ad, website and social media promotions, company logo placement on all event marketing material. **Cost \$4,250**



Lecture Hall or Breed Demonstration Sponsors: Demonstration clinic arenas attract spectators to watch clinics throughout each day of the expo. Attendees will be directed to the arena named for the sponsor for each clinic, demonstration and competition held in the secondary arena. Sponsorship includes 10 x 10 Prime vendor space, full page program ad, website and social media promotions, company logo placement on all event marketing material. **Cost \$3,500 each.**

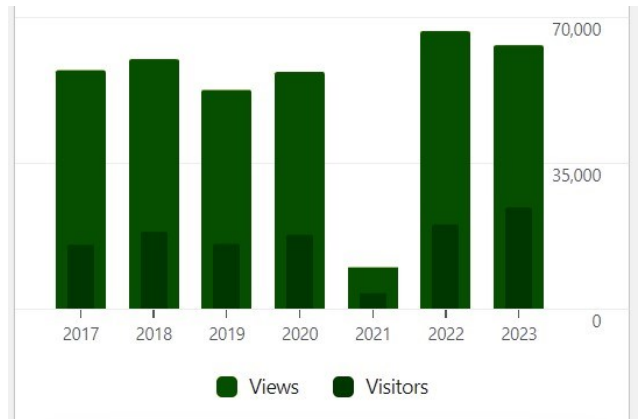
Diamond, Platinum, Gold, Silver and Custom Sponsorships: The Southern Equine Expo provides many sponsorship opportunities for companies and patrons. Sponsors receive special recognition and exposure to a targeted audience. The extent of benefits depends on the desired level of involvement. Sponsorships include vendor space, program advertising, website and social media promotions, during the event promotions, company recognition on all event marketing material. This document includes a complete breakdown of benefits.

Our Reach. Horse enthusiasts from Alabama, Arkansas, Georgia, Florida, Indiana, Kentucky, Missouri, Mississippi, South Carolina, North Carolina, Ohio Texas, and Tennessee attend. Print, social media, and radio coverage ensure success for our event, our attendees, and our vendors.



We Keep Growing. The Southern Equine Expo (SEE) invests considerable resources into building our brand. Since 2016, ticket sales have increased every year. In 2021 we canceled the Expo due to Covid. We were uncertain what the following year would bring, but the response was greater than ever people as attendance grew to over 6,000 with most of the tickets sold at the door. 2023 was the best year yet, selling more tickets both before the event and onsite. Our extensive awareness and varied media programs ensure a strong attendance each year.

Website Marketing. SouthernEquineExpo.com is the sole online source for people to find complete information about the schedule, special events, clinicians, competitions, vendors and tickets. With over 70,000 views and 30,000 visitors, the SEE website provides an excellent avenue for sponsors to gain exposure to our targeted audience.



Social Media. SEE social media marketing increases every year. In 2023, Facebook advertisements reached a targeted 311,000 people interested in horses, with 34,000 people actively engaging on the page. Our advertising targets horse enthusiasts who live in the Southeast who purchase equine-related products and supplies. Photos, videos, and posts average 10,000 views each.



Expanded Marketing. SEE uses a multimedia advertising campaign including regional billboards, significant print ads in regional and national publications, grassroots promotions, our clinicians' web and television presence, and a continual social media presence.



Radio Market Exposure. Radio advertising spots reach listeners in Tennessee, Southern Kentucky, Northern Alabama and Georgia. Over 100,000 listeners worldwide have learned about the Expo during an advertising campaign on web-radio.

Print Media. Advertising in print media is distributed in over 100,000 copies of free equine publications. As a vendor, your company name, web address and/or email will be printed on the SEE website and in the official program. Your company will leave a lasting impression on thousands of horse people after the end of the Southern Equine Expo as attendees frequently keep the programs.

On-site Promotions

There are many ways to promote your business to a targeted audience at the Southern Equine Expo and be a part of this exciting event. As a vendor, you will have ample exposure to the attendees. Extended breaks drive attendees to the vendor arena to shop and explore.

Event signage: Your company 3'x 8' banner may be displayed in main arena for \$75. Banners in secondary arenas will be displayed for \$50. Banners must be delivered to the Vendor Office before the event opens.

Program Advertising

- ◆ **Print ads** in the show program are available to all companies, farms or individuals. The complimentary program is distributed to all adult attendees. Published on high quality paper, the program serves as an excellent resource for attendees.
- ◆ **Program Ad Sizes and Prices**
Ads must be received as a .pdf or .jpeg no later than **January 3, 2024**. Ads will not be included in the program until full payment is received.

Full Page Ad

(7.37" x 9.25")

Black and White \$350

Color \$500

Back Cover

Color only \$600

Inside Cover

Color only \$550

Centerfold

2 full pages

Color only \$850

Business card

(3.66"x2.28")

Black and white \$75

1/4 page ad

(3.66" x 4.55")

Black and White \$150

Color \$195

Half Page

(7.37"x 4.55")

Black and White \$250

Color \$250

Southern Equine Expo Liability

Southern Equine Expo reserves the right to hold the advertiser and/ or its agency jointly or individually liable for all advertising costs payable to Southern Equine Expo. In case of typographical errors or omissions, Southern Equine Expo shall not be liable for damages beyond the cost of the actual advertisement. In addition, Southern Equine Expo is not liable for typographical errors resulting from the submission of ad copy in hand-written form or taken by phone. All contracts, space orders, and copy are subject to the approval of the publisher. When sending original artwork or logos, please send either the original or printable reproduction. Southern Equine Expo is not responsible for photos and/or artwork. All ads will be designed and typeset for the best possible exposure and reader response.



Benefits of Different Sponsorship Levels

Sponsorship Level	Investment Cost	Vendor Booth Space	Official Program Recognition	Pre-event Print Recognition	Website Recognition	Multimedia Recognition	Company Banners Displayed	Event Promotions -Announcements -Bag Coupons	VIP Show Badges	VIP Parking
Title	\$8,500	10 x 30 Prime	Cover color	Logo	Banner Hyperlink	Named Title	6	Hourly	8	6
Main Arena (Miller Coliseum)	\$6,500	10 x 20 Prime	Cover color	Logo	Banner Hyperlink	Name	5	8	6	5
Clinic/Smokey Mountain Trail Arenas	\$4,000	10 x 10 Prime	1 page color	Logo	Banner Hyperlink	Name	4	6	6	4
Smoky Mountain Trail	\$4,000	10 x 10 Prime	1 page color	Logo	Banner Hyperlink	Name	4	6	6	4
Colt Challenge	\$4,250	10 x 10 Prime	1 page color	Name	Logo Hyperlink	Name	3	3 & during Challenge	4	2
Lecture /Breed Demonstration	\$3,500	10 x 10 Prime	1/2 page color	Logo	Logo Hyperlink	Name	3	3	4	2
Diamond	\$3,500	10 x 10 Prime	1/2 page color	Logo	Banner Hyperlink	Name	3	5	4	2
Platinum	\$3,000	10 x 10 East Side	1/2 page color	Logo	Logo Hyperlink	—	3	4	2	2
Gold	\$2,500	10 x 10 East side	1/4 page color	Name	Logo	—	2	3	2	2
Silver	\$2,000	10 x 10 East side	1/4 page BW	Name	Name	—	1	2	2	2

Miller Club
Lecture Series

75 76

Elevator

A B

Stairs

ARENA ENTRY

Stairs

Restrooms

11

Restrooms

2024 VENDOR MAP
Not drawn to scale—subject to change

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Tickets SEE
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K-L
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Restrooms

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Visit our Sponsors

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Restrooms

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Food Truck

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Southern Equine Expo

2024 Sponsor Investment Form

COMPANY/SPONSOR NAME:	
CONTACT INDIVIDUAL:	
ADDRESS:	
CITY:	STATE and ZIP
PHONE:	EMAIL:
Check Level	SPONSORSHIP LEVEL
	TITLE (\$8,500 Investment) Includes: DESIGNATION AS THE TITLE SPONSOR. 10 x 30 vendor booth on prime West side, full page cover color program ad, logo on pre-event advertising, press release recognition, event media recognition, website banner hyperlink to company site, 6 banners displayed, hourly promotional announcements, 8 VIP show badges, and 6 VIP parking passes.
	MAIN ARENA (\$6,500 Investment) Includes: 10 x 20 vendor booth on prime West side, Full page cover color program ad, logo in pre-event advertisement, press release recognition, event media recognition, website banner hyperlink to company site, 5 banners displayed, 8 promotional announcements, 6 VIP show badges, and 5 VIP parking passes.
	CLINIC, and COMPETITION ARENA (\$4,000 Investment) Includes: 10 x 10 vendor booth on prime West side, 1 page color program ad, logo in pre-event advertisement, press release recognition, event media recognition, website banner hyperlink to company site, 4 banners displayed, 6 promotional announcements, 5 VIP show badges, and 4 VIP parking passes. (2 available) Colt Starting is Sold
	DIAMOND and LECTURE AREAS (\$3,500 Investment) Includes: 10 x 10 vendor booth on prime West side, 1/2 page color program ad, logo in pre-event advertisement, website banner hyperlink to company site, 3 banners displayed, 5 promotional announcements, 4 VIP show badges, and 2 VIP parking passes. Lecture is sold.
	PLATINUM (\$3,000 Investment) Includes: 10 x 10 vendor booth on prime East side, 1/2 page color program ad, name in pre-event advertisement, website logo hyperlink to company site, 3 banners displayed, 4 promotional announcements, 2 VIP show badges, and 2 VIP parking passes.
	GOLD (\$2,500 Investment) Includes: 10 x 10 vendor booth on East side, 1/4 page color program ad, name in pre-event advertisement, logo on website, 2 banners displayed, 3 promotional announcements, 2 VIP show badges, and 2 VIP parking passes.
	SILVER (\$2,000 Investment) Includes: 10 x 10 vendor booth on East side, 1/4 page black and white program ad, name in pre-event advertisement, name on website, 1 banner displayed, 3 promotional announcements, 2 VIP show badges, and 2 VIP parking passes.
	CUSTOM SPONSORSHIP (Variable Investment) May include any of the above mentioned promotional items which are best suited to your company or individual needs.
Please send sponsorship donation and form to: SEE, P.O. Box 10636, Murfreesboro, TN 37129 For questions contact Patrick Kayser 615-962-3655 or Info@SouthernEquineExpo.com	



2024 Vendor Application



Company Information

Company Name:		Contact Name:	
Cell or Phone #:			
Email:		Website: www.	
Mailing Address:	City:	State:	Zip:

Products/Services: *(briefly describe the products or services to be marketed in your booth)*

Space Request	Quantity	Price	Total
Prime Exhibit Space 10' x 10' (includes 2 exhibitor passes)		x \$600=	\$
Exhibit Space 10' x 10' (includes 2 exhibitor passes)		x \$475=	\$
Exhibit Space 10' x 12' (includes 2 exhibitor passes)		x \$600=	\$
Exhibit Space 8' x 10' booth (includes 2 exhibitor passes)		x \$400=	\$
6x6 Exhibitor table space (2 exhibitor passes, no electricity)		x \$300=	\$
Food Vendor:		\$150/day	\$
Food trucks: days you can be on site: Friday Saturday Sunday			\$
Irregular Vendor space >200 sq ft. based on sq. ft		Call for pricing	\$
A minimum of 50% per booth space rental must accompany this agreement. Balance due by January 6, 2024, or booth reservation may be cancelled.	Total (3.5% for card will be added)		\$
	Amount Enclosed		\$
	Balance (Due by 3/16/2023)		\$

Payment

Method of Payment: Check Enclosed (payable to SEE **by 1/6/24**) Visa Master Card

Name on the front of the card: **(3.5% for credit card added)**

Card #: _____ Exp Date: _____

Billing Address of Card Holder (if different than above): _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____ Security Code: _____

Agreement

We hereby acknowledge that we have read and understand the Exhibitors Rules and Regulations for the Trade Show. No agreements or understandings not contained in this contract or the Exhibitor Rules and Regulations will be binding upon the parties unless such agreement is in writing and signed by an authorized representative of Southern Equine Expo.

EXHIBITOR SIGNATURE: _____ DATE: _____

Submit

<p>Complete and check:</p> <p>3.5% for credit card added, due 1/6/2024 if paying with check</p> <p><input type="checkbox"/> Rules and Regulations have been read, agreed to</p> <p><input type="checkbox"/> Non-refundable deposit payment of 50% of total booth space</p> <p><input type="checkbox"/> Proof of insurance required prior to set-up</p>	<p>For more information contact: Peak Equine Productions, LLC Southern Equine Expo P.O. Box 10636 Murfreesboro, TN 37129 Email: Vendors@SouthernEquineExpo.com Phone 615-606-2112</p>
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Exhibitor Rules and Regulations

Rules and regulations governing the show have been briefly written to advise exhibitors of their privileges, restrictions and requirements. Any changes to the rules and regulations must be made prior to the opening of the show. Southern Equine Expo will be referred to as "SEE" in the following.

1. **BOOTH ASSIGNMENT-** Stall/ booth space will be assigned and given priority according to the date on which the application and payment is received and will be assigned at the discretion of the show management. Exhibitor agrees to accept the booth or stall space assigned and further agrees to accept reassignment to create a more effective SEE or for safety purposes. Subletting of stall/booth space is prohibited. Two or more firms may not exhibit in a single space unless approved by show management.
2. **RIGHT TO REFUSE-** Show management reserves the right to reject any applicant for space at any time, and reserves the right to regain possession of any space by refunding to the applicant or exhibitor the amount paid for the space. SEE reserves the right to limit the number of exhibitors due to limited space or type of product.
3. **BOOTH DETAIL-** Typical display booths are 10 feet x 10 feet. There are several 8'x10' and oversized spaces available depending on need. Ample electrical outlets are available for vendors. All electrical extension cords must be 3-wire with ground. Tables, chairs carpet, or other booth furnishing are **NOT** included with any booth, but may be supplied by the exhibitor or ordered prior to the show through the show management 30 days prior to the show. Order forms for furniture and accessory rental can be found online or will be emailed directly to you. Please complete the appropriate forms and mail them to Southern Equine Expo, P.O Box 10636, Murfreesboro, TN 37129.
4. **OFFICE-** Exhibitor Office will be set up on the main concourse. Vendor packages will be available in the office beginning Wednesday at 12:00 p.m. (Noon CST).
5. **SET UP-** Booth may be set up after exhibitor has checked in with show management and within set up hours. Any specialty electricity, carpentry, wiring connections shall be installed at exhibitor's expense. All booths must be set up by 9:00 p.m. on Thursday February 22, 2024.
6. **LABOR-** All labor necessary in setting-up or removing exhibits must be supplied by exhibitor. If additional labor is needed, Show Management, if arranged in advanced, may provide a list of potential laborers. Vendor is responsible for all wages and costs. Exhibitor must comply with building labor requirements.
7. **EXHIBIT STAFFING-**You must staff your booth at **all times during the complete run of the show** to insure additional protection of equipment and valuables. Vendors are requested to arrive 15 minutes prior to the show daily. **Vendors who pack or move out prior to 3:00 pm on the final day of the show without prior approval may be declined space at future Expos.**
8. **EXHIBIT CARE-** All aisles must be kept free of equipment, displays, etc. Facility janitorial services will sweep and clean aisles and empty trash canisters. Exhibitors are responsible for keeping exhibits clean and orderly. Trash cans must be placed in aisles in order to be emptied after show hours.
9. **SECURITY-** Security will be provided to patrol after the show hours. The exhibit hall must be vacated within one hour after show closing. Exhibitors will be allowed to enter the exhibit hall upon presentation of an Exhibitor badge only. Management is not responsible for theft or damage.
10. **FOOD -** Food and beverages may not be sold except for licensed food vendors. If food or beverages are given away, they must be approved, in writing, by management. Exception will be for approved food service vendors.
11. **LIVE ANIMALS -** No pets will be permitted in the Exhibit area with the exception of registered service animals.
12. **REMOVAL OF EXHIBITS -** **Exhibits must remain intact until 3:00 p.m. on Sunday, February 25, 2024.**
13. **PROMOTIONS -** Raffles, donations, or other promotional measures that require guests to be present at a specified location and time or any other unusual promotional plans, must be approved, in writing, by SEE.
14. **PHOTOGRAPHY -**All video or still photography of any show exhibit and/or exhibit staff by SEE personnel become property of SEE for use in promoting the current and future events or for use of any other purpose and exhibitors/vendors hereby consent to and authorize any such use.



Exhibitor Rules and Regulations

15. **INSURANCE** - Exhibitor is required to obtain and maintain in full force and effect throughout the event the following insurance: For Trade Show Booth: Commercial General Liability written with limits of at least the following: Each occurrence—\$1,000,000; Personal & Advertising injury—\$1,000,000; General Aggregate—\$1,000,000; Products/Completed Operations Aggregate—\$1,000,000; Fire Damage (any one fire) - \$50,000; Medical Expense (any one person) - \$5,000. Coverage shall include: premises/operations, contingent liability for subcontractors, products/completed operations, personal injury, and contractual liability to insure the indemnification (hold-harmless) clauses contained in this contract. A Certificate of Insurance for the exhibitor showing policy numbers, limits of liability and coverage, and expiration dates must be received by the Show Management prior to the show or stall/booth fees are subject to forfeiture. Insurance shall be made out to Southern Equine Expo at the Tennessee Miller Coliseum, 304 W. Thompson Lane, Murfreesboro, TN 37130. Certificates will be sent to Peak Equine Productions, LLC., P.O. Box 10636, Murfreesboro, TN 37129
16. **TERMINATION** - If exhibitors fail to make payment required by the contract in a timely manner, SEE may terminate that contract and exhibitor's participation in the event without further notice and without obligation to refund monies previously paid. SEE is expressly authorized, but has no obligation, to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such a manner, as it may deem best, and without releasing exhibitor from any liability there under. SEE may also terminate the contract without any obligation on SEE's part to refund any payments previously made and without releasing exhibitor from any liability arising as a result of or in connection with such breach. If SEE removes or restricts an exhibit which SEE considers to be objectionable or inappropriate, no refunds will be due to Exhibitor. Notwithstanding the foregoing, if SEE cancels the event due to circumstances beyond the reasonable control of SEE (such as acts of God, acts of war, pandemic, governmental emergency, labor strike, or unavailability of Exhibit Facility), SEE shall refund to each exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of organizer to exhibitor.
17. **CANCELLATION** - A WRITTEN notice of cancellation is required and a cancellation fee of 25% of reserved booth space rental will be charged. Exhibitor is responsible for full payment of booth space contract if not canceled in writing before February 1, 2024. NO REFUNDS OR CREDITS.
18. **NON-GUARANTEE** - SEE makes no representations or warranties regarding the number of persons who will attend the show. Exhibitor/vendor understands that neither SEE nor its agents or representatives guarantees attendance at SEE nor any financial gain to any exhibitor participating in the show. Each exhibitor also understands that tickets to the show will be sold exclusively by SEE and the exhibitor is not entitled to any proceeds from ticket or concession sales.
19. **COMPLIANCE WITH LAWS AND REGULATIONS** - Exhibitor shall abide by and observe all federal, state, and local laws, codes ordinances, rules and regulations and all rules and regulations of the Exhibit Facility (including any union labor rules). All decorative materials used in displays must meet the flame proofing regulations of the Fire Department.
20. **TRANSIENT VENDOR PERMIT:** "Transient vendor" means any person who brings into temporary premises and exhibits stocks of merchandise to the public for the purpose of selling or offering to sell the merchandise to the public. Transient vendors fee of \$50 for each 14-day period in each county and/or municipality in which such vendors sell or offer to sell merchandise or for which they are issued a business license. Transient vendors will pay their tax liability prior to the first day of engaging in business. It is your responsibility to pay Transient Vendor fee to the Rutherford County Clerk via www.rutherfordcountyttn.gov/countyclerk/business_transientvendor.htm
21. **COLLECTION** - If suit is instituted to collect past due amounts, Exhibitor/Vendor agrees to pay actual costs and expenses of collection in addition to court costs and reasonable attorney fees and interest at the maximum prevailing rate. If credit card payment is denied or a check is returned for insufficient funds, there will be a \$50 fee imposed and payment must be made with cash, cashier's check or money order within 7 days.
22. **ENFORCEABILITY** -In any term of provision of this agreement is determined to be void or unenforceable, the remainder of this agreement shall remain enforceable and in effect, as if that void or unenforceable provision was not included.

EXPO Summary

Southern Equine Expo
February 23-25, 2024
Tennessee Miller Coliseum
Murfreesboro, Tennessee

SHOW MANAGEMENT

Peak Equine Productions, LLC.
P.O. Box 10636
Murfreesboro, TN 37129
Phone: 615-606-2112
Fax: 615-225-8719
equineexpo@comcast.net

SHOW HOURS

Friday, February 23 9:00 a.m. - 7:00 p.m.
Saturday, February 24 8:00 a.m. - 7:00 p.m.
Sunday, February 25 8:00 a.m. - 4:00 p.m.

SHOW LOCATION

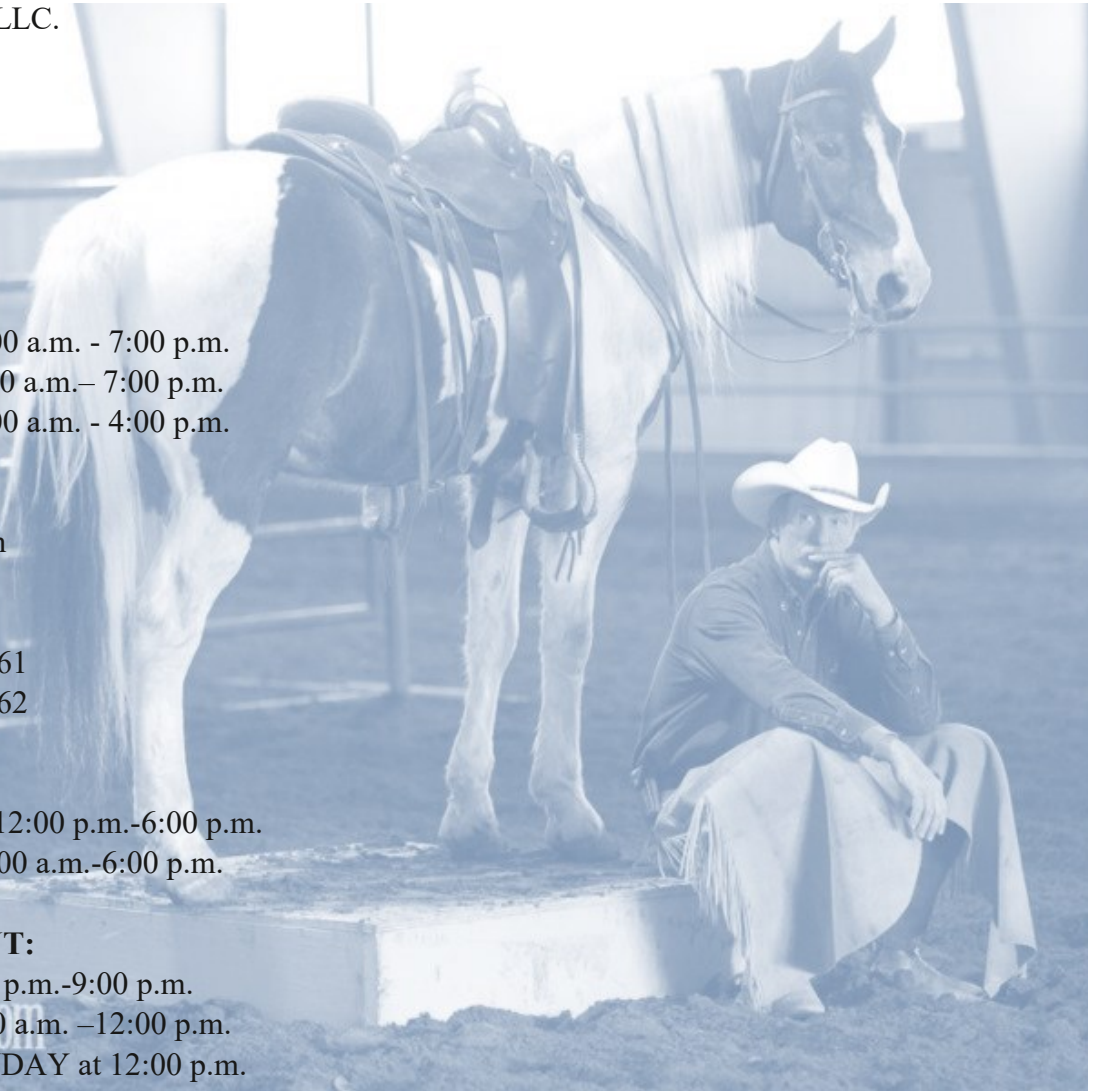
Tennessee Miller Coliseum
304 W. Thompson Lane
Murfreesboro, TN 37129
Phone: 615-494-8961
Fax: 615-494-8962

EXHIBITOR MOVE IN:

Wednesday, February 21: 12:00 p.m.-6:00 p.m.
Thursday, February 22 9:00 a.m.-6:00 p.m.

EXHIBITOR MOVE OUT:

Sunday, February 25: 3:30 p.m.-9:00 p.m.
Monday, February 26: 8:00 a.m. -12:00 p.m.
MUST BE OUT BY MONDAY at 12:00 p.m.



Please send sponsorship payment and completed form to:

Southern Equine Expo

P.O. Box 10636, Murfreesboro, TN 37129

For questions contact Patrick Kayser 615-606-2112 or email Info@SouthernEquineExpo.com