Southern Equine Expo

Sponsorship Information

Dedicated to Every Horseman

February 26th, 27th, 28th, 2027

Tennessee Miller Coliseum

Murfreesboro, Tennessee

Owned/Managed by Peak Equine Productions, LLC.

Southern Equine Expo Investment Opportunities

By sponsoring Southern Equine Expo, your company aligns itself with the pinnacle of equine excellence and gains exposure to a diverse audience of horse enthusiasts. Take full advantage of the comprehensive marketing opportunities available in the months leading up to and during the event. Benefit from extensive pre-event and post-event promotion, including mentions in marketing materials, social media, event communications, and more.

Enhance your brand's reach and impact through targeted promotional opportunities. 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, you will share in the values of quality educational programs and clinics to promote the well being of horses. Title sponsor includes 20 x 10 prime vendor space, back cover program ad, website and social media promotions, company logo placement on all event marketing material. **Cost $10,000**

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 arena. Sponsorship includes 10 x 20 prime vendor space, full page program ad, website and social media promotions, company logo placement on all event

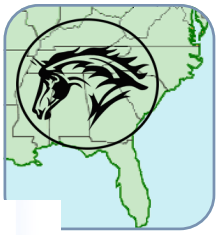
Arena Clinic Sponsor Demonstration clinic arenas attract spectators to watch clinics throughout each day of the expo. Attendees will be directed to the arena named for the sponsor for each clinic, demonstration and competition held in the sponsored arena. Sponsorship includes 10 x 10 prime vendor space,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

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**

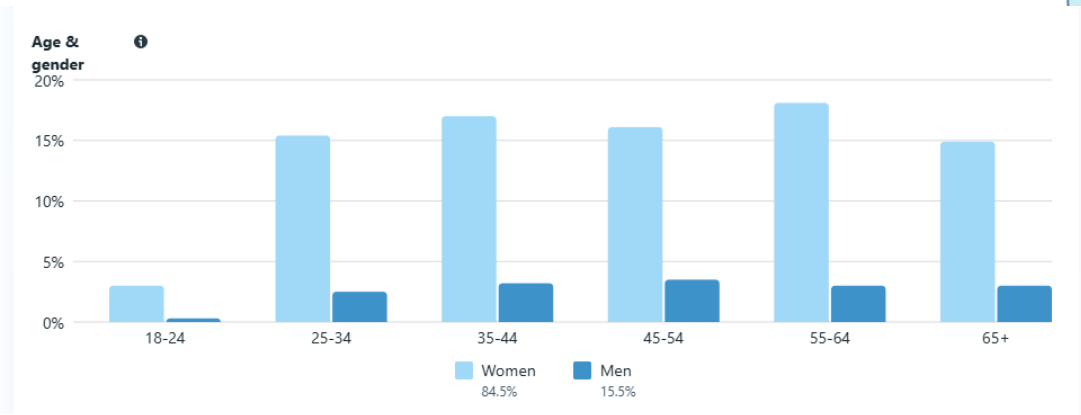
Diamond, Platinum, Gold, Silver and Custom Sponsorships: The Southern Equine Expo provides many sponsorship opportunities for companies and patrons. Sponsors receive special recognition and exposure to a targeted audience. The extent of benefits depends on the desired level of involvement. Sponsorships 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.

Boss Mare Photography
www.BossMarePhoto.com

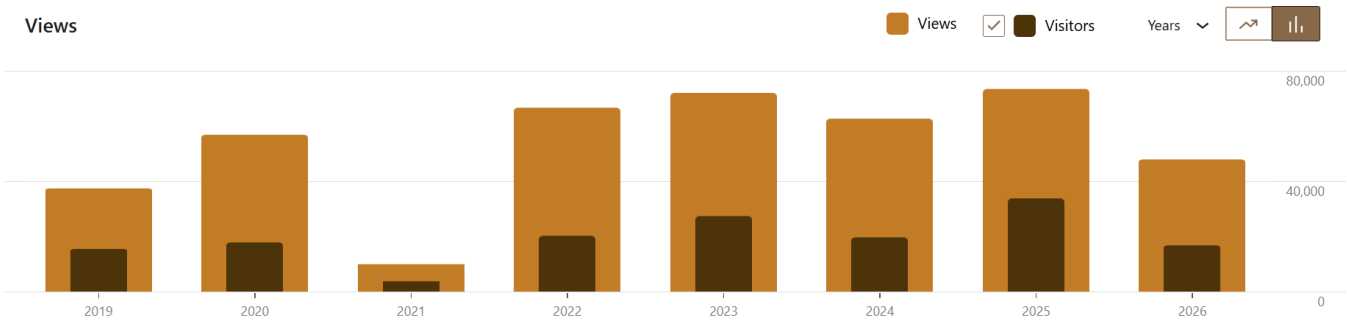
Our Reach. Horse enthusiasts from Alabama, Arkansas, Georgia, Florida, Indiana, Kentucky, Missouri, Mississippi, South Carolina, North Carolina, Ohio Texas, and Tennessee attend. Print, social media, and radio coverage ensure success for our event, our attendees, and our vendors.



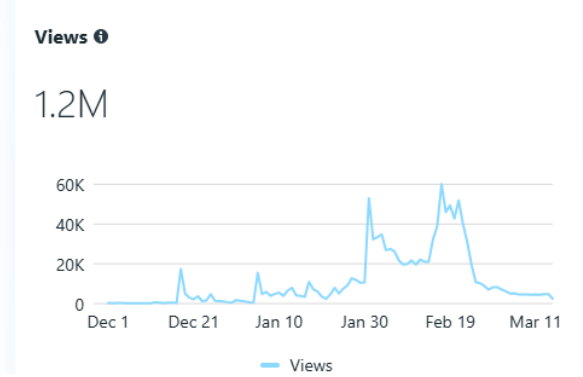
Who is our audience.

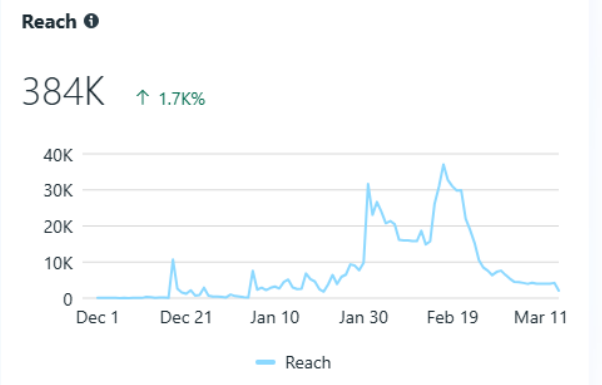


Website Marketing. SouthernEquineExpo.com is the sole online source for people to find complete information about the schedule, special events, clinicians, competitions, vendors and tickets. With approximately 50,000 views and 30,000 visitors annually, the SEE website provides an excellent avenue for sponsors to gain exposure to our targeted audience.



Social Media. SEE social media marketing increases every year. In 2025, Facebook advertisements received 1.2 MILLION view and reached a targeted 384,000 people interested in horses, with 43,900 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, print ads in regional and national publications, grassroots promotions, our clinicians' web and television presence, and a focused, continual social media presence.

Print and Electronic Media. Advertising in print media is distributed in over 100,000 copies of free equine publications and websites. As a sponsor, 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 refer to 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

Sponsorship banner are placed in strategic locations throughout the venue. Number of banners displayed depends on sponsorship level. Additional company 3'x 8' banner may be displayed in main arena for $250. Banners in secondary arenas will be displayed for $150. Banners must be delivered to the Vendor Office before the event opens. MUST SUPPLY BANNERS.

Digital Program Advertising

- **Digital ads** in the show program are available to all companies, farms or individuals. The complimentary program is distributed to all adult attendees. A digital program allows us to distribute advertising online and on social media. 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 **February 1, 2027**. Ads will not be included in the program until full payment is received.

Full Page Ad
(7.37" x 9.25")
Color $350

Back Cover
Color only $500

Inside Cover
Color only $500

Centerfold
2 full pages
Color only $850

Business card
(3.66"x2.28")
$50

1/4 page ad
(3.66" x 4.55")
Color $150

Half Page
(7.37"x 4.55")
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.

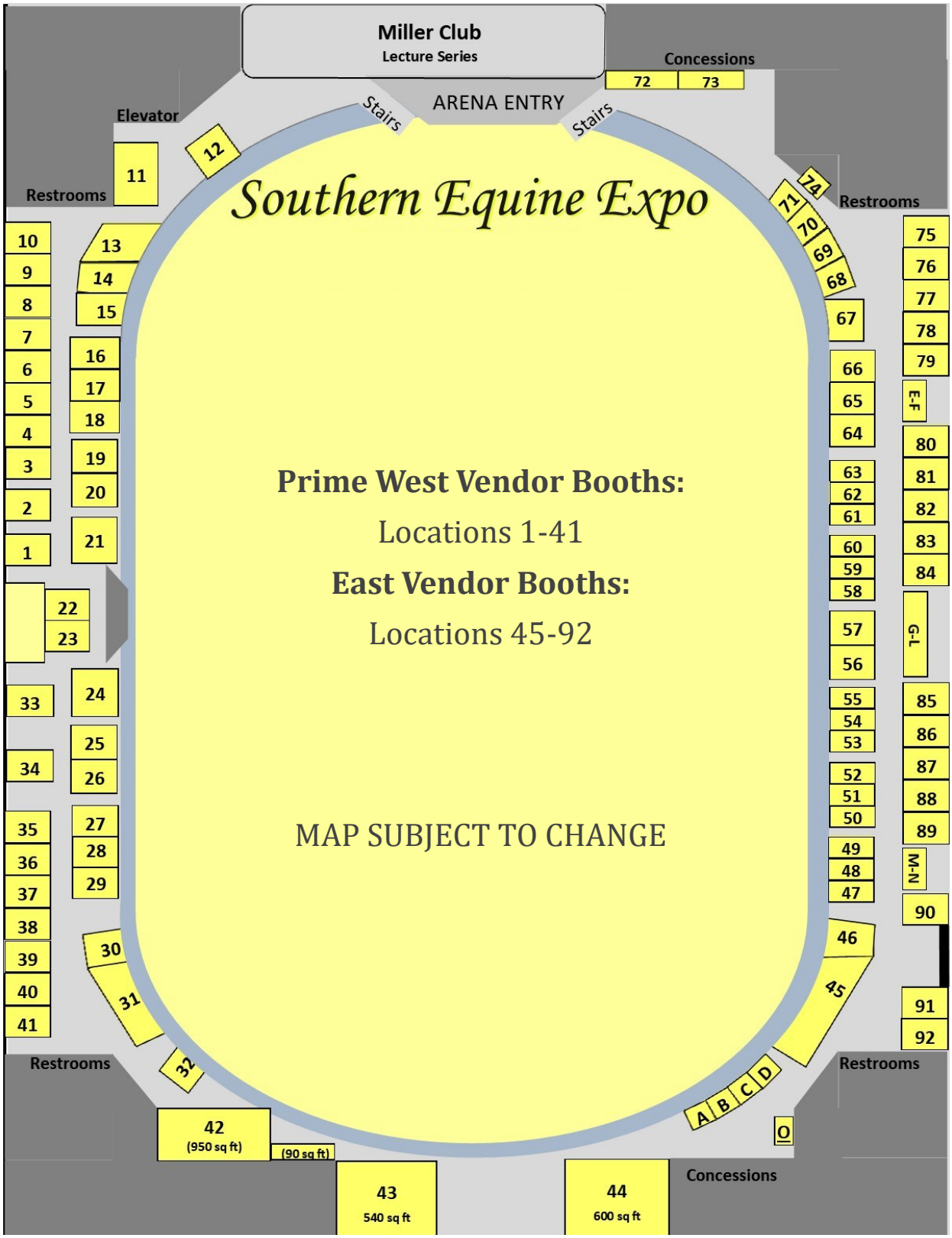
Sponsorship Levels

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	**$10,000**	10 x 20 Prime	Cover color	Logo	Banner Hyperlink	Named Title	6	Hourly	8	6
Main Arena (Miller Coliseum)	**$7,500**	10 x 20 Prime	Cover color	Logo	Banner Hyperlink	Name	5	8	6	5
Clinic Arenas	**$4,500**	10 x 10 Prime	1 page color	Logo	Banner Hyperlink	Name	4	6	6	4
Lecture /Breed Demonstration	**$4,000**	10 x 10 Prime	1/2 page color	Logo	Logo Hyperlink	Name	3	3	4	2
Diamond	**$4,000**	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

Vendor Map Layout

Product Placement: Many west side Prime Vendor booths are reserved for sponsors and clinicians (booth spaces 1-40). Sponsors receive complimentary booth space.

Booth location and size depends on the level of sponsorship.



Southern Equine Expo

2027 Sponsor Investment Form

COMPANY/SPONSOR NAME:	
CONTACT INDIVIDUAL:	
ADDRESS:	
CITY:	**STATE and ZIP**
PHONE:	**EMAIL:**

Check Level	**SPONSORSHIP LEVEL**
	TITLE ($10,000 Investment) Includes: DESIGNATION AS THE TITLE SPONSOR. 10 x 20 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 ($7,500 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.
	DIAMOND and LECTURE AREAs ($4,000 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.
	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

Insert 2027 Vendor Application

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 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 move office opens Wednesday, February 25, 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 26, 2025.

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. **EQUIPMENT-**Show management does not provide equipment for move in or out. All request for fork lift and/or pallet jack to unload pallets and /or unload trailer must be received 72 hours prior to arrival. A minimum of $150 for special handling will be assessed to the Vendor.

8. **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.**

9. **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 trash bins in order to be emptied after show hours.

10. **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. Vendors and Sponsors must provide proof of insurance.

11. **FOOD** - Food and beverages may not be sold except by 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.

12. **LIVE ANIMALS** - No pets will be permitted in the Exhibit area with the exception of registered service animals.

13. **REMOVAL OF EXHIBITS** - **Exhibits must remain intact until 3:00 p.m. on Sunday, March 1, 2026.**

14. **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 prior to the event.

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 sponsors/exhibitors/vendors hereby consent to and authorize any such use.

Exhibitor Rules and Regulations

15. **INSURANCE** - Sponsor / 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. Southern Equine Expo and the Tennessee Miller Coliseum,Must be named as co-insured. Address for the Tennessee Miller coliseum is 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/sponsors 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 provided. 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 reasonable 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. Sponsor/Exhibitor is responsible for full payment of booth space contract if not canceled in writing before January 15, 2025. 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/sponsor 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.rutherfordcountytn.gov/countyclerk/business_transientvendor.htm.

21. **COLLECTION** - If suit is instituted to collect past due amounts, Sponsor/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** – If 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.

23. **FORCE MAJEURE-** The performance of this Agreement by either Party shall be subject to force majeure, including but not limited to acts of God, fire, flood, natural disaster, war or threat of war, acts or threats of terrorism, civil disorder, unauthorized strikes, governmental regulation or advisory, recognized health threats/epidemics/pandemics as determined by the World Health Organization, the Centers for Disease Control, or local government authority or health agencies (including but not limited to the health threats of COVID-19, H1N1, or similar infectious diseases), curtailment of transportation facilities, or other similar occurrence beyond the control of the Parties, where any of those factors, circumstances, situations, or conditions or similar ones make it illegal, impossible, inadvisable, or commercially impracticable to hold the Show or to fully perform the terms of the Agreement. The Agreement may be canceled by either Party, without liability, damages, fees, or penalty, and any amounts paid shall be refunded, for any one or more of the above reasons, by written notice to the other Party.

EXPO Summary

Southern Equine Expo
February 26, 27, 28, 2027
Tennessee Miller Coliseum
Murfreesboro, Tennessee

SHOW MANAGEMENT
Peak Equine Productions, LLC.
P.O. Box 10636
Murfreesboro, TN 37129
Phone: 615-606-2112
info@SouthernEquineExpo.com

SHOW HOURS
Friday, February 26 9:00 a.m. - 6:00 p.m.
Saturday, February 27 8:00 a.m.– 6:00 p.m.
Sunday, February 28 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 24: 12:00 p.m.-6:00 p.m.
Thursday, February 25 9:00 a.m.-6:00 p.m.

EXHIBITOR MOVE OUT:
Sunday, February 28: 4:00 p.m.-9:00 p.m.
Monday, March 1: 8:00 a.m. –10:00 p.m.
MUST BE OUT BY MONDAY at 10:00 a.m.

Please send sponsorship payment and completed form to:

Southern Equine Expo

P.O. Box 10636, Murfreesboro, TN 37129

For questions contact Patrick Kayser 615-684-4234 or email Info@SouthernEquineExpo.com