



## **BREED ASSOCIATIONS, BREED DEMONSTRATIONS, AND SHOWCASING HORSES AT EQUITANA USA**

### **SEPTEMBER 25-27, 2020 | LEXINGTON, KY**

Join us in Lexington—the horse capital of the world—for EQUITANA USA at the internationally renowned Kentucky Horse Park. This 3-day event will feature shopping, instruction, education, and entertainment – all in what promises to be the premier event for equestrians and horse enthusiasts in North America.

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Exhibiting in the Breed Association area, doing a Breed Demonstration, and/or showcasing a horse at EQUITANA USA are invaluable ways to get your breed and association in front of a large audience of horse lovers. We offer several different opportunities to present horses during the event that will enable you to showcase your horse's capabilities and charm and get people as excited as you are about the breed!

### **BREED ASSOCIATION EXHIBIT**

The Breed Association Exhibit area is a designated space in the Covered Arena for Breed Associations to showcase their horses and information about them. This exhibition area is for both standard exhibit booths and 10ft x10ft temporary stalls for associations that want to present a horse(s) at the show. The Breed Association Exhibit area is a great way to promote your breed to an array of horse people – of all ages and interests. The Breed Association Exhibit is located in the rear of the Covered Arena near the large exit door so that horses can be easily taken in/out for breed demonstrations, presentations, hand walks, etc. The Breed Association Exhibit is just steps from the presentation ring for easy access to in-hand demonstrations. EQUITANA USA invites all Breed Associations and educational groups to exhibit and display horses. Breed Associations are not required to have horses on-site or to stable them in the Covered Arena in the temporary stalls, although this is encouraged for the most visibility for the breed. For those with horses that prefer to keep them off the Show Floor, permanent stalls are available in other locations at the Kentucky Horse Park.

### **BREED DEMONSTRATIONS**

Breed demonstrations are “mini productions” that take place between other programming sessions, giving an opportunity for each breed association or group exhibiting in the Breed Association Exhibit area to educate attendees about their breeds and encourage them to visit their area at the Show to learn more about the horses and associations. The breed demonstrations should focus on the history of the breed, the unique qualities of the horses, and the activities the horses are best suited for. The horses will perform as the announcer reads a script written by your breed demo coordinator. You will also have the opportunity to provide background music.

Each breed will have the opportunity to perform two demonstrations—one five minute presentation and one ten minute demonstration. Times and locations are scheduled on a first-come, first-served basis in order of when the contracts are received. Once the clinic schedule is confirmed, EQUITANA USA will contact your breed representative contracted for the exhibit space to schedule your demonstration time. You will then determine an individual to serve as your coordinator, who we will follow up with to provide them the information and materials needed to produce the demonstration. Each demonstration may include multiple horses. The horses presented may include horses at the event to be featured in your exhibit area, horses on display, and horses brought to the event just for the demonstration.

## **BREED SHOWCASE**

Smaller and less formal breed segments will take place in the Covered Arena, scheduled between other educational demonstrations. These presentations will feature one horse in-hand and are ten minutes in length to provide opportunities for attendees to see various breeds and horses up close. EQUITANA USA will invite breed associations and groups with exhibits from the Breed Association Exhibit area to present in the Covered Arena ring. These presentations do not require a script—the breed’s coordinator may use the microphone and sound system to speak about the breed and the ambassador in the ring. Audience participation is encouraged.