



AHA Promotional Banner Stand Rental Information Sheet

The Arabian Horse Association is excited to offer beautiful, professionally designed banner stands (3) to be used to promote the Arabian, Half-Arabian and Anglo-Arabian horse for complimentary use to organized groups who attend horse fairs and expos in the United States and Canada on the Arabian's behalf!

This sheet is designed to answer questions you might have. If you need to speak with someone further, feel free to contact Kate Cooper at (303) 696-4569 or email her at kate.cooper@arabianhorses.org.

Enjoy!

Banner Stand Information

- ✘ Three separate vinyl pull up photo banners
- ✘ Includes display lights
- ✘ Easy to assemble
- ✘ Fits nicely in 10' x 10' booth area
- ✘ 64 lbs.
- ✘ Ships FedEx ground in 42" rolling fiber case

Rental Information

Who can use the AHA Banner Stands?

The AHA banner stands are available to clubs/associations/groups attending all-breed horse fairs and expos of 3,000 attendance minimum on behalf of promoting the Arabian horse.

How does the shipping process work?

The shipping container is delivered to the contact person listed on application. Return shipping instructions are included. Once the event is concludes, contact your local FedEx shipping facility to arrange for return shipment to AHA.

What costs are involved in renting the banner stands?

Shipping costs of booth and promotional materials TO and FROM AHA are the responsibility of the vendor. A \$15.00 handling fee will be applied as a one-time charge. Please verify these costs before renting the booth.

How do I reserve the booth for a horse fair or expo I'm attending?

The banner stands are reserved on a first-come, first-serve basis, and you can reserve them up to one year in advance of an event. A reservation is not confirmed until the Application & Contract is received and approved by AHA for the dates requested. Also, because demand is high, a \$100 hold deposit will be charged if a reservation is cancelled within 30 days of an event. Be sure that your booth space at a horse expo is confirmed before submitting the AHA Banner Stand Rental Application & Contract.

I've never set up banner stands before. Are there instructions included?

Yes, simple step-by-step instructions will be included in the shipping case.

Who's responsible for the care of the banner stands at the horse fair or expo?

The contact name listed on the AHA Banner Stand Rental Application & Contract agrees to be responsible for the care. (Note: Banner stands must remain in an indoor, climate-controlled building.) Just like a rental car, an inspection will be made of the banner stands before and after they are sent to you. AHA holds insurance on the banner stands while they are being shipped. The listed contact will be charged for any damage repairs required upon return.

If the graphics take up the whole booth, where do I put the name of my club/association/group?

As the booth graphics are dedicated primarily to images of the Arabian horse, AHA suggests either hanging signage on walls on either side of the booth (if any), placing signage on an easel at the front of the booth, or hanging a banner in front of the table if you choose to bring or rent one.

Can I get promotional brochures and flyers to pass out at the booth as well?

Yes, AHA will provide 130 Guidebooks and 130 Breed Flyers with no extra material charges to you. In addition, we have a variety of promotional literature that can be purchased and shipped along with the banner stands if requested on the AHA Banner Stand Rental Application & Contract. To order additional materials simply complete and return the Additional Material Request form with your Banner Stand Rental Application & Contract. This material can be laid on a table you provide, or you can purchase plastic brochure/flyer racks at a local office supply store.

What else would I need to bring?

Bring information on your local activities, club, farms and Discovery Farms that attendees can visit. Bring membership sign-up forms too. Also check out the Booth Tips Sheet provided in this packet and with the literature sent.



AHA Banner Stand Rental Application & Contract

Note: Booth must remain in an indoor, climate-controlled building.



AHA 1303 (1/11)



EVENT INFORMATION: (Please print and provide all information requested)

Business Name (Club/Farm/Association Name): _____

Event Name: _____ Type of Event : _____

Facility Name: _____ City, State: _____

Dates of Event: _____ Expected Attendance: _____

Date banner stands to arrive at contact's address: (Arrival Date) _____

Date banner stands to be shipped back to AHA: (Ship-Out Date) _____

(Return shipment must occur within two business days after end of event. You will be responsible for return shipment charges.)

Please send additional promotional literature with banner stands. I have attached the Additional AHA Promotional Material Request Form

CONTACT INFORMATION: (Please print. Banner stands and promotional materials will be shipped to this address)

Name of Contact Person: _____

Street Address: _____ City, State, Zip: _____

Primary Phone: _____ 2nd Phone: _____ Fax: _____

Email: _____ Business Website: (if applicable) _____

Credit Card Payment (U.S. Funds Only):

Your credit card information is required for **shipment** of banner and promotional materials and a **\$15.00 handling fee.**

MasterCard/Visa/Amex/Discover Expiration Date _____ Total Amount Due _____

Credit Card Number Print Name (as it appears on credit card)

Cardholder's Signature Credit Card Holder's Billing Address (Street, City, State, Zip/Postal Code) (**Mandatory**)

This Application & Contract must be completed in full and signed by an authorized representative of the business named above. Banner stand reservations are NOT confirmed until a contract, complete with credit card information, is received by the Arabian Horse Association. **Applications are granted on a first-come, first-serve basis, and must be submitted in full within 14 days of the event date. The Arabian Horse Association reserves the right to approve or deny any requests without question or consent.**

The undersigned agrees that the loaned use of the AHA banner stands shall be in all respects subject to and in full compliance with such Terms & Conditions as stated below:

I _____ (print contact name) hereby agree on this _____ day of _____ (month), _____ (year) to sole responsibility in the event of loss or damage to all materials being sent from time they arrive to the time they leave my possession, including banner stands, graphics, fiber shipping container and all other materials sent. If loss or damage does occur, I agree that I am liable for any loss or damage up to \$4,000 and will be charged accordingly. Because of the materials, the banner stands will remain in an indoor, climate-controlled building. If I cancel my reservation within 30 days of the event, I will be subject to a \$100 non-refundable charge. I agree to sole responsibility of receiving all materials on the Arrival Date listed above and shipping all materials back to AHA on the Ship-out date listed above.

I agree that the above information is correct.

I acknowledge that I have read and understand the AHA Promotional Banner Stand Rental Information Sheet.

Print Name

Signature

Date

Please mail, fax or email a copy of this contract to Arabian Horse Association. The mailing address is: 10805 East Bethany Drive, Aurora, CO 80014. The Fax number is (303) 696-4599. You may email this directly to kate.cooper@arabianhorses.org. If you have questions, call Kate Cooper at (303) 696-4569, Mon - Fri, 7:30am-3:30pm MST.

ACCEPTANCE OF CONTRACT:

For Arabian Horse Association use only.

(Check one): _____ Banner Set #1 _____ Banner Set #2 _____ Banner Set #3

Dates of Use _____ City, State _____ Accepted by _____ Date Accepted _____



ARABIAN HORSE ASSOCIATIONSM

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ADDITIONAL AHA PROMOTIONAL MATERIALS REQUEST FORM

Please send me:

Table with 3 columns: Item description, Price per unit, and Total price. Items include Arabian Horse Guidebook, Arabian Breed Flyer, Identifying the Arabian Horse flyer, Evolution of Popular Horse Breeds Poster, Arabians DVD, Parts of the Horse & Skeleton Wall Chart, and Arabian Horse Coloring Pages. Includes a subtotal and tax calculation section.

Please mail, fax or e-mail a copy of this order form to Arabian Horse Association. The mailing address is: 10805 East Bethany Drive, Aurora, CO 80014. The Fax number is (303) 696-4599. You may e-mail this directly to kate.cooper@arabianhorses.org.

Credit Card Payment (U.S. Funds Only) form section containing fields for Total Amount Due, Expiration Date, Credit Card Number, Print Name, Cardholder's Signature, and Credit Card Holder's Billing Address.

Tips for Making the Most of Your Horse Expo Investment

-----From the Arabian Horse Association-----

Booth Setup & Layout

- **Invest in renting carpet.** It gives your booth a polished, welcoming and warm look, whereas grey cement floors send a “cold” feel.
- **Allow room for visitors to walk into the booth.** If possible, don’t block off the front with a table. Keep the booth area as open as possible.
- **Use director’s chairs to sit on,** rather than table chairs, so you stay eye-level with your visitors.
- **Place literature in racks between 3 ½'-4 ½'** off the ground, a comfortable reading and reaching distance.
- **Purchase a small stash of flowers or plants** to provide a fresh atmosphere to the booth. The cost is significantly cheaper to buy locally than to rent from the show Decorator Service.

Booth Location Tip: Attempt to position your booth to the right of an entrance or the central area on the show floor. People tend to gravitate to the right or to the center. Many times areas such as restroom and food stations garner an excellent response—don’t rule these out.

Areas to Avoid

1. Columns that obstruct
2. Low ceilings
3. Dead-End Aisles
4. Freight Doors
5. Dark Spaces
6. Rear Exits

Booth People

- **Energy Conveys a Legitimate Cause.** People are the make-or-break element of your organization’s success at a horse expo. People working the booth who are friendly, enthusiastic and passionate about what they represent will make lasting impressions on visitors.
- **Avoid a cluster of people in the booth.** Make sure that booth workers face forward to the aisle, visibly available for questions or help for visitors. Avoid small groups of people sitting in a corner or a circle in the booth on the show floor.
- **Remember the critical 80/20 Rule** as you work the booth: 80% of the time is spent listening to prospects and 20% of the time is spent talking about your product (Arabian horses) and/or services.
- **Establish 3-4 Hour Shifts with breaks** for booth staff to ensure maximum productivity. This will keep your booth staff fresh and alert.

Booth Extras

- **Take advantage of an exhibit stall** next to the booth whenever possible that houses an Arabian horse. Traffic is drawn to live animals, and will lure them to your booth as well.
- **Hold a Free Raffle** to generate leads at the show. You may raffle off anything you wish—Art, Riding Lesson Package, etc.... Free raffles avoid the need for a seller’s permit and also increase your number of qualified leads acquired at the show.
- **Utilize the DVD included in this packet** to play at your booth. Extra movement and music will draw the eye of your visitors, as well as add reliability to your overall presentation.
- **Find your best speakers!** If your club has a representative who can speak well and share practical or useful industry- or product-related information, investigate seminar or clinic participation. This form of public relations can generate enormous credibility and additional exposure for your club and the Arabian horse.

Does your Booth Pass the 3-Second Test?

In three seconds, a visitor needs to be able to:

- Notice your booth. It needs to be striking enough to grab their attention. Spotlights, color, life-size or larger-than-life graphics, banners or flags, moving objects, and activity will grab visitors’ attention.
- Establish your identity by an organization logo or your club name. Make the logo conspicuous. Similarly, make your club name noticeable and legible.
- Determine what benefit your product (Arabian horses) or service is to the consumer. Use benefit statements that can be easily read and understood on graphic panels, headers and so on. Each statement needs to start with “How to...” For example, “How to test ride an Arabian near you.”

Handouts

According to a recent *Wall Street Journal* survey, 75 percent of all literature gathered at shows is discarded before attendees leave the show site. Here are some guidelines for managing your handout material.

1. **Only give expensive materials to qualified prospects.** Unless your goal is to get some information into as many visitors’ hands as possible, make sure that you hand out material only to prospects you’ve established as “qualified” through narrowing down their desires, goals and appropriate fits. This avoids giving information to people who are likely to discard it.
2. **Literature does not sell—people do.** Randomly handing off information is a barrier to opening up a conversation with a visitor. Often booth staff who feel uncomfortable in the trade show or horse expo environment will hand things out thinking that they are doing something productive.

The truth is that it is your people who do the selling; your literature acts purely as a back-up. This is one of the reasons why people selection is so important.

To Feel Better During the Show

1. Drink plenty of water rather than coffee, tea or soft drinks. Especially in the summer, it’s a good idea to bring a cooler filled with water bottles and ice
2. Eat well-balanced meals low in sugar, caffeine and salt to keep your energy at a more constant level for longer periods of time
3. Get plenty of sleep
4. Avoid alcohol at all times during show hours
5. Pamper your feet. Wear comfortable, flexible shoes with arch support. Avoid high heels and new shoes

Congratulations.

You’re now on your way to a fun and successful trade show experience. Good Luck!