

**Equus Fest East is “A Celebration of All Things Horse,
and Rural Lifestyle!”**



Lucky Star Horsemanship presents:

EQUUS FEST “EAST”

September 21-22, 2024

Ulster County Fairgrounds

249 Libertyville Road

New Paltz, NY 12561

**EXHIBITOR INFORMATION &
BOOTH REQUEST FORM**

WELCOME TO EQUUS FEST “EAST”

We are glad you are participating in **Equus Fest East**, which is a regional festival focusing on all things horse and rural lifestyle! It is a celebration of our community, of education, innovation and inspiration. Thank you for being a part of the Equus Fest East family!

In this packet you will find valuable information in regards to booth registration, event set-up, hours of operation, parking and rules of display in your booth and more. If you have any questions please contact us at equusfesteast@gmail.com or give us a call at (518) 303-2504, Monday - Friday, 9:00 AM to 5:00 PM, EST. Saturdays and Sunday please leave a message and we will get back to you.

EVENT SET-UP/TEAR DOWN

FRIDAY: Friday September 20, 2024 will have LIMITED booth and camp set up hours from 4:00pm-8:00pm. This time block is FIRM. No arrivals allowed after 8:00pm on Friday.

WEEKEND: Event set-up begins at **7:30am on Saturday, September 21, 2024**. Booths must be set up and ready for business at **10:00 AM** on Saturday, September 21, 2024. Enter through Gate A which is across from the Main Arena. When you arrive, please head over to the EFE Show Registration window, located outside and to the left of the **Youth Building** to sign in, pick up your Exhibitor Passes and booth space assignment. For Platinum Medal and Gold Medal Exhibitors (indoors) your booth space will have a CODE NUMBER on a placard and the space lined out. For Silver Medal and Bronze Medal Exhibitors please set up in your assigned areas via the booth number/location provided when you check in at the Show Office. Please set up your booth within the marked area. Tear down may begin at **5:00 PM** on Sunday, September 22, 2024. **DO NOT BEGIN TO PACK UP UNTIL THAT TIME!** Violating this simple rule will get you banned from all future events. Please use courtesy when tearing down. Exhibitors will need to provide ALL display and merchandising materials/equipment needed for their booth spaces - this means EVERYTHING - from tables and chairs to whatever else you may need for your booth. Pop ups are allowed in the Platinum, Gold & Silver Medal spaces BUT cannot block the views to other booths, come into contact with lights or structural components. Outdoor (Bronze Medal) spaces may use pop-ups/tents with the same wall dimensions. If you have any questions about booth spaces, please email us at equusfesteast@gmail.com or give us a call at 518-303-2504.

PARKING and PASSES

Exhibitor Parking will be in a designated area near the Youth Building. This space is ONLY FOR EXHIBITORS! Exhibitors will enter/exit through the Gate A (near the Fair Office #5). This is the ONLY gate that will be used. All other access gates will be closed and locked. Once the celebration begins at 10:00 am, if an Exhibitor needs to leave the grounds in their vehicle they will need to come by the Event Office in the Youth Building and have an event staff member open the gate for them. If you think you may need to leave DURING THE EVENT please park in the Public Parking Arena. Upon returning to the site during event

hours, the Exhibitor will need to call/text 845-489-0245 to get access or return their vehicle to the Public Parking Area.

Horse Trailer Parking will be determined at a later date. You will receive updates as we get closer to the event

Public/Attendee Parking is across the street to the right of the ticket booth and Main Arena. See Map for details.

Event Passes will be allocated as follows: **Sponsors** get four (4) passes to the event. **Presenters** get two (2) passes to the event. **Exhibitors** get two (2) passes to the event for a 10x10 space and four (4) passes for any space larger than 10x10 reserved. Additional passes can be obtained for just \$5.00 from the Event Office (that is a 50% discount). No access will be allowed on site to anyone without a pass! No exceptions!

SHOW OFFICE & EVENT HOURS

The Show Office is located in the **Youth Building** and opens at 7:30 am on Saturday morning and 7:30 am on Sunday morning. The Show Office closes at 6:00 pm on Saturday night and 6:00 pm Sunday night. Event hours are 9:00 AM to 5:00 PM on both days of the event. Please be prepared to engage with Attendees within the event hours posted.

GREEN ROOM

For the event Exhibitors and Clinicians there will “Green Room” located in the **Youth Building**. Exhibitors and Clinicians (anyone with an Equus Fest East 2024 event pass) will have access to water and some light snacks from 9:30 AM to 4:00 PM each day during the event. Just our way of saying “thank you” for being part of the celebration! PLEASE NO ATTENDEES IN THE GREEN ROOM!!

FACEBOOK PAGE & WEBSITE

We have a Facebook event page that we will use to keep all everyone updated and will post about the event regularly. You will want to “like” or “follow” this page to stay up to date. The Facebook page can be found at our NEW Facebook page at
<https://www.facebook.com/luckyasthorsemanshipNY>

Our ever growing event website can be found at: www.equusfesteast.com. Our marketing efforts historically reach over 50,000 humans.

Be sure to check them out periodically!

EVENT UPDATES

As the date for Equus Fest East gets closer we will be sending out UPDATES via Email (so be sure we have an accurate one for you on file) containing specific details for our Exhibitors and via our Facebook Event Page and website for more “public consumption” information.

BOOTH SPACE RULES

YOU provide **EVERYTHING** for your booth! From tables/chairs to display items to electrical cords/connections and everything in between! Please plan accordingly! This is how we keep booth costs so low for a **WEEKEND LONG** event!

PLATINUM and GOLD MEDAL EXHIBITORS: All PLATINUM and GOLD MEDAL level Exhibitors (indoor - Youth Building & Ag Awareness Building) Exhibitors will need to be responsible for ALL of their displays/booth needs. All Exhibitors must be set up and ready for business by 9:00 AM. All displays will need to be contained **WITHIN THE SPACE ALLOCATED**. Displays that encroach upon another Exhibitor's space will need to be removed. Please keep your side walls (if applicable) to no more than 4 feet in height. Be sure that all displays are secured and balanced. Exhibitors are responsible for the security of their merchandise. Booths shall be staffed during show hours. Please plan accordingly. You will need to provide your own wireless "hot spot" if needed. There is great cell phone reception at the Fairgrounds.

SILVER MEDAL EXHIBITORS: All SILVER MEDAL level Exhibitors (covered space - Cattle Barn) Exhibitors will need to be responsible for ALL of their displays/booth needs. All Exhibitors must be set up and ready for business by 9:00 AM. All displays will need to be contained **WITHIN THE SPACE ALLOCATED**. Displays that encroach upon another Exhibitor's space will need to be removed. Please keep your side walls (if applicable) to no more than 4 feet in height. Be sure that all displays are secured and balanced. Exhibitors are responsible for the security of their merchandise. Booths shall be staffed during show hours. You will need to provide your own wireless "hot spot" if needed. There is great cell phone reception at the Fairgrounds.

BRONZE MEDAL EXHIBITORS: All Bronze Medal level Exhibitors (outdoor lawn in front of the Youth Building and Cattle Barn) Exhibitors will need to provide their booth covering (we recommend an EZ Up or other pop-up sunshade which will need to be secured) and all display needs. Exhibitors who use a **trailer** to do business out off are classified as **Bronze Medal Trailer Exhibitors**. All Exhibitors must be set up and ready for business by 9:00 AM. All displays will need to be contained **WITHIN THE SPACE ALLOCATED**. Displays that encroach upon another Exhibitor's space will need to be removed. Please keep your side walls (if applicable) to no more than 4 feet in height. Signage or banners may be hung by any method deemed safe ON your sunshade or table. Be sure that all displays are secured and balanced. Booths shall be staffed during show hours. You will need to provide your own wireless "hot spot" if needed. There is great cell phone reception at the Fairgrounds. Please plan accordingly.

GENERAL RULES: **ALL Exhibitors are responsible for the security of their merchandise!** Exhibitors may pass out coupons, samples and flyers at the front gate entrance where Attendees enter. Within the borders of the Exhibitor booth, samples, flyers and coupons may

be handed out. We strongly recommend Exhibitors add their participation at Equus Fest East to their social media/marketing efforts to help drive business to their booths. Exhibitors are responsible for providing ALL display materials including tables, chairs, table coverings, grid walls and hooks/racks. If you need to restock during the show please plan to use a handcart or other device to bring in merchandise. There will be no automobile access to the facility during event hours. Please plan accordingly.

SPONSORSHIP PROGRAMS

We have several unique **Sponsorship Programs** available. A Sponsorship gets you a 10 x 10 Gold Medal space, special marketing, your logo in the Program and other promotional perks! Being a sponsor also gets you mentioned via audio announcements between Clinician demonstrations in the Pavilion Arena.

- **ARENA SPONSORS:** We have six (6) Arena Sponsorship spots available. We will allow only ONE of a business type to be an Arena Sponsor (ex: one tack shop, one health care provided, etc.). Arena sponsors get the above noted benefits and TWO banners, **which you provide**, hung in the one of the Demo Rings or Main Arena for all to see! Your logo is displayed on our Program, Website and Social Media efforts. Banner Sponsorship is just \$350.00 for Standard Arena Sponsor Participants. ***NEW for 2024 - Arena Sponsors get a FREE FULL PAGE ad in the Program! You must have your logo/copy or ad in to our office by September 1, 2024!***
- **GIFT BUCKET SPONSORS:** We have two (2) Gift Bucket Sponsorship spots available. Each Gift Bucket Sponsor gets their own “gift bucket” labeled with their logo in a format you provide and ONE banner hung in the Main Arena or on the bleachers for all to see, along with the above noted benefits. Gift Bucket Sponsorship is just \$250.00 (or products of equal/greater value) for Gift Sponsor Participants. ***NEW for 2024 - Gift Bucket Sponsors get a FREE HALF PAGE ad in the Program! You must have your logo/copy or ad in to our office by September 1, 2024!***
- **TICKET BOOTH SPONSORS:** We have two (2) Ticket Booth Sponsorships spots available. Each Ticket Booth Sponsor gets ONE banner (which you provide) hung in the Ticket Booth area for all to see, along with the above noted benefits. Ticket Sponsorship is just \$200.00 for Sponsor Participants. ***NEW for 2024 - Arena Sponsors get a FREE QUARTER PAGE ad in the Program! You must have your logo/copy or ad in to our office by September 1, 2024!***

PROGRAM ADVERTISING

Our printed program will be given out to every ticket holder. The format will be multi-page, 5x7 size booklet. Exhibitors can purchase a printed ad in the program (**deadline is September 1, 2024 - no exceptions!**) and must provide **logo and copy** to us by the deadline. Ad rates are as follows:

FULL PAGE: \$125.00 (Non Exhibitors - \$185.00)

HALF PAGE: \$85.00 (Non Exhibitors - \$125.00)

QUARTER PAGE: \$65.00 (Non Exhibitors - \$90.00)

RV/LQ/CAMPER PARKING

The Ulster County Fairgrounds has full RV Hookups. SPACE IS LIMITED!! Spaces for the entire weekend (Friday afternoon to Sunday) are just **\$50.00**. Please let us know on the registration form if you need camp space when you register and add the camp space fee to the booth amount.

BOOTH SHARING

Our event policy is **ONE BUSINESS per 10x10 space**. This means of you and another business want to share a space then you need a larger space. This is for the ease of experience for our Attendees. This rule is **FIRM**.

REFUNDS POLICY

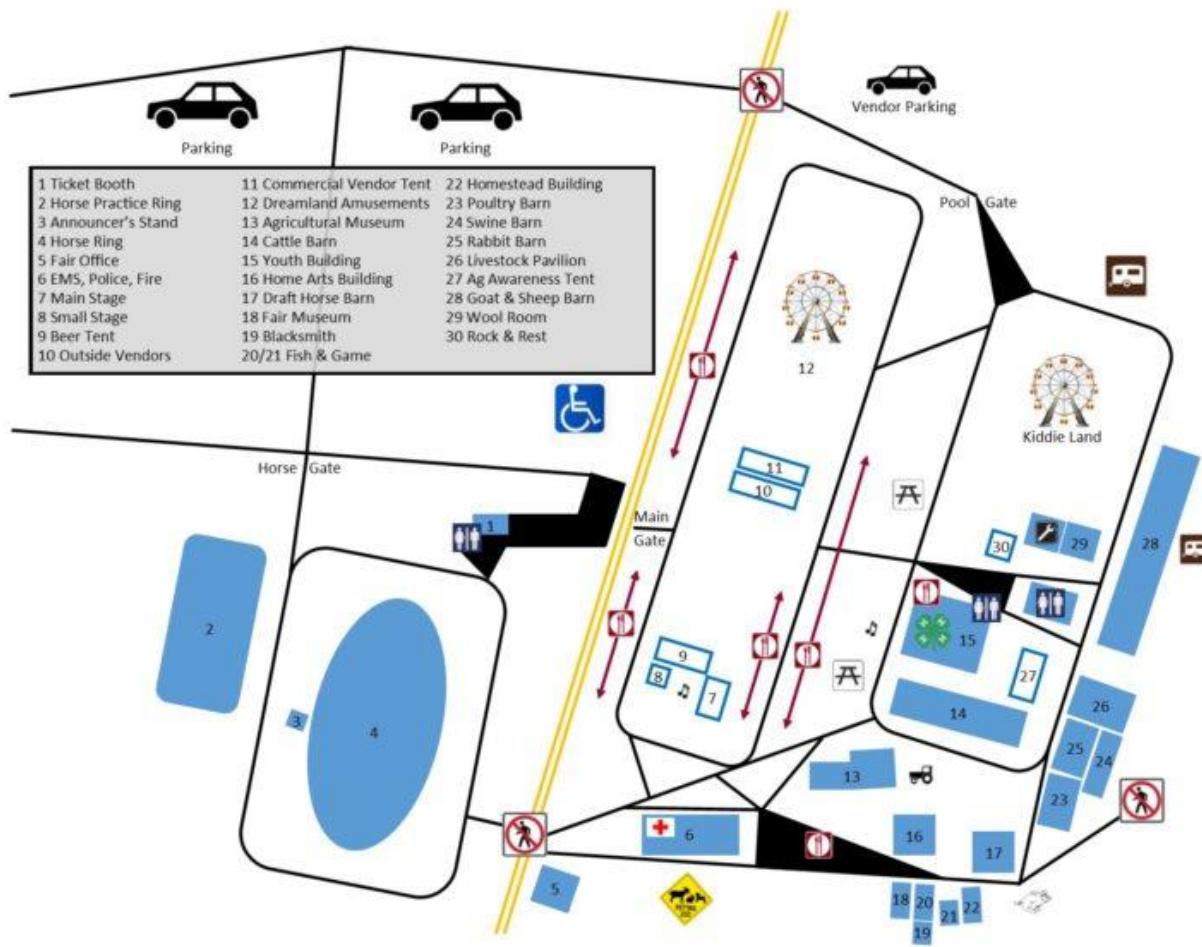
If you must drop out of the event, a request for a refund must be requested **in writing** via email to equusfesteast@gmail.com by **July 15, 2024** to receive a 50% refund. **Cancelations after July 15, 2024 are not eligible for any refund**, however an event credit may, at EFE Leadership's discretion, be applied to future celebrations on a case by case basis. **Cancelations after July 30, 2024** are not eligible for any sort of refund or credit. A no-call/no show or canceling the week leading to the event (all the marketing has been done) will drop you from any and all Alumni specials and may get you banned from all future events.

EVENT CANCELATION POLICY

If the event has to be canceled for any reason by the event organizers or site management, booth space refunds will be issued within 200 days of notification in writing of cancelation. 100% of the Booth fee will be returned via Pay Pal or Check as the Exhibitor requests. Please understand that this event will happen RAIN or SHINE and will only be canceled due to unforeseen site/leadership emergencies.

SITE MAP (not to scale)

Note: Our Event will be using the following areas during event hours: Gate A (by Building #5), Youth Building (#15), Cattle Barn/ Demo Ring (#14), Homestead/Home Arts (#16) Building, Draft Horse Building (#17) Main Lawn, Horse Ring (#4), Horse Practice Ring (#2), Announcers Booth (#3), Ticket Booth (#1) and Parking Area. All vehicles must be off site BEFORE 9:00 AM and parked in the designated parking area.



EQUUS FEST EAST 2024: Booth Request Form

Contact Name: _____

Business Name: _____

Phone: () _____ - _____

Email: _____

Website: _____

Facebook: _____

Resale Permit No.: _____

Booth Type (circle one): Sponsor Platinum Medal Gold Medal Silver Medal Bronze Medal
Farmers Market Tack Swap Meet

**BOOTH RATES FROM SEPTEMBER 25, 2023 - AUGUST 15, 2024. After AUGUST 15, 2024
PRICES INCREASE BY 15% (noted in red)!**

**2023 ALUMNI SPECIAL: You can get the 2023 Booth Rates by December 1, 2023 if you
send in the form that was in your Event Registration Envelope! You MUST have attended the
2023 event for BOTH DAYS to get the Alumni rate!**

Booth Size/Type (please circle one):

Sponsorships

- Arena Sponsorship (\$350.00) **\$400.00**
- DELUXE Arena Sponsorship (\$425.00) **\$485.00**
- Gift Bucket Sponsorship (\$250.00) **\$285.00**
- DELUXE Gift Bucket Sponsorship (\$325.00) **\$375.00**
- Ticket Booth Sponsorship (\$225.00) **\$280.00**

Booth Spaces

Platinum Medal Space (comes with a Full Page ad in the Program and Social Media Boosts)

- Platinum Medal Space 10 x 10 (\$250.00) **\$285.00**
- Platinum Medal Space 10 x 20 (\$300.00) **\$345.00**
- Platinum Medal Space 10 x 30 (\$360.00) **\$415.00**
- Gold Medal Space 10 x 10 (\$185.00) **\$210.00**
- Gold Medal Space 10 x 20 (\$230.00) **\$265.00**
- Gold Medal Space 10 x 30 (\$295.00) **\$340.00**

- Silver Medal Space 10 x 10 (\$100.00) **\$115.00**
- Silver Medal Space 10 x 20 (\$120.00) **\$140.00**
- Silver Medal Space 10 x 30 (\$150.00) **\$170.00**
- Bronze Medal/All Outdoor Space 10 x 10 (\$80.00) **\$92.00**
- Bronze Medal/All Outdoor Space 10 x 20 (\$100.00) **\$115.00**
- Bronze Medal/All Outdoor Space 10 x 30 (\$120.00) **\$140.00**

Trailer Spaces

- Bronze Medal Trailer Space 15 foot (\$90.00) **\$103.00**
- Bronze Medal Trailer Space 20+ foot (\$100.00) **\$115.00**

Food Truck Spaces

- Food truck spaces are **\$80.00** until **August 15, 2024**. After August 15, they are **\$90.00**.

Camping Spaces

- All Camping spaces are \$50.00 for the weekend and come with Electric, Water and Sewer hookups. Friday camper setup is between 4:00pm - 8:00pm.

BOOTH PAYMENT OPTIONS:

PAYPAL: Send in your booth payment via PayPal. Use the following account: equusfesteast@gmail.com. Use the “Send Money to Family/Friends” option or **you pay all additional fees**.

VENMO: Contact us for details! We will send you Venmo information. Email us at equusfesteast@gmail.com and we will send it to you.

CHECK: Make checks payable to **Michael Canfield**, and send them along with a copy of this form to our office at **13 Hewlett Road Red Hook, NY. 12574**

NOTE: Deadline to reserve your booth space is **August 15, 2024**. Any space requests received **AFTER** the deadline will have an **additional 15% added** to their fee (*see the Bold prices in red above). Please be aware of this and plan accordingly. Spaces will be allocated on a First Come, First Served basis. If you are interested in providing some form of demonstration or are wishing to be part of the “Trainer Talk” segment, please EMAIL us at equusfesteast@gmail.com.

We look forward to sharing a fantastic celebration of all things horse and rural lifestyle with you at Equus Fest East!

Respectfully,

Michael & Theresa