



Lucky Star Horsemanship presents:

EQUUS FEST “EAST”

Saturday September 25, 2021

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 boot registration, event set-up, hours of operation, parking and rules of display in your booth. If you have any questions please contact us at luckystarhorsemanship@gmail.com or give us a call at (530) 919-8767 or (518) 303-2504, Monday - Friday, 9:00 AM to 5:00 PM, PST. Saturdays and Sunday please leave a message and we will get back to you.

EVENT SET-UP/TEAR DOWN

Event set-up begins at **7:30 AM** on **Saturday September 25, 2021**. Booths must be set up and ready for business at **10:00 AM** on Saturday September 25, 2021. When you arrive, please head over to the 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 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 site map provided when you check in at the Show Office. Please set up your booth within the marked area. Tear down may begin at **5:15 PM**. Please use courtesy when tearing down. Exhibitors may park in the designated Exhibitor Parking Area. Exhibitors will need to provide all display and merchandising materials/equipment needed for their booth spaces. No pop-up sunshades or tents will be allowed in the indoor (Gold Medal) or covered (Silver Medal) spaces, but back walls (up to 7 feet) and side walls (up to 4 feet) are allowed. Outdoor (Bronze Medal) spaces may use pop-ups/tents with the same wall dimensions.

SHOW OFFICE & EVENT HOURS

The Show Office is located in the **Youth Building** and opens at 7:30 AM. The Show Office closes at 8:00 PM. Event hours are 10:00 AM to 5:00 PM on Saturday September 25, 2021. 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 2021 event badge/bracelet) will have access to water, soda and some light snacks from 9:30 AM to 4:00 PM during the event. Just our way of saying “thank you” for being part of the celebration!

FACEBOOK PAGE & WEBSITE

We have a Facebook event page that we will use to keep all Attendees and ur FEST. You will want to “like” or “follow” this page to stay up to date. The Facebook page can be found at **new Facebook page** at <https://www.facebook.com/events/354147395286425/>

Our ever growing event website can be found at: www.equusfest.com

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) and via our Facebook Event Page.

BOOTH SPACE RULES

GOLD MEDAL EXHIBITORS: All **GOLD MEDAL** level Exhibitors (indoor - Youth 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 10:00 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 10:00 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) and all display needs. Exhibitors who use a trailer to do business out of are classified as **Bronze Medal Trailer Exhibitors**. All Exhibitors must be set up and ready for business by 10:00 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 Henningsen 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 Main Arena or on the bleachers for all to see! Banner Sponsorship is just **\$350.00 for Sponsor Participants.**
- **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 for Sponsor Participants.**
- **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. Gift Bucket Sponsorship is just **\$200.00 for Sponsor Participants.**

REFUNDS POLICY

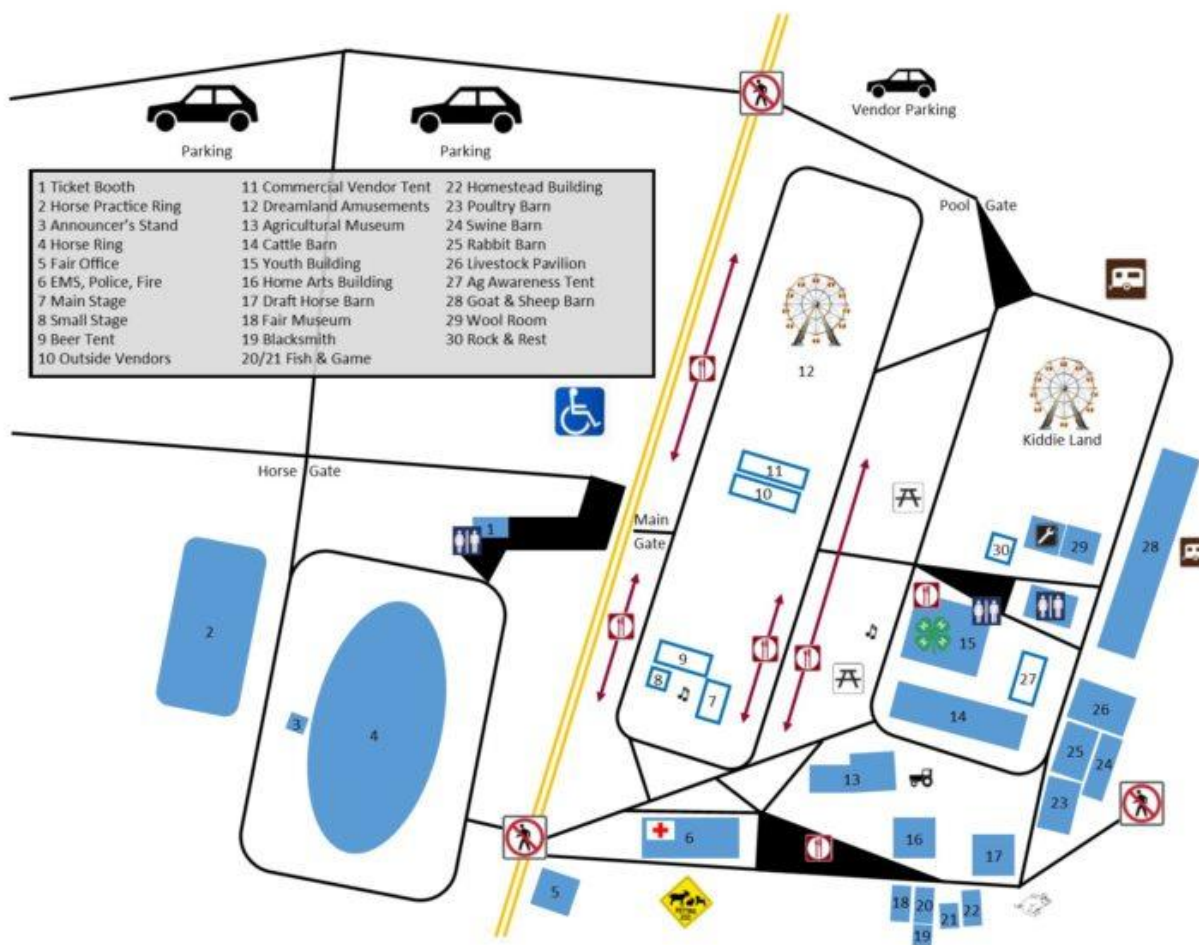
If you must drop out of the event, a request for a refund must be requested in writing via email to luckystarhorsemanship@gmail.com by **August 10, 2021** to receive a 100% refund. Cancelations received in writing **after August 10, 2021** but **before August 15, 2021** are eligible for a 50% refund. Cancelations **after August 15, 2021** are not eligible for any cash refund, however an event credit can be applied to future celebrations.

EVENT CANCELCATION POLICY

If the event has to be canceled for any reason, booth space refunds will be issued within 150 days of notification in writing of cancellation. 100% of the Booth fee will be returned via Pay Pal or Check as the Exhibitor requests.

SITE MAP

Note: Our Event will be using the following areas during event hours: Youth Building, Cattle Barn, Ag Awareness Tent, Main Lawn, Horse Ring, Ticket Booth and Parking Area. All vehicles must be off site **BEFORE 10:00 AM** and parked in the designated parking area.



EQUUS FEST EAST 2021: Booth Request Form

Contact Name: _____

Business Name: _____

Phone: () _____ - _____

Email: _____

Resale Permit No.: _____

Booth Type (circle one): Sponsor Gold Medal Silver Medal Bronze Medal

Booth Size (circle one):

Sponsorships

- Arena Sponsorship (\$350.00)
- Gift Bucket Sponsorship (\$250.00)
- Ticket Booth Sponsorship (\$200.00)

Booth Spaces

- Gold Medal Space 10 x 10 (\$150.00)
- Gold Medal Space 10 x 20 (\$200.00)
- Gold Medal Space 10 x 30 (\$275.00)

- Silver Medal Space 10 x 10 (\$85.00)
- Silver Medal Space 10 x 20 (\$100.00)
- Silver Medal Space 10 x 30 (\$140.00)

- Bronze Medal Space 10 x 10 (\$65.00)
- Bronze Medal Space 10 x 20 (\$85.00)
- Bronze Medal Space 10 x 30 (\$100.00)

Trailer Spaces

- Bronze Medal Trailer Space 15 foot (\$75.00)
- Bronze Medal Trailer Space 20+ foot (\$100.00)

BOOTH PAYMENT OPTIONS:

PAYPAL: Send in your booth payment via PayPal. Use the following account: luckystarhorsemanship@gmail.com. Use the “Send Money to Family/Friends” option to avoid additional fees or you will be responsible for them when you sign in. Email a copy of this form to luckystarhorsemanship@gmail.com.

CHECK: Make checks payable to Michael Canfield, and send them along with a copy of this form to 56 Old Queens Highway, NY 12446.

NOTE: Deadline to reserve your booth space is August 31, 2021. Any space requests received *AFTER the deadline* will have an *additional 15% added* to their fee. 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 luckystarhorsemanship@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

Lucky Star Horsemanship/Equus Fest