



Lucky Star Horsemanship presents:

## **EQUUS FEST EAST**

Saturday September 25, 2021

Ulster County Fairgrounds

New Paltz, NY.

# **CLINICIAN PROGRAM HANDBOOK**

## EQUUS FEST EAST: Clinician Program

Thank you for being part of the Equus Fest East family! **Education** is our primary focus for this one-day event happening on Saturday September 25, 2021 at the Ulster County Fairgrounds in New Paltz, NY. In order to bring quality education to the Attendees, we have crafted a Clinician Program that will benefit both the Attendees and the Clinician, The program allows the Clinician/Trainer a unique opportunity to get their message out to the active equestrians in the community who are looking for instruction, advice, and training in the most cost-effective manner we can create, which is FREE!

The Equus Fest East Clinician Program will give participating Clinicians the following:

- **FREE** 10 x 10 Premium (indoor) booth space (if available). You can sell products, book services and interact with potential clients/students from your booth.
- **REE** arena time (one-hour) to perform demonstrations and “mini-lessons” with selected participants.
- **FREE** Trainer Talk time (30 minutes) to conduct an informal discussion on any horse related topic or Q & A session that they wish.
- **FREE** marketing on our event website, social media and through the event’s traditional marketing efforts.
- **FREE** access to the “Green Room” during the event.

Clinicians will provide the following:

- At least one (1), one-hour demonstration/ mini-clinic in the Main Arena during the event.
- At least one (1) thirty-minute “Trainer Talk” session (unmounted, outside the Marshal Reception Hall) during the event.
- Interact with Attendees at your FREE booth during the event.
- Any booth display items, merchandise, tables, chairs needed for their booth.
- **PA system** and any props/ training tools they may need. (The site’s PA system is not currently wireless.)

## Compensation:

On top of all the benefits provided by the event (see above), you may set a **Participant Fee** for anyone who wishes to work with you during your demonstrations/ mini-clinics. We will collect the fees for you and then provide these funds to you **during Event Registration** (7:00 AM -9:45 AM at the Show Office,). In short, **you get paid before the event begins**.

## Demonstrations/ Trainer Talk/ Participants:

Clinicians **determine the subject** of their **Demonstrations** and “**Trainer Talks**.” Clinicians determine their own **Participant Rider Fee** and **number of Participant Riders**, if any, in their session (we have had great success with our Clinicians charging between \$50.00 - \$65.00 per Participant Rider). We **strongly suggest** that Clinicians **promote their participation at *Equus Fest “East”* through their marketing/ social media resources as well**, to ensure maximum exposure, participation and opportunities to grow their business.

## Confirmation of Participation:

Once we receive your participation request form we will review and notify you of its receipt. Spaces are limited for this event. The primary goal is to offer a **diversity of approaches and disciplines** for the education of the Attendees. The Clinician line-up will reflect this focus. Once a clinician has been selected we will begin to market their participation at Equus Fest East. Those selected will be notified by email.

## Horse Housing/ Warm-Up Area:

Equus Fest “East” is a one-day event. Horses may be kept at their trailers or in temporary enclosures, provided by the Clinician, next to their trailer.

There will be access to the **Warm Up Arena next to the Main Arena** that will be designated a warm-up area (a map will be provided at Show Office when you sign in). You may warm up your horse(s) up to **20 minutes before** your demonstration. Please do not disturb any on-going demonstrations during your warm up.

If you have any questions about horse housing or the warm-up area please contact us at **luckystarhorsemanship@gmail.com** or call us at (518) 303-2504, Monday-Friday, 9:00AM -5:00 PM, EST.

## GREEN ROOM

For the event Exhibitors and Clinicians there will “Green Room” near the Show Office. Exhibitors and Clinicians will have access to water, soda and some light snacks from 9:00 AM to 4:30 PM during the event. Just our way of saying “thank you” for being part of the celebration!

If you have any questions please feel free to contact us at [luckystarhorsemanship@gmail.com](mailto:luckystarhorsemanship@gmail.com) or call us at (530) 919-8767/ (518) 303-2504.

## EQUUS FEST EAST: Clinician Participation Request

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### Demonstration Topics

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_

### Trainer Talk Topics

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_

How Many "Participating Riders/Horses" will you want? \_\_\_\_\_

Cost per Horse/Rider? \_\_\_\_\_

Experience Level of Horse/ Rider (circle one):

- Beginner
- Intermediate
- Advanced

Short Biography (used on our website and in creating our announcements): \_\_\_\_\_

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Will you recruit your own "Participating Riders/Horses?" (circle one) YES NO

**NOTE:** Please fill out this form and email it back to us at [luckystarhorsemanship@gmail.com](mailto:luckystarhorsemanship@gmail.com). We will confirm receipt and notify you of your participation status within two business days.