

# 2010 AHP TRADE SHOW PARTICIPATION FORM

The AHP Newsstand booth is a co-operative program that provides members with a cost effective way to exhibit at national and regional equine events. Publication members have an opportunity to distribute their publications and acquire valuable subscriber leads generated from the free drawing for a one-year subscription that is held during each event. Leads will be sent via e-mail as an Excel file. Publications with a circulation under 5,000 are offered the option to participate in the program by choosing to send half the number of copies for half price. Free distribution allows members who contract their own space at these events to use the AHP booth as a second point of distribution and members with a free publication to participate. A group discount is available for publication members published by the same publisher (see below).

Affiliate and Corporate members may also participate in this program and have an opportunity to distribute up to 300 copies of one promotional piece advertising their product or service. No sales or orders will be taken at the booth.

Member participating fees are assessed based on cost of exhibit space, furniture rental, supplies, staffing, drayage, and/or any additional expenses directly associated with the booth. Participating members are responsible for shipping their publications or promotional pieces to the event on time.

## Equine Affaire, February 4-7, 2010—Fairplex, Pomona, CA

PUBLICATION FEE: \$300 (300 COPIES)       PUBLICATION UNDER 5,000 FEE: \$150 (150 COPIES)  
 AFFILIATE FEE: \$150 (300 COPIES)  
 CORPORATE FEE: 300 (300 COPIES)       NONPROFIT MEMBER FEE: \$150 (150) COPIES

## Equine Affaire, April 8-11, 2010—Ohio Expo Center, Columbus, OH

PUBLICATION FEE: \$300 (300 COPIES)       PUBLICATION UNDER 5,000 FEE: \$150 (150 COPIES)  
 AFFILIATE FEE: \$150 (300 COPIES)  
 CORPORATE FEE: 300 (300 COPIES)       NONPROFIT MEMBER FEE: \$150 (150) COPIES

## Equine Affaire, November 2010—Eastern States Expo, W. Springfield, MA

PUBLICATION FEE: \$300 (300 COPIES)       PUBLICATION UNDER 5,000 FEE: \$150 (150 COPIES)  
 AFFILIATE FEE: \$150 (300 COPIES)  
 CORPORATE FEE: 300 (300 COPIES)       NONPROFIT MEMBER FEE: \$150 (150) COPIES

### GROUP DISCOUNT FOR PUBLICATION MEMBERS PUBLISHED BY SAME PUBLISHER:

- 2 Publications = \$50 discount off total fees per event
- 3 Publications = \$100 discount off total fees per event
- 4 or more publications = \$200 discount off total fees per event

Member \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

Contact person \_\_\_\_\_ E-mail: \_\_\_\_\_

FEEES WILL NOT BE REFUNDED WITHOUT WRITTEN CANCELLATION NOTICE 10 DAYS PRIOR TO EVENT.

RETURN THIS FORM BY FAX TO (386) 760-7728 OR MAIL TO:  
AHP TRADE SHOW PROGRAM, 49 SPINNAKER CIRCLE, SO. DAYTONA, FL32119