

FOR IMMEDIATE RELEASE

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Making the Most of Your Trip to Equine Affaire

W. SPRINGFIELD, MA—Equine Affaire, the nation’s premiere equine exposition and equestrian gathering, will return to the Eastern States Exposition in W. Springfield, MA, November 13th through the 16th. Because Equine Affaire offers horsepeople so many educational, shopping, and entertainment opportunities and travel expenses are higher than in past years, the staff of Equine Affaire offers the following suggestions for keeping costs down and making the most of your Equine Affaire experience:

Make Plans with Friends and Travel Together

Fuel prices are at record levels, so why not carpool with friends to the event? Equine Affaire is the perfect getaway for you, your horse-loving friends, and members of your horse-related clubs and associations. It’s also a great place for online groups to meet. There will be so much to see and do, and it will be a great place to share your passion for horses with other horsepeople.

Take Advantage of Discounted Hotel Rates

Special discounted rates are available at numerous Equine Affaire host hotels in and around W. Springfield. Make your reservations now; where they are not sold out, blocks of rooms at host hotels will expire in October. For a continuously-updated list of host hotels—with locations, rates, and room availability—call Equine Affaire or consult www.equineaffaire.com.

Save Time by Purchasing Tickets in Advance

Advance admission tickets can be purchased through October 20th online at www.equineaffaire.com or by calling (740) 845-0085. Tickets will also be available at the gates (cash only). You'll turn in your advance ticket at the Advance Ticket Tent just inside of the entrance from the parking lot to receive a daily or four-day armband.

Know Where You're Going and How to Get There

A map of the W. Springfield area and directions to the Eastern States Exposition are available at www.equineaffaire.com. The Eastern States Exposition is strategically located in the heart of New England near the junction of Interstates 90 and 91. Attendees may access the grounds only via Gate 9 on Memorial Avenue at the east end of the facility.

Dress Comfortably and Bring a Pad and Pen, Audio Recorder, Camera, and Video Camera

Sessions will begin early and run continuously through each day. Wear comfortable shoes and be prepared to cover a lot of ground traveling through the trade show and between clinic and seminar venues. Although the buildings are temperature-controlled, you may want to dress in layers to maintain your comfort level within and between all venues.

You are likely to want to take notes during many of the clinics and seminars or while browsing the trade show. You may also want to plan to record sessions on an audio recorder. Videotaping for later personal, home viewing will be permitted for most sessions; an announcement will be made at the beginning of any session during which videotaping will be prohibited at the request of an individual clinician.

Purchase an Event Program

The souvenir program at this year's event will be only **\$2.00** and will include a map of the grounds as well as detailed layouts of all buildings, a comprehensive list of exhibitors (including booth locations and phone numbers), an updated clinic and seminar schedule, and biographical information on all of the presenters at Equine Affaire. The program will be an invaluable guide during your visit, a handy place to take notes, and the perfect place to collect autographs. Programs will be sold at each of the main entrance gates and at the Information Booths in the Better Living Center and Mallery Complex.

Plan Your Day and Be Sure to See Everything

Use the comprehensive information available online and in the event program to carefully plan your time at the event. In addition to the full schedule of clinics, seminars, and demonstrations, there will be many other activities and things to see within the trade show, Arabian Horse Association Youth Pavilion, Breed Pavilion, and Horse & Farm Exhibits.

Take Advantage of One-Stop Shopping

The trade show at Equine Affaire will cover thousands of feet of indoor and outdoor exhibit space in the Better Living Center, Young Building, Stroh Building, Mallery Complex, and Mallery Arena. Equine Affaire will be the easiest, most convenient, and most cost-effective way to shop for all of your horse-related needs from tack, riding apparel, health and grooming supplies, and barn equipment to jewelry, books, publications, videotapes, art, fencing, gifts, trucks, and trailers. In addition, there will be booths providing information on horse breeds, clubs, and sports. You'll also be able to shop for gifts for the horse-lovers on your holiday list! ATMs will be located on site.

Make Plans to See the Pfizer Fantasia

The Pfizer Fantasia, Equine Affaire's signature evening event, will be a musical celebration of the horse showcasing a wide variety of professional equestrian performers and exceptional horses choreographed to a range of musical styles from classical to contemporary. The doors to the Coliseum will open at

7:30pm, and the Pfizer Fantasia will begin at 8:00pm Thursday, Friday, and Saturday. This very special equine event requires a separate ticket, and all seats are reserved. Call Equine Affaire or use the online credit card ordering system to purchase your tickets today. Tickets may be ordered in advance through October 17th; tickets not sold in advance will be available for purchase at the Information Booth in the Better Living Center beginning at 9:00am on Thursday at the expo.

Catch the Excitement of the Versatile Horse & Rider Competition

Don't miss Equine Affaire's ultimate test of horsemanship: the Versatile Horse & Rider Competition. This all-breed, all-discipline competition will take place on Saturday and Sunday afternoons in the Coliseum. Be sure to stop by and cheer on your favorite horse and rider team competing for \$4250 in cash and other prizes.

Test Your Luck in the Equine Affaire Raffle

This year's Equine Affaire Raffle will feature a variety of great prizes in addition to tickets to next year's event and daily drawings for tickets to that evening's Pfizer Fantasia show. Details on the raffle and prizes as well as a form to enter the raffle before the event are available at www.equineaffaire.com. One online entry will be accepted per household through October 31st. At the event you may enter the raffle by completing an electronic entry form at the Raffle Center in the Mallary Arena.

Above All, Enjoy Yourself

The trade show hours will be 9:00am–7:30pm Thursday, November 13th through Saturday, November 15th; and 9:00am–5:00pm on Sunday, November 16th. Equine Affaire is produced by horsepeople, for horsepeople and we look forward to seeing you at the event! While at the event, please don't hesitate to stop by the Information Booths in the Better Living Center and Mallary Complex for assistance.

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