

## **Asheville ALIVE 2012 – The Piedmont Classic Paso Fino Horse Show**

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### **Asheville ALIVE 2012**

#### **Vendor Application**

We invite you to reserve Vendor space at **Asheville ALIVE 2012 – The 30<sup>th</sup> Anniversary of the Piedmont Paso Fino Horse Show**, which runs June 21 -24, 2012. We are excited the Western AG Center is home to **Asheville ALIVE 2012 Piedmont Paso Fino Horse Show!** The Paso Fino Horse eloquently combines Spanish heritage and American tradition to present “Los Caballos de Paso Fino” – the horses with the fine walk. Voted “Best in Paso Fino Horse Shows in 2010 and 2011” by United States Equestrian Federation ([www.usef.org](http://www.usef.org)).

**Asheville ALIVE 2012** will feature “The Vendor Village” with Vendors from the Asheville community. Come experience the culinary temptations, artisans, crafts, music and many other unique opportunities representing Asheville and the Great Smokey Mountains of North Carolina. “Come Explore Asheville”. In addition, equine vendors will there be to offer an excellent opportunity to purchase not only Paso Fino tack and other horse related items but unique equine art, jewelry, clothing and much more. An incredible shopping venue for both Exhibitors and Spectators!

#### **Why “Be Seen” at Asheville ALIVE 2012?**

Showing the Paso Fino Horses is a high profile sport full of fast-paced action that makes it not only exciting, but highly entertaining and engaging. The sport reaches an affluent, upwardly-mobile market segment that is passionately loyal to products and services that support their personal and equestrian interests. By taking advantage of participating as a vendor, your company will seize a competitive opportunity for effective marketing and sales.

#### **Your company will be associated with the best the sport has to offer.**

- This includes the prestige, affluence, experience and rich tradition that make the Paso Fino Horse Shows unique and captivating.
- Paso Fino Horse events are where the world's top riders, owners and horse experts, as well as spectators gather for world-class competition and entertainment in the heart of Asheville.

#### **Your company will be able to gain exposure with an affluent market group.**

**Asheville ALIVE 2012 Piedmont Paso Fino Horse Show** is an excellent opportunity for you to showcase your products and services to an equestrian audience which is comprised of riders, owners, trainers, grooms and spectators.

Equestrian Sports Participant Demographics (Source: USA Equestrian) profile 80,000 members and on-site audiences. Factors include the following:

- Estimated consumer expenditures by USAE membership each year: \$2 billion

- 40% report an individual income in excess of \$150,000 per year
- 80% have a minimum four-year college degree
- The average home value is \$412,000
- 81% own their primary residence outright
- 15% own a second home
- 43% travel on airlines more than 16 times per year
- 78% are members of a frequent flyer program
- 97% hold one or more credit cards
- 55% of automobiles owned were purchased last year
- Average number of equestrian events participated in each year: 14
- Average number of horses owned: 5

Vendor Spaces are located both inside and outside the arena. Inside vendor space is 10 x 6 with standard electrical access. Outside vendors are encouraged to be prepared for changing weather conditions. Vendor trailers will only be allowed in outdoor vendor space. Consideration and approval remains on tenure and on a first-come, first-serve basis - so we encourage you to send in your application with payment in full as soon as possible.

The indoor vendor rate is \$175.00 per space and the outdoor vendor flat rate is \$300.00. Limited Vendor Space available so register early! Vendor space at **Asheville ALIVE 2010 and 2011** was completely sold out! Don't miss out!

**Don't forget to advertise in the Asheville ALIVE 2012 Show Program!**

#### **ASHEVILLE ALIVE 2012 – 30<sup>th</sup> Anniversary Souvenir Show Program Advertising**

- Color Advertisements - Sponsor provide ad in JPG Format
  - Full Page: \$300.00:
  - Half Page: \$150.00:
  - Business Card: \$50.00
  - Back Cover/Inside Cover/Inside Back: \$750.00 / Subject to availability
- **Ads must be submitted by May 1, 2012 in JPG format**
- **Ads must be submitted by May 1, 2012 with payment**

## **BANNER SPONSORSHIP: \$100.00**

- Display Your Business in the Show Arena
- Sponsorship Recognition Announced throughout Event
- Sponsor to Provide Banner – Size & Placement subject to Show Approval ( est. 4x 6 banner)
- Website Recognition & link

## **CLASS SPONSORSHIP:**

- Regular & Championship Class Sponsorships Available
- Sponsorship Recognition Announced during Class and at Award Presentation
- Sponsorship Recognition in Souvenir Show Program
  - Regular Class: \$25.00 per Class per Show (Th/Fr = 1st show and Sat/Sun = 2nd show)
  - Championship Class: \$50.00 per Class per Show (Th/Fr = 1st show and Sat/Sun = 2<sup>nd</sup> show)

We provide unlimited marketing opportunities for our vendors at **Asheville ALIVE 2012**. If you are interested in becoming an event sponsor, please let us know! We will be pleased to help you create a comprehensive marketing package that will maximize your show experience at **Asheville ALIVE 2012**.

To apply for vendor space, please submit the Vendor Application, Liability Release and payment. Contact Julie Aldred at email: [julie@ashevillealive.com](mailto:julie@ashevillealive.com).

Send your Applications early to secure your Vendor Space at **Asheville ALIVE 2012 Piedmont Paso Fino Horse Show**

**SHOW PROGRAM Advertisements are due by May 1, 2012**

Thank you for your interest in the **Asheville ALIVE 2012 Piedmont Paso Fino Horse Show**. We look forward to seeing you in Asheville! Visit [www.ashevillealive.com](http://www.ashevillealive.com) for all event details. For questions, please contact Director of Vendor Relations, Julie Aldred at email: [julie@ashevillealive.com](mailto:julie@ashevillealive.com)

Sincerely,

Julie Aldred

Director of Vendor Relations

Email: [julie@ashevillealive.com](mailto:julie@ashevillealive.com)

[www.ashevillealive.com](http://www.ashevillealive.com)

# Asheville ALIVE 2012 Piedmont Paso Fino Horse Show

June 21 -24, 2012

## Vendor Application

BUSINESS NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

DESCRIPTION: \_\_\_\_\_

**VENDOR FEE:      \$175.00 Indoor Fee Per Space. \$300.00 Outdoor Flat Fee.**

**TOTAL DUE WITH APPLICATION**

Checks Payable to: Piedmont Paso Fino Horse Association

\$25.00 Fee for Returned Checks.

**Send Payment:**

**Asheville ALIVE 2012**

**c/o Julie Aldred**

**2775 Burke Smokey Creek Rd.**

**Lenoir, North Carolina 28645**

# Asheville ALIVE 2012 Piedmont Paso Fino Horse Show

June 21 – 24, 2012

## Vendor Rules & Regulations

- Vendor must submit completed Vendor Application and Liability Release with Full Payment to Show Management by June 8, 2012.
- Rejected Applications will receive full refund.
- Fees non-refundable for accepted applications.
- Indoor Vendor space is 10 x 6 and multiple vendor spaces may be purchased to create larger vendor space for one vendor and will be charged for each vendor space leased.
- Standard electrical service is provided and is subject to inspection & compliance to all safety conditions by the Western AG Center management. No exceptions – Safety First!
- Vendor can set up Exhibit on June 20, 2012 between 9am – 4pm or as scheduled with Show Management. Vendor cannot exit before close of event on Sunday, June 24, 2012 unless approved by show management. Early Departure may create unsafe conditions for public safety, exhibitors and /or horses.
- Vendor is expected to conduct business in a dignified and courteous manner with full regard to public safety and in agreement with Arena operator's general rules and regulations including fire and safety rules as required by local fire regulations and other local authorities.
- Vendor will utilize the space in order to display and / or sell certain products and services - subject to show management approval. Family atmosphere will be maintained at all times.
- Vendor will be expected to maintain a clean exhibit throughout event and is responsible for all clean up before, during and after event
- Vendor will be expected to thoroughly clean exhibit area after event. If the exhibit space is left with trash and debris, the vendor will be charged a \$200.00 clean-up fee and subject to management approval for future events.
- Force Majeure: If the arena is damaged from any cause whatsoever or if any other casualty beyond the control of Piedmont Paso Fino Horse Association (PPFHA) and/ or the Arena including without limitation, acts of God, fires, floods, epidemic, quarantine restrictions, failure of public utilities or unusually severe weather prevents occupancy and use of the arena for the vendor space, PPFHA will be released from this agreement and any damage so caused.

Upon receipt of Vendor Application with Payment In Full – A confirmation will be sent to you via Email. You will receive your Booth Space # and map of the arena in mid June 2012. Vendor Coordinators will be available for check-in/check-out and throughout the event for any questions or concerns. If you have questions, please email Director of Vendor Relations: [julie@ashevillealive.com](mailto:julie@ashevillealive.com)

**Asheville ALIVE 2012 Paso Fino Horse Show**

**June 21 – 24, 2012**

***Vendor Liability Release***

**Liability:** Neither management, show, co-sponsors or the facility, its officers, employees or representatives are responsible for the loss, damage or injury to Exhibitor's representatives or property from any cause, before, during or after the show. Exhibitor, upon signing this agreement, releases management, show, co-sponsors and the facility, its officers, employees or representatives from and agrees to indemnify same against any claims for loss, damage or injury.

Exhibitor assumes full responsibility for accident, injury or property damage to any person visiting their exhibit, where such accident, injury or damage is caused by negligence of the exhibitor or their representatives.

By signing this agreement, Vendor agrees to follow the "Vendor Rules & Regulations" and to accept the "Liability Release". Please send with the Vendor Application and Full Payment.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

Show Use Only:

Received: Application: \_\_\_\_\_ Payment: \_\_\_\_\_ / \_\_\_\_\_ Liability Release: \_\_\_\_\_

Vendor Booth # \_\_\_\_\_ Vendor Notified: \_\_\_\_\_