

Western States Horse Expo Features

HorseMax[®]: An Innovative Way to Buy and Sell Horses

For years, Western States Horse Expo has offered a horse auction that links willing sellers and buyers. This year, the Horse Expo, June 10-12 in Sacramento, California offers HorseMax[®] to all its horse-loving attendees. This Expo feature is an innovative way for sellers to utilize a powerful marketing machine and for buyers to test ride the horses, talk to sellers, and conduct a private treaty sale right there at the Expo.

Last year HorseMax was staged on a limited trial basis — with huge success. All the horses were sold before noon on the first day of the Expo! This year HorseMax is going to be presented literally to the max!

HorseMax[®] Advantages for Sellers:

- All horses are marketed through California HorseTrader magazine and online at www.horsetrader.com – reaching tens of thousands of potential buyers.
- Horses of all ages, breeds, disciplines and talents are welcome.
- Productive marketing campaign for sellers includes pedigrees, YouTube video, FaceBook integration, with up to seven images of each horse.
- Current sales lists will be available at the Horse Expo at both the HorseTrader booth (Building C, booth #3212) and at Horse Expo information booth (between Buildings C and D).
- Sales lists will also be inserted into California HorseTrader Magazines distributed throughout the Horse Expo grounds.
- Sale horses viewable online at www.horseexpo.com under “Exhibitor Listings” and at www.horsetrader.com (search word: HorseMax).
- After signing up to place your horse on HorseMax[®] at www.horsetrader.com, the staff will assist you with developing and placing ads, and capitalizing on other marketing tools offered through this innovative campaign.

HorseMax[®] Advantages for Buyers:

- Preview horses online at www.horseexpo.com under “Exhibitor Listings” and at www.horsetrader.com (search word: HorseMax).
- No need to be intimidated by an auction — all horse sales are by private treaty.
- Schedule rides with owners of horses that have caught your eye.
- Veterinarians available at the Horse Expo for pre-purchase exams (private contract with veterinarian).
- Meet the sellers and talk about the horses “up close and personal.”
- Negotiate and finalize the sale at the Horse Expo.
- Horses of all ages, breeds and disciplines (including trail riding) are all in one place.
- Pick up latest sales lists at Horse Expo information booth (between Buildings C and D) and at HorseTrader booth (Building C, booth #3212).

“After years of horse auctions at the Expo under the capable gavels of Bill Lefty and Dave Hammond,” reports Miki Nelsen, owner and founder of Western States Horse Expo, “we’re really excited about offering sellers a creative marketing campaign, and giving buyers a new way to ‘test drive’ and purchase a horse through private treaty.”

For more information about Western States Horse Expo, visit www.horseexpo.com or call 800.352.2411.