

# Shopping Mecca Showcased at Western States Horse Expo Pomona

People are attracted to the Western States Horse Expo Pomona for various reasons. Some come for the demonstrations (all that talent for just gate admission!). Some come to listen to veterinarians talk about horse health and crisis management. Others want to listen to trail experts, or cheer for their favorite contender in the Ultimate Super Horse Challenge. But there's one common thread for everyone who attends the Expo, February 3-5, 2017 in Pomona, California at the Fairplex. That commonality is shopping! Even if attendees don't think they're going to shop at the Expo, well, think again! They just can't help themselves.....

Western States Horse Expo Pomona is the ultimate shopping fix for horsepeople — all in one place. Pretty hard to stroll through the aisles and not try on a bracelet or Western hat, or run your hand over a beautifully tooled Western saddle. You can't do that online! And who doesn't want to check out the latest in horse trailers with living quarters. Go ahead. Kick the tires.

Always trying to please attendees, WSHE Pomona consistently invites a variety of vendors to participate in this unique event. Attendees can visit their favorite vendors from years past, and visit the new ones too, like Kristin Lee Photography, Banixx, Patchwork Pig, Gold Fields, and Kuzma Designs.

## ***Here's a glimpse of a few new vendors. We asked them why they chose Western States Horse Expo Pomona; here are their answers.***

Erik Kahn, owner of Pegasus AirBoots, is coming back to the Expo after an unforeseen hiatus. "I love the fact that we're coming back," states Kahn. "Pomona is an excellent show to reintroduce the Pegasus AirBoot. And I'm very happy that John Lyons is going to be there — he uses our product. Pomona gets us a lot of exposure; it's one of the top shows in the country. This year I'm going to NFR and then to Horse Expo Pomona. I have a lot of clients who've asked me if I'm going to Pomona, which proves that Pomona is a win/win situation," smiles Kahn.

It's apparent that Kimes Ranch Jeans believes in the impact that Horse Expo Pomona has in the equestrian world. As a new vendor, they're sponsoring Warwick Schiller — one of the Expo clinicians. Great way to jump in!

"We have such a great relationship with Warwick," says Lindsay Perraton, Director of Marketing for Kimes Ranch Jeans, "and we wanted to support him and introduce our women's and men's jeans and apparel products to his followers. We felt that being at the Expo in Pomona was a good way to capitalize on such a wide audience. We also feel that it will be a niche that we should explore and promote. We certainly hope for a good show and feel that it will really work for us."

Certainly the majority of vendors have been at the Expo for years, taking advantage of a crowd of thousands that attend each year.

John Brand, owner of Buckaroo Leather Products, is enthusiastic about returning to Pomona. "It's a great expo," Brand says. "It's well attended and we always do lots of

business. The most popular items we sell are the ultimate soft-feel harness-leather reins. They're appreciated by everyone, especially trail riders who are the majority of our customers. Customers also line up to purchase our breast collars and trail riding tack." When asked if he's bringing any special new product to Pomona, Brand said, "Absolutely! We're very excited about introducing our new product, a silver custom dog collar. After all, horse owners all have dogs!"

***No expo anywhere would be complete without an array of horse trailers.***

Jason Tucker, president of All American Trailers, has attended Horse Expo Pomona from the very start. "We do great business there. Our trailers attract a lot of repeat customers as well as new customers," says Tucker. "We take a variety of our late model trailers to the Expo and price them very attractively. I mean really attractively — I sure don't want to haul any trailers home!" When asked if he's bringing anything new to the Expo, he replied, "You bet. This year we're bringing Elite Trailers, which is a brand we've never brought before." Perhaps Tucker's one statement says it all about the Expo, "I wouldn't miss it!"

Western States Horse Expo invites horse enthusiasts to experience this incredible event, February 5-7, 2017 and enjoy all the aspects of the Expo, from shopping to competition to demonstrations.

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