

W E S T E R N S T A T E S

HORSE EXPO

A MURIETA EQUESTRIAN CENTER EVENT



E X H I B I T O R S

M E D I A K I T

JUNE 7-9, 2024 • MURIETA EQUESTRIAN CENTER • SACRAMENTO, CA

WWW.HORSEXPO.COM

California has the second highest horse population & the highest number of horse owners per capita in the nation

REACH YOUR TARGET AUDIENCE

Average Attendance
32,000+ Horse Enthusiasts

Your company will be seen by tens of thousands of new eyes, helping to create brand recognition

60% Household Income of \$100,000 or more

68% Have their own farm where they keep their horses

70% Own two or more horses

76%
Own a truck

62%
Own a trailer

IMMEDIATE SALES

Consumers want to buy and are ready to buy

Capture new customers, generate sales leads and set future appointments

84% Indicate Shopping as Reason for Attending

20% Of Attendees Shopping for Barns/Corrals/Equipment

21% Of Attendees Shopping for Trailers/Trucks

STAND OUT

& see what your competition is doing

Consumer shows are a great place to launch a new product or gain consumer insight and research

34% Travel less than 100 miles to attend event

67% Travel between 100 and 500 miles to attend event

9% Travel over 500 miles to attend event

Data from Horse Expo Attendee Surveys

WHY EXHIBIT AT THE WESTERN STATES HORSE EXPO?

**Your customers are here.
Your competition is here.
You better be here too.**

Since 1999 the Western States Horse Expo has been the industry's gold standard for equine focused consumer expositions. The event combines the BEST elements of an industry trade show, horsemanship clinic, festival, equine competition and consumer show. It then blends them together in fun innovative ways that create an event unlike any other. With top class exhibitors, nationally known clinicians, credentialed equine medical professionals and exciting events like the Equus Masters, Magnificent 7 and many, many more, the Western States Horse Expo is simply the finest Horse Expo in the nation.





We love the Horse Expo because the attendees are educated and passionate about horses and they shop, shop, shop!

MIKE

Redmond Rock / Exhibitor



A young person wearing a white cowboy hat, a blue and white patterned long-sleeved shirt, and blue jeans is riding a brown horse with a white blaze on its face. The rider is looking off to the side. The background is a bright, slightly hazy sky.

SHOPPING

One of the highlights of the Horse Expo Experience! Tens of thousands of attendees come from far and wide to take part in this unique shopping experience. Shoppers are ready to buy and delight in the opportunity to take advantage of a wide range of available products and services, with the convenience of having everything in one location and the added benefit of in-person interaction— allowing consumers to see, touch, learn, ask questions and purchase on the spot.

MANE MARKET MALL

Encompassing several large pavilions and numerous Festival tent locations in the heart of the Murieta Equestrian Center. Spaces range from 10 x 10 and up with Festival, Pavilion and Premium locations available.

THE RANCH

An exclusive, high traffic outdoor area dedicated to the exhibition of barns, corrals, tractors, heavy equipment, RV's, ATV's, outdoor furnishings and equine trailer “add-ons.”

RIGS and DIGS

An exclusive outdoor area dedicated to manufacturers and authorized dealers for the exhibition of horse and livestock trailers.



Everyone loved the venue, indoor and outdoor shopping, and good food choices. Rancho Murieta is the perfect venue!

SANDRA G
Eohippus Design / Exhibitor

www.eohippusdesign.com

EXHIBITOR ENHANCEMENTS

BANNER & BAG INSERT

- Ad/Coupon placed inside bags given out to every attendee at entry
- One (1) banner in each of our major clinic arenas
- Three (3) Social Media posts promoting your company/products
- Audio Announcements on our PA system throughout the show
- Arena Announcements for duration of event
- Logo listed as Premium Exhibitor with link to your site

\$1,850

BAG INSERT

- Samples/coupons given out by Horse Expo staff daily at entrance
- Three (3) Social Media posts promoting your company
- Audio Announcements on our PA system throughout the show
- Arena Announcements for duration of event
- Logo listed as Premium Exhibitor with link to your site

\$1,000

BANNER

- One (1) Banner in each of our major clinic arenas (you provide)
- Three (3) Social Media posts promoting your company
- Audio Announcements on our PA system throughout the show
- Arena Announcements for duration of event
- Logo listed as Premium Exhibitor with link to your site

\$1,000

SOCIAL MEDIA

- Three (3) Social Media posts promoting your company
- Audio Announcements on our PA system throughout the show
- Arena Announcements for duration of event
- Logo listed as Premium Exhibitor with link to your site

\$500

SPONSORSHIP LEVELS				
Event Sponsor \$3,000 Investment	Clinicians Sponsor \$5,000 Investment	Secondary Arena, Stage or Pavilion \$8,000 Investment	Spirit Arena Sponsor \$9,000 Investment	Freedom Arena Sponsor \$10,000 Investment

Pre-Event Marketing Exposure

Clinic or Seminar Schedule Recognition	--	★	★	★	★
Event Flyers, Posters, and Direct Mail Piece Recognition	★	★	★	★	★
Full-Page Magazine Advertising Campaign	★	★	★	★	★
Press Release Recognition	--	One	One	One	One
Website Recognition	★	★	★	★	★
Social Media Recognition	Two	One	Two	Two	Four
E-Blast Recognition	One	One	Two	Two	Three

At-Event Marketing Exposure

Clinic & Seminar Schedule Recognition	--	★	★	★	★
Number of Company Banners Prominently Displayed	Two	Two	Three	Four	Four
Exhibit Space	--	10x10 Booth	10x20 Booth	10x30 Booth	10x30 Booth
Program Ad Recognition	1/2 Page	1/2 Page	Full Page	Full Page	Full Page
Bag Inserts	--	★	★	★	★
Promotional Announcements	★	★	★	★	★
VIP Sponsor Parking	Two	Two	Three	Three	Three
Website Recognition	★	★	★	★	★

Post-Event Marketing Exposure

Website Recognition	★	★	★	★	★
Social Media Recognition	One	One	Two	Two	Three
E-Blast Recognition	One	One	Two	Two	Two

“

I go to Horse Expo every year and have a blast each time and learn something new with each clinician. It's the greatest place to be and I'm in heaven the whole time I'm there. Love, love, love all the shopping.

KATHY W
Attendee



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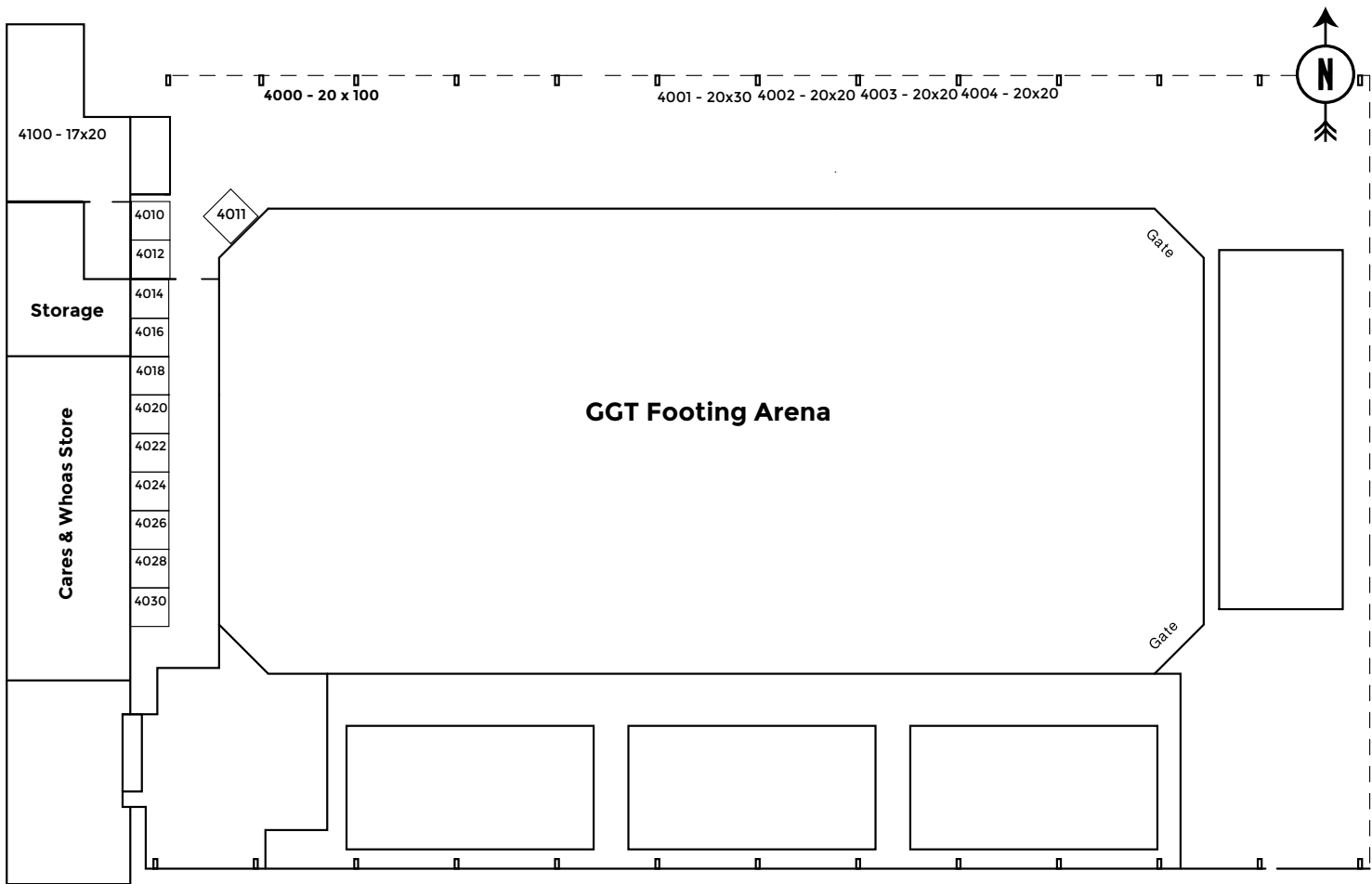
MANE MARKET MALL FESTIVAL

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MANE MARKET MALL PREMIUM PAVILION

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MANE MARKET MALL PAVILION 1

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Gate

1002	1004	1006	1008	1010	1012	1014	1016	1018	1020	1022	1024	1026	1028	1030	1032	1034	1036	1038	1040
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Gate

1001	1003	1005	1007	1009	1011	1013	1015	1017	1019	1021
1100	1102	1104	1106	1108	1110	1112	1114	1116	1118	1120

1025	1027	1029	1031	1033	1035	1037	1039	1041	1043
1124	1126	1128	1130	1132	1134	1136	1138	1140	1142

1101	1103	1105	1107	1109	1111	1113	1115	1117	1119	1121
1200	1202	1204	1206	1208	1210	1212	1214	1216	1218	1220

1125	1127	1129	1131	1133	1135	1137	1139	1141	1143
1224	1226	1228	1230	1232	1234	1236	1238	1240	1242

Gate

1201	1203	1205	1207	1209	1211	1213	1215	1217	1219	1221	1223	1225	1227	1229	1231	1233	1235	1237	1239	1241
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Gate



HORSE EXPO

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Pyranha, Inc. has been a part of the Horse Expo for years and we continue to be excited to exhibit our products there. The event is always run in a professional manner and is a vital part of our marketing program and annual sales program.

LYNN

Pyranha, Inc / Exhibitor



Your Trusted Leader in Insect Control
Guaranteed for 40 years and counting

800-231-2966
Pyranhainc.com



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The Western States Horse Expo is where attendees, who are in an energized “get it NOW” mindset, come to experience the very best products and services the equine industry has to offer. This is an ideal opportunity for our valued exhibitors to create those much needed “touch points” by allowing attendees to interact with their products, experience the quality of what is being offered, which leads to brand loyalty, referrals and repeat business!

To learn more about the great Exhibitor and Sponsorship Programs, and to be part of the Mane Market Mall action please call us at (916) 354-2119, Monday – Friday 9:00 AM to 4:00 PM, PST or email us at letters@horseexpo.com

OFFICE HOURS

Monday – Friday
9:00AM to 4:00PM PST

CONTACT INFORMATION

(916) 354-2119
letters@horseexpo.com

LOCATION

7200 Lone Pine Drive
Rancho Murieta, CA 95683

ANNA ZABLAH

Project Manager
anna@murietaequestriancenter.com

MARK HARGON

Office Manager
mark@murietaequestriancenter.com

KALA JOHNSON

Project Coordinator
kala@horseexpo.com

SHADY SCHNEIDER

Facility Manager
shady@murietaequestriancenter.com

MIKI NELSEN

Founder
miki@horseexpo.com

CAROLYNNE SMITH

Graphic Design
www.pixelgraphixdesign.com

WWW.HORSEXP.COM

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