

WESTERN STATES

HORSE EXPO

A MURIETA EQUESTRIAN CENTER EVENT

A woman in a patriotic costume (red, white, and blue) is riding a horse. She is holding an American flag high in her right hand. The horse is wearing a red and white decorative mask. The background is a blurred arena setting.

EQUINE
Excellence
AWAITS YOU

E X H I B I T O R S
MEDIA KIT

JUNE 6-8, 2025 • MURIETA EQUESTRIAN CENTER • SACRAMENTO, CA

WWW.HORSEXPO.COM



Great show, well run, much better, and many levels for vendors, in my opinion. We were much busier than last year (+30%). Love our space and will book again.

CRAIG LYMAN
CEO, Douglas Feed/ Exhibitor



Reuseable
Bags
\$1.99 ea

TOTES
REG \$9.99
SALE \$7.99

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

REACH YOUR TARGET AUDIENCE

Your company will be seen by 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

34% Haul their horses weekly

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 Mane Event, the American Ride and many, many more, the Western States Horse Expo is simply the finest Horse Expo in the nation.



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.

MANE MARKET PLACE

New this year - an area dedicated and designed for Equine artists to exhibit their hand-made, one-of-a-kind items to their customers. The Marketplace is a central hub in the Mane Market Mall. 10x10 booth spaces with 3' side walls.

RIGS and DIGS

Shop the latest trailers, barns, corrals, tractors, heavy equipment, RV's, ATV's, outdoor furnishings and equine trailer "add-ons."



We feel the event was well organized at the facility and the layout was great. There were a lot of disciplines and draw for a variety of equestrian groups.

LINDSEY CLOSE
Elk Grove Milling / Exhibitor

EXHIBITOR ENHANCEMENTS

PROGRAM ADVERTISING

Deadline: April 20, 2025

| | |
|---------------------|--------|
| • Quarter Page..... | \$350 |
| • Half Page..... | \$500 |
| • Full Page..... | \$750 |
| • Premium..... | \$1000 |

BANNER

\$1,000

- One (1) Banner in each of our major clinic arenas (you provide - 2' x 7' with grommets on all four corners)
- 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

Banners must be received by June 1, 2025

Mail to: Western States Horse Expo, 7200 Lone Pine Dr, Rancho Murieta CA 95683

SOCIAL MEDIA

\$500

- 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

Deadline: March 8, 2025

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 | One | 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 |
| 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 |



My first year at this event, I was pleased with the professionalism of the Center and people working there, I am looking forward to coming back.

LARRY EDWARDS
Derby Fence / Exhibitor

VENUE MAP

JUNE 6-8, 2025 • MURIETA EQUESTRIAN CENTER • SACRAMENTO, CA



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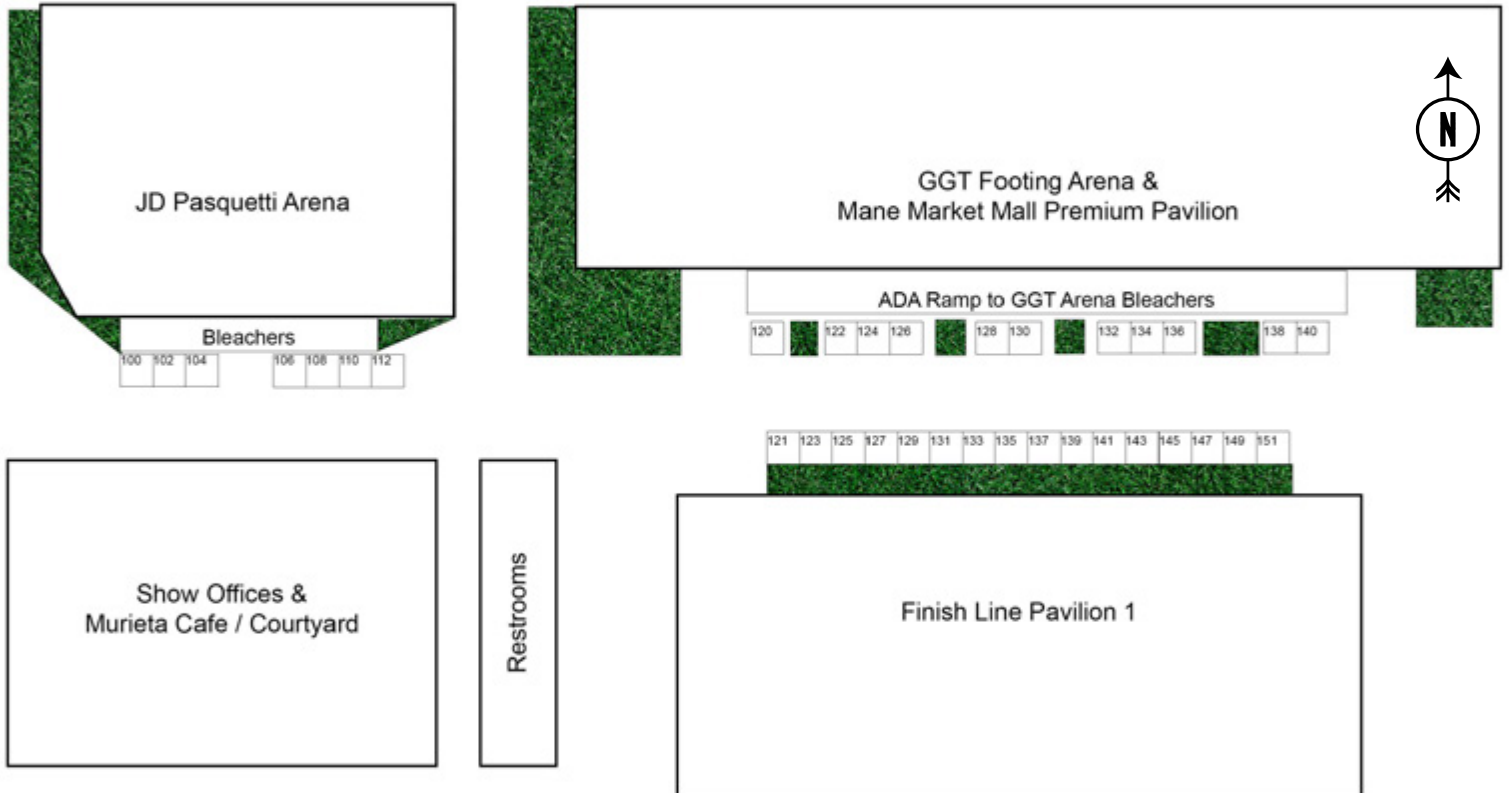


I love the tradition of going! It's great to go with friends and is one of my favorite days of the year!

Attendee

MANE MARKET MALL FESTIVAL

JUNE 6-8, 2025 • MURIETA EQUESTRIAN CENTER • SACRAMENTO, CA

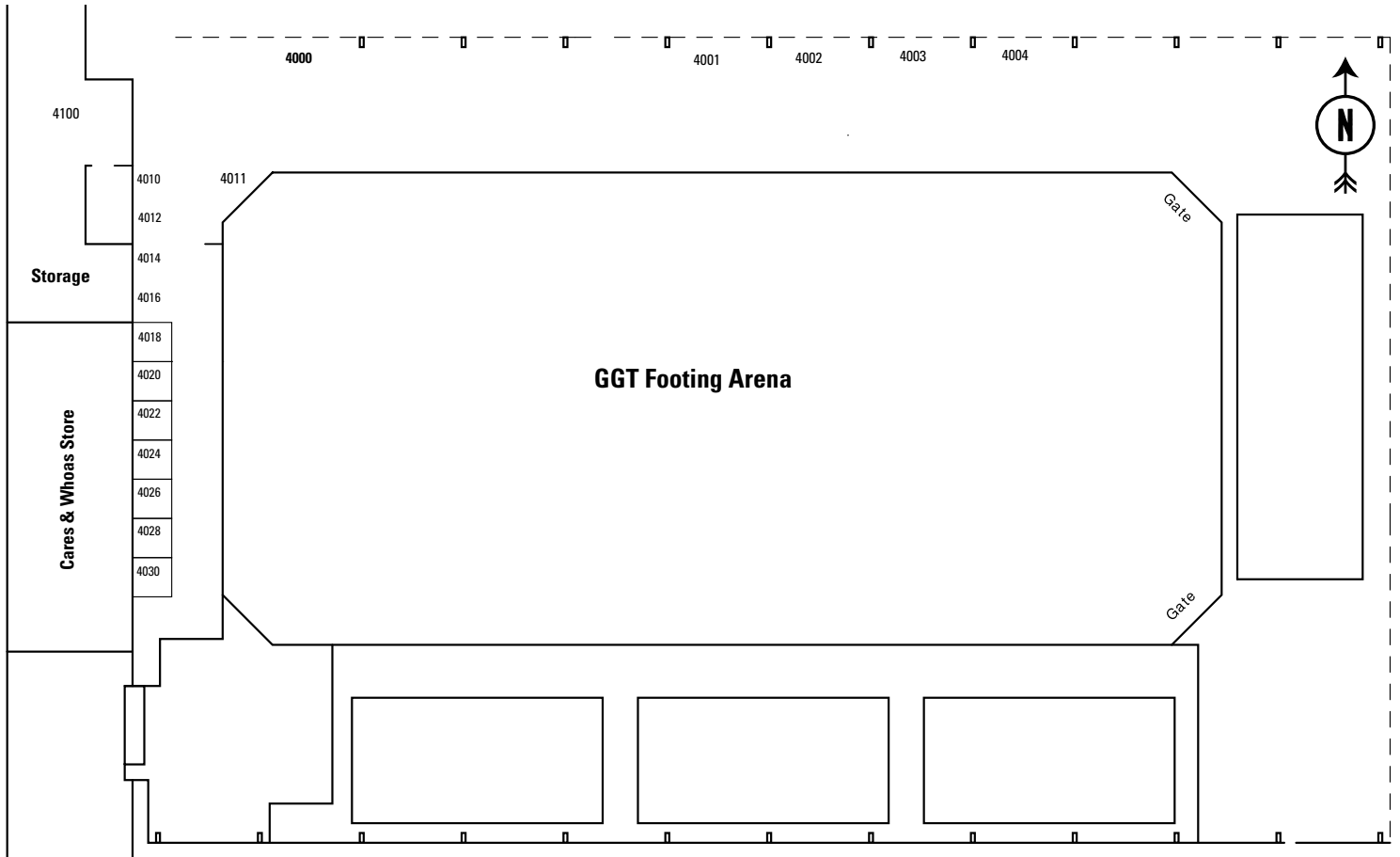


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MANE MARKET MALL PREMIUM PAVILION

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I loved the food truck options and I love the location at Rancho Murieta. Even if it's hot it's such a great venue. You guys have made great progress in bringing it back and I'm excited to watch it keep growing!

Attendee

MANE MARKET MALL PAVILION 1

JUNE 6-8, 2025 • MURIETA EQUESTRIAN CENTER • SACRAMENTO, CA



Gate

Gate

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

| | | | | | | | | | | |
|------|------|------|------|------|------|------|------|------|------|------|
| 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

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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MANE MARKET MALL PAVILION 2

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| | 2200 | 2202 | 2204 | 2206 | 2208 | 2210 | 2212 | 2214 | 2216 | 2218 | 2220 | 2222 | 2224 | 2226 | 2228 | 2230 | Gate | |
|-------------|------------------------------------|------|------|------|------|------|------|------------------------------------|------|------|------|------|------|------|---|------|------|--|
| 2310 | | | | | | | | | | | | | | | | | 2234 | |
| 2308 | 2203 2205 2207 2209 2211 2213 2215 | | | | | | | 2219 2221 2223 2225 2227 2229 2231 | | | | | | |  | 2233 | | |
| 2306 | 2102 2104 2106 2108 2110 2112 2114 | | | | | | | 2118 2120 2122 2124 2126 2128 2130 | | | | | | | | 2236 | | |
| 2304 | | | | | | | | | | | | | | | | | 2134 | |
| 2302 | 2103 2105 2107 2109 2111 2113 2115 | | | | | | | 2119 2121 2123 2125 2127 2129 2131 | | | | | | | | 2133 | | |
| 2300 | 2002 2004 2006 2008 2010 2012 2014 | | | | | | | 2018 2020 2022 2024 2026 2028 2030 | | | | | | | | 2034 | | |
| | | | | | | | | | | | | | | | | | 2033 | |
| Gate | 2001 | 2003 | 2005 | 2007 | 2009 | 2011 | 2013 | 2015 | 2017 | 2019 | 2021 | 2023 | 2025 | 2027 | 2029 | 2031 | | |



WWW.HORSEXP.COM



I appreciated being granted my requested space and that the tent was all set up on Thursday when I arrived. Move in was the easiest it has been for me. This event allows us to reach many folks that we don't otherwise interact with very often.

AMY YOUNG

UC Davis Center for Equine Health / Exhibitor



W E S T E R N S T A T E S
HORSE EXPO
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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) 985-7334, 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) 985-7334
letters@horseexpo.com

LOCATION

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