

EQUI-FAIR LIFESTYLE • ‘MASTERS’ • SEPT. 5-9, 2012



SPRUCE MEADOWS' EQUI-FAIR

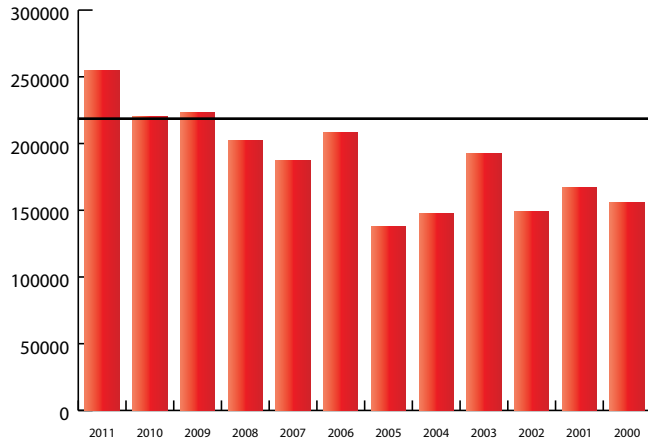
Lifestyle attracts exhibitors showcasing the best of the equine and lifestyle world. Held in conjunction with the prestigious 'Masters' CSIO Show Jumping Tournament, Equi-Fair Lifestyle is North America's most comprehensive celebration of the horse.

Equi-Fair Lifestyle is the place to be — industry leaders, trainers, breeders, technicians, academics and the sport's top riders, plus an average of over 200,000 horse lovers gather to explore the latest products from the leading companies in the equine industry. Nowhere else will you find equestrian sport professionals of this calibre. Nowhere else will you be closer to your individual target audience.

Equi-Fair Lifestyle is set into the framework of one of the top show jumping tournaments in the world. The 2012 "Masters" features the \$1,000,000 CN International and the world renowned BMO Nation's Cup. With special features including the Diamond Jubilee celebrations, the Celle Stallions, the Band of the Grenadier Guards and the spectacular "Evening of the Horse", the "Masters" promises an unparalleled kaleidoscope of sport, tradition, pageantry and international culture.

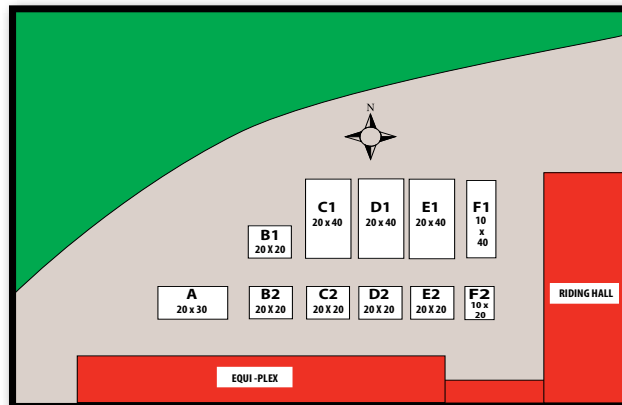
EQUI-FAIR LIFESTYLE • 'MASTERS' • SEPT. 5-9, 2012

'MASTERS' ATTENDANCE



The Spruce Meadows 'Masters' attracts athletes and fans from around the world.

The average attendance for this tournament in the last five years is 217,649.



LIFESTYLE

This is the first time that Lifestyle is being completely integrated with the popular Equi-Fair located in the Riding Hall. This new event will create an international fusion of exhibitions which will not only attract thousands of horse lovers, but those who are looking to be inspired and energized by the many facets of acreage, rural, cultural and contemporary living.

With Spruce Meadows professionalism and exhibitor friendly exhibition halls, it promises to be an event not to be missed and of course, with the huge variety of exhibitors and the vast array of products and services that they provide, it will be a MUST attend event for everyone. It will be a business opportunity that every business owner should take advantage of.

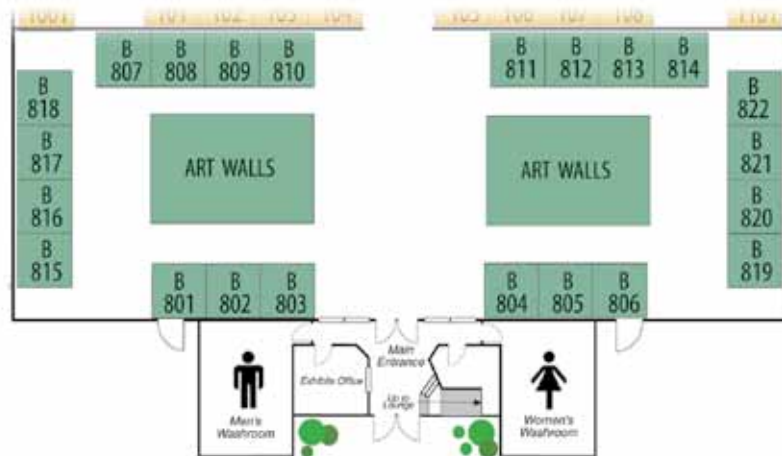
This exhibition has something for everyone; from saddles to trailers, fencing to hot tubs and ATVs to boats, we hope that every possible service product and interest will be catered to. It is a great opportunity to meet thousands of potential clients and customers, make new contacts and generate new business leads and sales to keep your business thriving for the remainder of 2012 and into 2013.

OUTDOOR EXHIBIT SPACE

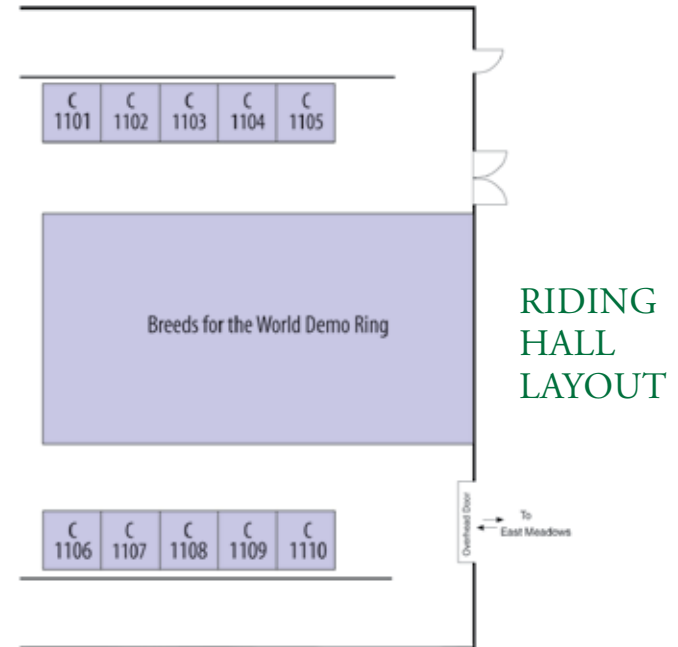
No exhibit is too big for Equi-Fair Lifestyle. Products from trailers and stalls to hyperbaric chambers and boats can be accommodated in our outdoor area. The feature outdoor exhibit space is available north of the Equi-Plex; limited premium space is also available at the south end of the Equi-plex.

ART GALLERY

Whether you're a fine artist, sculptor, photographer or contemporary artist, you will be able to showcase your finest works to an international audience in this designated area in the Equi-Plex. Spruce Meadows will create an Art Gallery at the entrance to the Equi-plex where the public will be able to comfortably browse through the work on display.



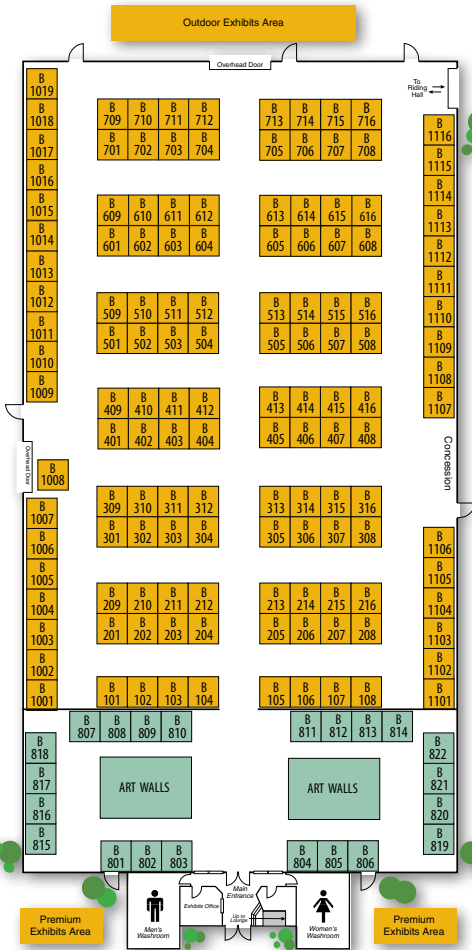
EQUI-PLEX LAYOUT



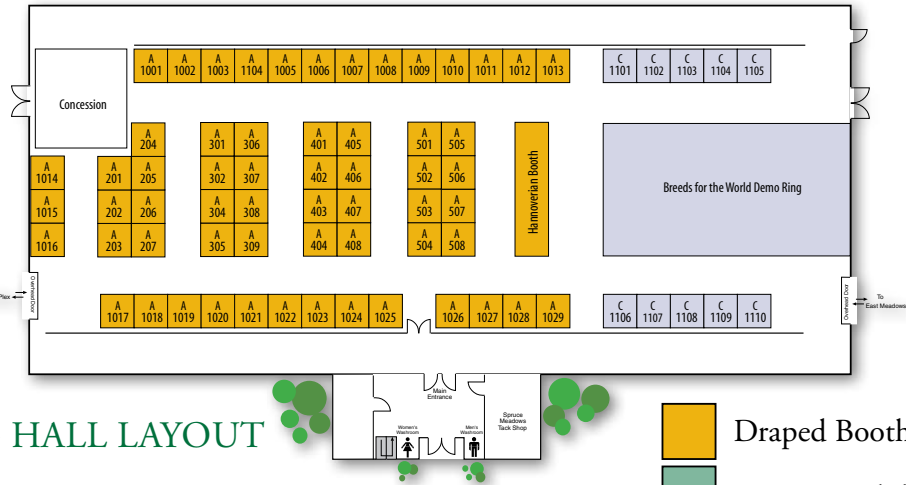
BREEDS FOR THE WORLD

The Breeds for the World information area is a diverse and interactive exhibit of 10 breeds. Developed for the horse industry, organizations come together to market and inform the world about their individual breed. Each breed has an opportunity to showcase gaits, conformation and the varied talents and assets of their individual breed in a 'live breed advertisement' in the demonstration ring within the Riding Hall.

EQUI-FAIR LIFESTYLE • 'MASTERS' • SEPT. 5-9, 2012

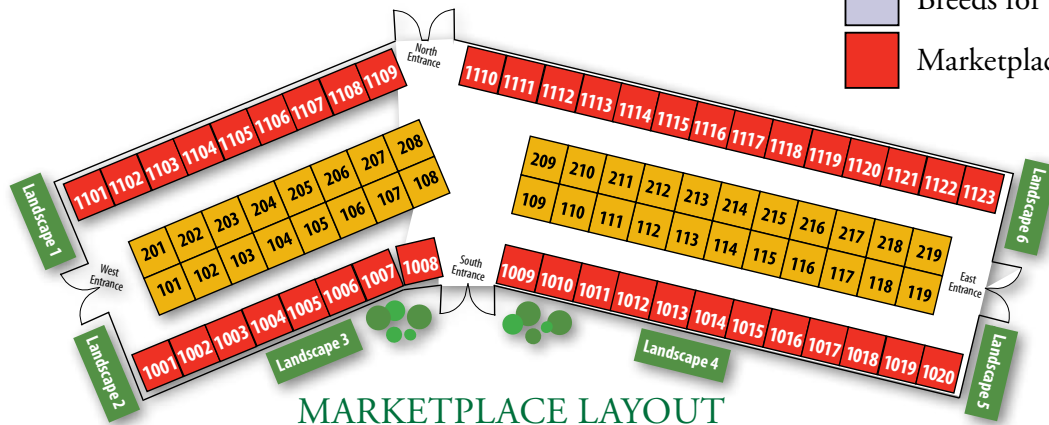


EQUI-PLEX LAYOUT



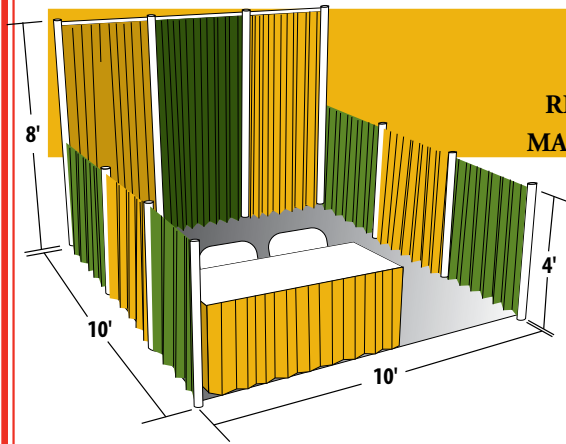
RIDING HALL LAYOUT

- Draped Booths
- Fine Art Exhibit
- Breeds for the World
- Marketplace Hardwall Booths



MARKETPLACE LAYOUT

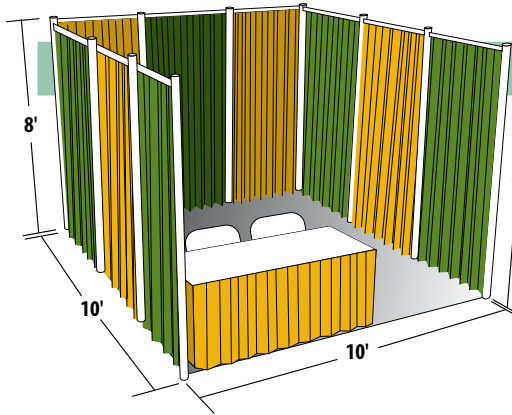
EQUI-FAIR LIFESTYLE • 'MASTERS' • SEPT. 5-9, 2012



DRAPED BOOTH

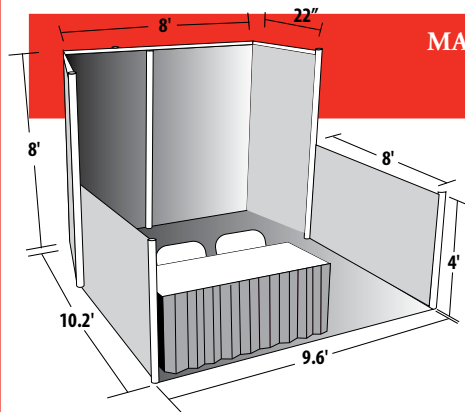
EQUI-PLEX **\$1,600.00**
 RIDING HALL **\$1,400.00**
 MARKETPLACE **\$1,400.00**

- 1 - 10' x 10' Draped Booth
- 1 - Skirted 2' x 8' Table
- 2 - Chairs
- 1 - 8' x 1' Sign
- 1 - 1,000 watt, 110 VAC Outlet



ART EXHIBIT **\$1,600.00**

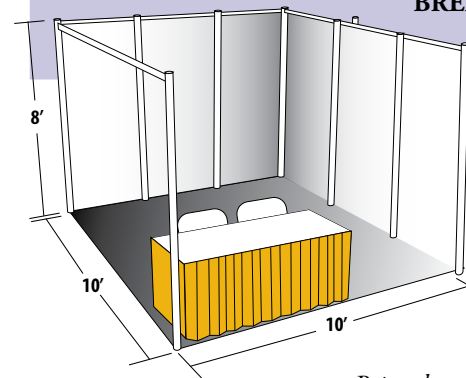
- 1 - 10' x 10' Draped Booth
- 1 - Skirted 2' x 8' Table
- 2 - Chairs
- 1 - 8' x 1' Sign
- 1 - 1,000 watt, 110 VAC Outlet



MARKETPLACE HARDWALL BOOTH

\$1,400.00

- 1 - 10' x 10' Hardwall Booth
- 1 - Skirted 2' x 8' Table
- 2 - Chairs
- 1 - 8' x 1' Sign
- 1 - 1,000 watt, 110 VAC Outlet



BREEDS FOR THE WORLD BOOTH

\$1,600.00

- 1 - 10' x 10' Hardwall Booth
- 1 - Skirted 2' x 8' Table
- 2 - Chairs
- 1 - 8' x 1' Sign
- 1 - 1,000 watt, 110 VAC Outlet

Prices do not include administration fee or 5% G.S.T.

EQUI-FAIR LIFESTYLE • 'MASTERS' • SEPT. 5-9, 2012

RETURNING EXHIBITOR:

Space Application &
Payment Deadline

March 2

Cancellation Deadline

July 20

Tournament Dates

September 5-9

Exhibition Dates

September 5-9

Questions?

Contact Us: **403.974.4249**

E-mail exhibit.programs@sprucemeadows.com

Website www.sprucemeadows.com/exhibitor/

Fax 403.974.4266

'MASTERS' September 5-9

Large Item Move-In

Friday, August 31 9:00 am - 5:00 pm

Move-In & Set-up

Monday, Sept. 3

Move-In & Set-up 9:00 am - 5:00 pm

Tuesday, Sept. 4

Move-In & Set-up 9:00 am - 8:00 pm

**MOVE-IN IS NOT PERMITTED ON WEDNESDAY
MORNING AS THE TOURNAMENT IS IN
PROGRESS.**

'MASTERS' September 5-9

Exhibit Hours

Wednesday, Sept. 5 11:00 am - 6:00 pm

Thursday, Sept. 6 11:00 am - 6:00 pm

Friday, Sept. 7 11:00 am - 8:00 pm

Saturday, Sept. 8 10:00 am - 7:00 pm

Sunday, Sept. 9 10:00 am - 6:00 pm

Exhibit Office Hours

Monday, Sept. 3 9:00 am - 5:00 pm

Tuesday, Sept. 4 9:00 am - 8:00 pm

Wednesday, Sept. 5 10:00 am - 6:30 pm

Thursday, Sept. 6 10:00 am - 6:30 pm

Friday, Sept. 7 10:00 am - 8:30 pm

Saturday, Sept. 8 9:00 am - 7:30 pm

Sunday, Sept. 9 9:00 am - 6:30 pm

Move Out

Sunday, Sept. 9 6:00 pm - 11:00 pm

Security on Duty

Security is operational during closed hours only. No building security on-duty on Sunday after 10:00 am.