

# EQUI-FAIR & MARKETPLACES • 'MASTERS' • SEPT. 4-8, 2013



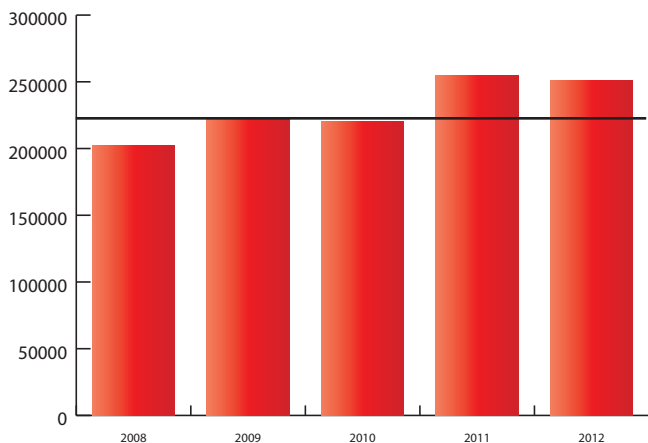
SPRUCE MEADOWS' EQUI-FAIR & MARKETPLACES attracts exhibitors showcasing the best of the equine and lifestyle world. Held in conjunction with the prestigious 'Masters' CSIO Show Jumping Tournament, Equi-Fair & Marketplaces is North America's most comprehensive celebration of the horse.

Equi-Fair 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.

The Equi-Fair & Marketplaces are set into the framework of one of the top show jumping tournaments in the world. The 2013 'Masters' features the \$1,000,000 CN International and the world renowned BMO Nation's Cup. With special features including the Band of the Irish Guards, the horses from the German State Studs and the spectacular "Evening of the Horse", the 'Masters' promises an unparalleled kaleidoscope of sport, tradition, pageantry and international culture.

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## 'MASTERS' ATTENDANCE



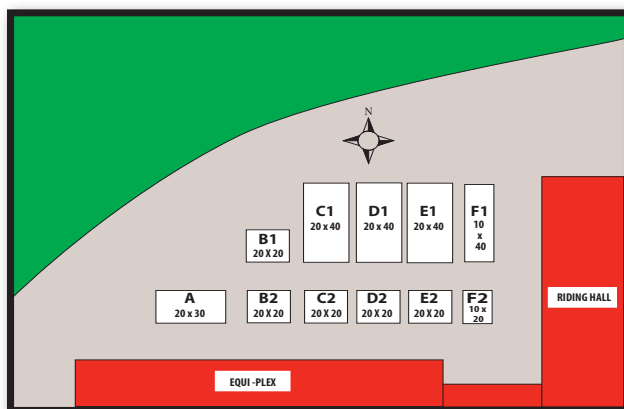
*The Spruce Meadows 'Masters' attracts athletes and fans from around the world.*

*The average attendance for this tournament in the last five years is 230,385.*

## EQUI-FAIR & MARKETPLACES

2013 marks the 30th anniversary of the Spruce Meadows Equi-Fair. While there have been venue changes over the years, the one thing that has remained a constant is the high quality and variety of vendors. This exhibition has something for everyone; from saddles to trailers, fencing to hot tubs, ATV's and art: we hope every possible service, product and interest will be catered to. This international fusion of exhibitions will attract thousands of visitors looking to be inspired and energized by the many facets of acreage, rural, 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 a huge variety of exhibitors and the vast array of products and services 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.



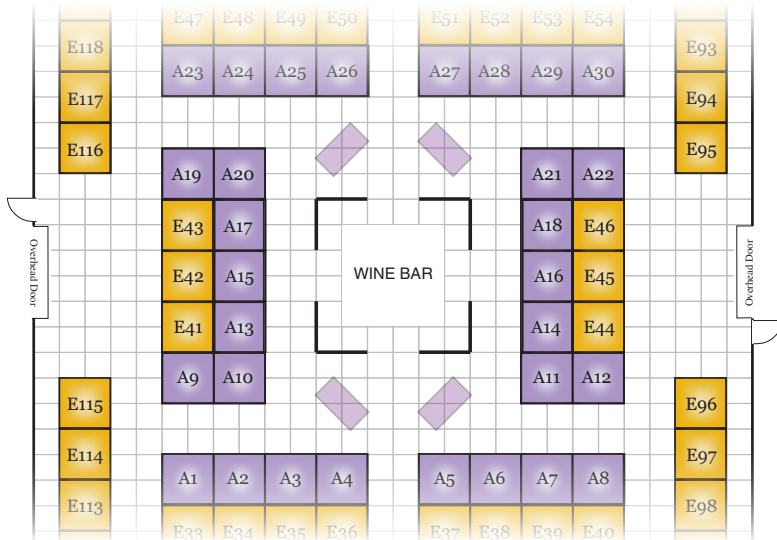
## OUTDOOR EXHIBIT SPACE

No exhibit is too big for Equi-Fair and Marketplace. 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 on either side of the entrance.

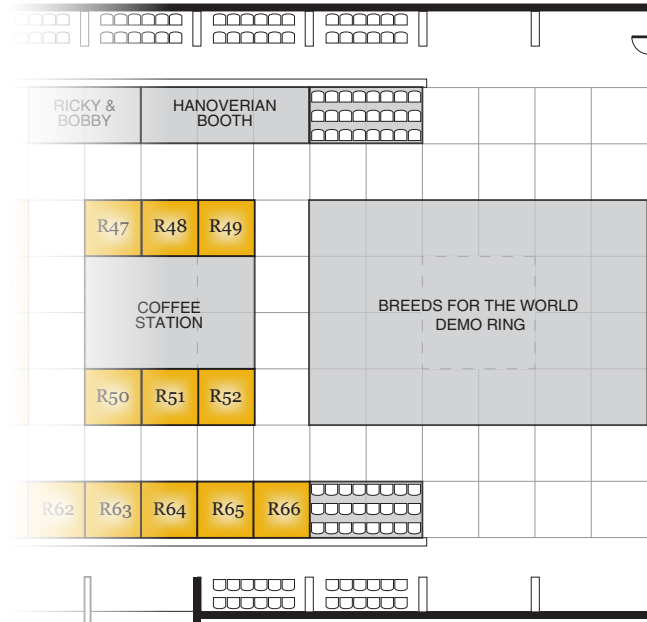
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## ART GALLERY

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 in the center of the Equi-plex where the public will be able to comfortably browse through the work on display.



EQUI-PLEX LAYOUT

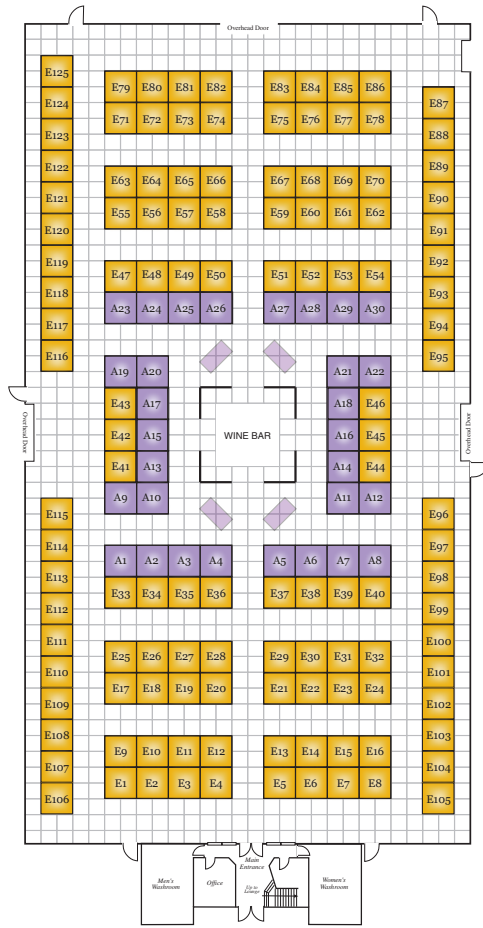


RIDING HALL LAYOUT

## BREEDS FOR THE WORLD

The Breeds for the World information area is a diverse and interactive exhibit of equine 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 adjacent to your booth in the Riding Hall.

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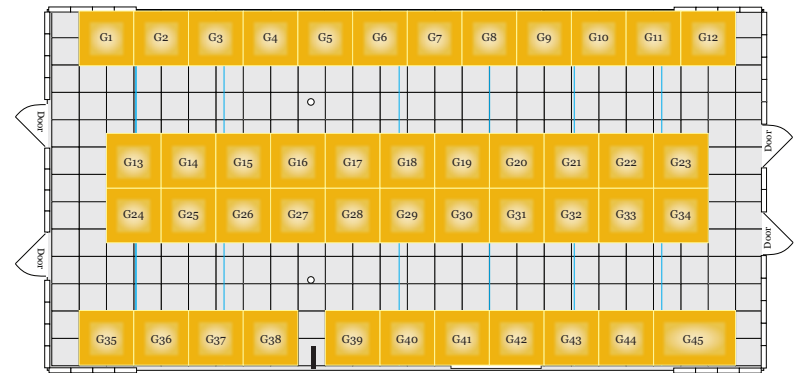
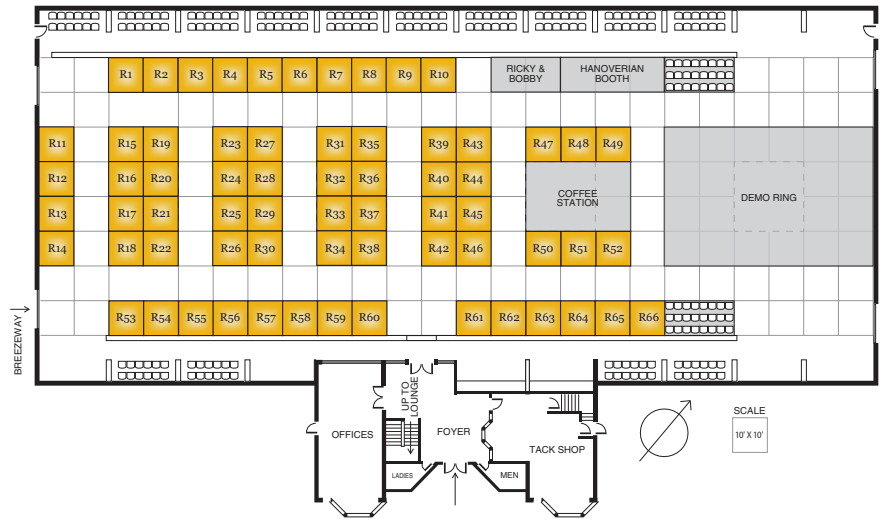


EQUI-PLEX LAYOUT

## RIDING HALL LAYOUT

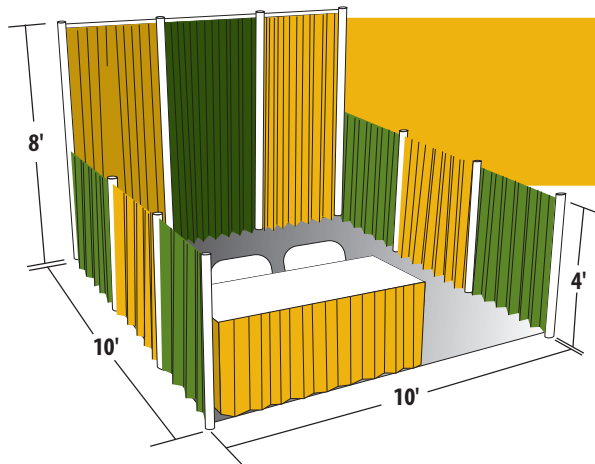
- Draped Booths
- Fine Art Exhibit

\* Please be aware that the exhibit and booth layouts of these venues may change without notice and booth preference cannot be guaranteed. The floor plans shown here are proposed with the best information at hand at time of publication. Spruce Meadows Management reserves the right to change, without notice, the floor layout as registrations, building code and aesthetics dictate.



GALLERY ON THE GREEN LAYOUT

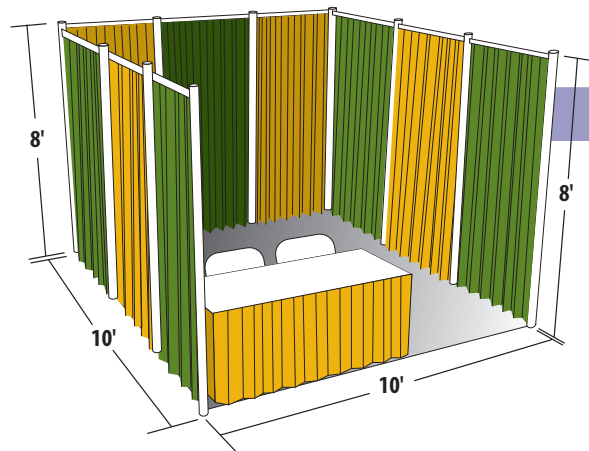
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## DRAPED BOOTH

EQUI-PLEX	\$1,500.00
RIDING HALL	\$1,400.00
GALLERY ON THE GREEN	\$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 \$1,500.00

- 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

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

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## RETURNING EXHIBITOR:

Space Application &  
Payment Deadline

**March 4**

Cancellation Deadline

**July 21**

Tournament Dates

**September 4-8**

Exhibition Dates

**September 4-8**

## Questions?

Contact Us: **403.974.4249** | **403.974.4263**

**E-mail** [exhibit.programs@sprucemeadows.com](mailto:exhibit.programs@sprucemeadows.com)

**Website** [www.sprucemeadows.com/exhibitor/](http://www.sprucemeadows.com/exhibitor/)

**Fax** 403.974.4266

## 'MASTERS' September 4-8

### Large Item Move-In

Friday, August 30 9:00 am - 5:00 pm

### Move-In & Set-up

Monday, September 2

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

Tuesday, September 3

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 4-8

### Exhibit Hours

Wednesday, Sept. 4 11:00 am - 6:00 pm

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

Friday, Sept. 6 11:00 am - 8:00 pm

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

Sunday, Sept. 8 10:00 am - 6:00 pm

### Exhibit Office Hours

Monday, Sept. 2 9:00 am - 5:00 pm

Tuesday, Sept. 3 9:00 am - 8:00 pm

Wednesday, Sept. 4 10:00 am - 6:30 pm

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

Friday, Sept. 6 10:00 am - 8:30 pm

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

Sunday, Sept. 8 9:00 am - 6:30 pm

### Move Out

Sunday, Sept. 8 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.