



EXHIBITOR FAQ SHEET

Where does the trade show take place?

[The Greater Philadelphia Expo Center](#), 100 Station Ave, Oaks, PA 19456

What are the hours of the trade show?

August 2017 Show Hours:

Saturday, August 12: 9:00 AM - 6:00 PM

Sunday, August 13: 9:00 AM - 6:00 PM

Monday, August 14: 9:00 AM - 3:00 PM

What are the Exhibitor hours?

Thursday, August 10, 2017: 8:00 AM – 6:00 PM - Exhibitor Set-up

Friday, August 11, 2017: 8:00 AM – 6:00 PM - Exhibitor Set-up

Saturday, August 12, 2017: 8:00 AM – 6:00 PM - AETA International Trade Show Open for Exhibitors

Sunday, August 13, 2017: 8:00 AM – 6:00 PM - AETA International Trade Show Open for Exhibitors

Monday, August 14, 2017: 8:00 AM – 3:00 PM - AETA International Trade Show Open for Exhibitors

How many people attend the trade show?

Approximately 800-1,000 *people* attend over the three days of the AETA International Trade Show.

Approximately 300-400 *stores* attend over the three days of the AETA International Trade Show.

Who attends the trade show?

Retail store buyers and employees. The stores that attend range in offerings from full tack stores to stores that offer equestrian goods as well as other related items such as feed, pet items, gifts, etc. including both English and Western.

Where do attendees come from?

Attendees come from across the United States with a heavy concentration on the East Coast.

Do exhibitors receive a distribution list of attendees?

Exhibitors will receive a list of registered attendees approximately one month prior to the trade show.

They will receive a final attendee list after the trade show.

Is the trade show more Western or English?

You can find both English and Western at the trade show. At this time, you can probably find more English.

Why should I exhibit?

- Proven show run for the industry by the industry
- Education and networking events
- Affordable booth costs
- AETA members receive exclusive benefits and discounts
- FREE promotion on social media
- New Event App

Watch this [webinar](#) by Mark Fisher to learn how to make the most out of your AETA International Trade Show exhibit.

Do you have booth space available?

Yes. You can register online by [clicking here](#). You can also download and print the contract from the website at www.aeta.us. Go to the Trade Show tab. Select Exhibitor Information in the drop down menu. Then select, Exhibitor Space contract, or [click here for the August 2017 Exhibitor Contract](#).

I don't want to pay unless I know what my booth location is. Can I do that?

Yes, you may send in your contract and our staff will contact you regarding available booth space. Once booth location is agreed upon, you will need to provide payment immediately to secure that space. You can view the current floor plan by [clicking here](#).

How do I sign up for the Incubator program?

Our Incubator program was designed with new manufacturers in mind to offer a slightly smaller booth space at a greatly reduced rate to help get your foot in the door. The cost is \$400 and you will receive the following:

- 8' x 10' space
- Black carpet/gray drape
- 1 6' skirted table
- 2 chairs
- 1 wastebasket
- 1 company ID sign

If you are interested in being in the Incubator program, please email aetashow@aeta.us some more information about your business, including the number of years you've been in business, so it can be reviewed.

How much does a booth cost?

Booth space is sold in 10' x 10' increments. The minimum booth space size is 10' x 10'.

After March 31, 2017 (For each 10' x 10'):

\$850 for AETA Members

\$950 for Non-Members

Bulk Rate (Booths 500 sq. ft. or larger):

\$775 for AETA Members

\$875 for Non-Member

Follow this link for all exhibitor information: [Exhibitor's Click Here](#)

What is included with my booth?

Booth package includes (per 10' x 10' space): one skirted table (choice of size), 2 folding chairs, 1 wastebasket and a 7" x 44" company identification sign. The basic rate includes: security, general lighting and heating/air conditioning. Electric and booth furnishing options will be available for purchase separately.

Follow this link for all exhibitor information: [Exhibitor's Click Here](#)

Is help available to help setup our booth?

Yes, General Exposition Services can be contracted to assist you with booth setup and dismantling. Contact Bob Holst at bholst@generalexposition.com or call 610.495.8866.

Who do I contact with questions about my booth?

Please contact aetashow@aeta.us with any booth questions.

Are hotel discounts being offered?

YES! AETA negotiates special hotel rates for our trade show. We encourage you to book your hotel at one of our official hotels. Note that AETA runs a free shuttle from many of our official hotels to the Expo Center on a daily basis to transport you back and forth to the trade show. To book your hotel, please visit the [hotel reservations](#) section of our website for more information.

What is AETA's tear down policy?**EARLY TEAR DOWN POLICY – NEW ENFORCEMENT**

Early booth breakdown is strictly prohibited. Due to an increase in complaints from buyers and exhibitors on this issue, the AETA International Trade Show does not allow early tear down of any booth.

An exhibitor is in violation of early breakdown if they start to break down their booth, remove product from their shelves, box up product and are unable to conduct business in their booth PRIOR TO 3 p.m. on the last day of the show. Show management will assess a fine to first time violators in the amount of US \$500, second time violators will be fined \$1,000 and third time violators will forfeit opportunity to participate in the show.

Companies in violation of this policy are jeopardizing their booth location for future shows and the fine must be paid prior to being able to reserve space in subsequent shows. Please keep this in mind when making staffing decisions and travel arrangements for the final day of the show.

Where can I find the August floor plan? When are you making booth assignments?

The floor plan is being finalized and should be available by the end of June.

Are there opportunities to sponsor or advertise at the trade show?

Yes, please contact aetashow@aeta.us for more information.

Why should I become a member of AETA?

AETA members enjoy member benefits at the trade show and it's also a great way to support the equine trade industry. AETA's mission is to unite and advance the community of equine trade businesses by delivering education, trade shows and services designed to sustain, support and grow a strong equestrian industry marketplace.

As a manufacturer, you will be able to collect AETA Bucks at the show, which drives AETA member retailers to your booth to spend money. You will also receive discounts on various items at the trade show and be able to participate in members-only programs.

For more information on membership: <http://www.aeta.us/membership>

If you have any further questions about membership, you can contact our membership director, Angela Burkett, directly at membership@aeta.us or 717-724-0204.

When will future shows be scheduled?Upcoming Show Dates:

January 27 – 29, 2018

August 11 – 13, 2018

January 26 – 28, 2019

August 10 – 12, 2019