



# AETA INTERNATIONAL TRADE SHOW

August 11 - 13, 2018  
Greater Philadelphia Expo Center, Oaks, PA

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## EXHIBITOR FAQs

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### **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 2018 Show Hours:

Saturday, August 11: 9:00 a.m. – 6:00 p.m.

Sunday, August 12: 9:00 a.m. – 6:00 p.m.

Monday, August 13: 9:00 a.m. – 3:00 p.m.

### **What are the Exhibitor hours?**

Thursday, August 9, 2018: 8:00 a.m. – 6:00 p.m. - Exhibitor Set-up

Friday, August 10, 2018: 8:00 a.m. – 6:00 p.m. - Exhibitor Set-up

Saturday, August 11, 2018: 8:00 a.m. – 6:00 p.m. - AETA International Trade Show Open for Exhibitors

Sunday, August 12, 2018: 8:00 a.m. – 6:00 p.m. - AETA International Trade Show Open for Exhibitors

Monday, August 13, 2018: 8:00 a.m. – 3:00 p.m. - AETA International Trade Show Open for Exhibitors

### **How many people attend the trade show?**

Approximately 550-750 *buyers* attend over the three days of the AETA International Trade Show.

Approximately 275-400 *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 ten days 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

### Do you have booth space available?

Yes. You can download the contract 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. To qualify, you must be in business for 1 year or less. The cost is \$500 and you will receive the following:

- 8' wide x 10' deep space
- Black carpet
- Silver drape – 8' tall back drape and 3' tall side drapes
- 1 six-foot silver skirted table
- 2 folding chairs
- 1 wastebasket
- 1 company ID sign (7"x44")

If you are interested in being in the Incubator program, please email [aetashow@aeta.us](mailto:aetashow@aeta.us) for more information about your business, including the number of years you've been in business, so it can be reviewed. Please note: AETA's Incubator Program has limited space available.

### How much does a booth cost?

Booth space is sold in 100 sq. ft. increments. The minimum booth space size is 10' x 10'.

#### **Register by March 30, 2018**

Booth Rate (100 – 400 sq. ft.):

\$850 for AETA Manufacturer Members

\$950 for Non-Members

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

\$825 for AETA Manufacturer Members

\$925 for Non-Members

#### **Register After March 30, 2018**

Booth Rate (100 – 400 sq. ft.):

\$950 for AETA Manufacturer Members

\$1,050 for Non-members

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

\$875 for AETA Manufacturer Members

\$975 for Non-members

### I don't want to pay unless I know where my booth is located. Can I do that?

Companies who exhibited at the AETA January 2018 trade show had the opportunity to commit to their booth space by March 30, 2018. After March 30, 2018, booth space is assigned on a first-come first-served basis. Booth space is assigned once a company has submitted their booth contract and payment in full.

### What is included with my booth?

Booth package includes (per 100 sq. ft./ 10' wide x 10' deep space):

- Black drape – 8' tall back drape and 3' tall side drapes
- 1 six-foot black skirted table
- 2 folding chairs
- 1 wastebasket
- 1 company ID sign (7" x 44")

The basic rate includes: perimeter security, general lighting and heating/air conditioning (show days). Electric and additional booth furnishing options will be available for purchase separately.

**Is help available to setup and/or tear down our booth?**

Labor for set-up and breakdown is not part of your booth package. However, you are able to make arrangements with General Exposition Services to provide you with labor for booth setup and dismantling. Please visit the [Exhibitor Services Kit](#) page on our website for more information.

**Who do I contact with questions about my booth?**

Please contact Sally O’Shea at [aetashow@aeta.us](mailto:aetashow@aeta.us) or call 610-544-5775 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.

To book your hotel, please visit the [hotel](#) page on 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.

**When are you making booth assignments?**

Booth assignments for companies exhibiting in the AETA January 2018 show were assigned booths for the August 2018 show through March 30, 2018. After March 30, 2018, booths will be assigned on a first-come first-served basis.

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

AETA offers advertising opportunities in both print and digital formats. AETA offers suggested sponsorships as well as building a sponsorship based on your company’s strategic plan. Please contact Sally O’Shea at [aetashow@aeta.us](mailto:aetashow@aeta.us) or 610-544-5775 for more information.

**What are the guidelines to follow if we plan to ship our products to the show?**

ADVANCE shipments are sent to the GES Warehouse with delivery prior to Friday, August 3, 2018.

**AETA International Trade Show**

**Company Name**

**Booth #**

**General Exposition Services**

**205 Windsor Road**

**Limerick Business Center****Pottstown, PA 1946**

ONSITE shipments will be received by GES at the Expo Center. Plan your delivery to fall between Wednesday, August 8 and Friday, August 10, 2018.

**AETA International Trade Show****Company Name****Booth #****Greater Philadelphia Expo Center****C/O General Exposition Services****100 Station Avenue****Oaks, PA 19456**

Note: Do not ship materials directly to the Expo Center for delivery prior to Wednesday, August 8, 2018.

You will need to complete the shipping forms located in the GES segment of the Exhibitor Services Kit located on [HERE](#).

Questions about shipping your products to the show can be directed to the GES staff at 610-495-8866.

**Why should I become a member of AETA?**

AETA Manufacturer members enjoy exclusive member benefits at the trade show. It's also a great way to support the equine trade industry. As a manufacturer, you will receive \$100 off each 10' x 10' booth space, discounts for on-site advertising, mannequin and electric rentals and space in the New Product Showcase.

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

If you have any further questions about membership, you can contact Heather Lester, via email [membership@aeta.us](mailto:membership@aeta.us) or phone 443-720-0330 x112.

**When will future shows be scheduled?**

Future dates will be announced soon. Check [www.aeta.us](http://www.aeta.us) for information.