



AETA INTERNATIONAL TRADE SHOW

January 27 - 29, 2018
Greater Philadelphia Expo Center, Oaks, PA

BUYER FAQs

Where does the trade show take place?

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

Who exhibits at the trade show?

Manufacturers and distributors of everything equine, including apparel for men, women and children, saddles, helmets, tack, jewelry, gifts, boots and shoes, etc.

What is the cost to attend?

There is no cost to attend the trade show as a qualified Buyer. However, there are registration requirements since this is a business to business show.

Why should I attend the trade show?

- Trade shows offer the opportunity to see, touch and feel the various products available from our many manufacturers that you won't otherwise be able to do, all under the same roof.
- Many exhibitors unveil their new products at the AETA International Show so you will want to be one of the first to know of these new products and share with your customers.
- Most exhibitors provide show specials you can't get any other time so it's a great way to save on your bottom line.
- FREE education.
- Networking events.
- AETA membership gives you exclusive benefits \$250 AETA Bucks to spend at the show and a FREE night hotel stay.

What are the hours of the trade show?

January Show Hours:

Saturday, January 27: 9:00 a.m. - 6:00 p.m.

Sunday, January 28: 9:00 a.m. - 6:00 p.m.

Monday, January 29: 9:00 a.m. - 3:00 p.m.

How do I pre-register?

All registration links will be available by mid-October.

I attended an AETA International Trade Show in 2017.

Since you were approved in 2017, you will not need to provide documentation again, but you do need to register for each show. Online registration will be open mid-October.

I did not attend a 2017 AETA International Trade Show.

If you did not attend in 2017, you will be required to provide documentation of your store that will be reviewed to provide approval of your store's attendance. Online registration will be open mid-October.

Please note: if you attended prior to the January 2017 show and had submitted this information to Hopper Expositions in the past, AETA does not have this information. AETA will not ask for this information each time you register, but we need all registering stores to provide this so we can ensure only legitimate stores gain access to this trade-only event. Once your store is approved, you will receive a confirmation email with the link to register your store personnel.

How do I register at the show?

Onsite registration is available in the registration area of the trade show when you enter the building. Please be sure to bring the proper documentation with you.

What are the registration requirements?**Store Identification**

Sales and Use Tax Permit, plus any three of the following:

- Business Incorporation document or copy of lease agreement / deed, State Vendors License
- Recent Business Advertisement
- Picture of store front
- Copy of three (3) current invoices (last 6 months) over \$500.00 each from wholesale suppliers
- An active website address through which Business can be verified

Please note: Mail order companies should provide a catalog.

Individual Buyer Identification

Individuals attending with a qualified store need to provide one of the following:

- Valid Employee email address
- Personalized, imprinted business card
- Copy of W-2 form
- Copy of cancelled company payroll check or check stub
- Copy of company credit card with employee's name and company's name

How will I know I am registered?

You will receive a confirmation that you have been approved as a buyer via email. If you do not receive the email, contact financespec@aeta.us and we'll resend it to you.

When will I receive my badge/membership packet (AETA Bucks, Golden Ticket)?

Your badge and membership packet can be picked up at registration at the show.

Why should I become a member of AETA?

AETA members enjoy exclusive member benefits at the trade show. 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 retailer, you will receive one free night at a participating hotel at each trade show, as well as \$250 in AETA Bucks to spend at each show. AETA Bucks spend as cash so it's a great opportunity to buy more inventory for your store or try new products.

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, at membership@aeta.us or 717-724-0204.

Are there wheelchair and scooter rentals available at the show?

Wheelchairs and electric scooters are available for a daily charge from Mr. Wheelchair 215-333-7301.