



AETA INTERNATIONAL TRADE SHOW

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

EXHIBITOR FAQs

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?

January 2018 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.

What are the Exhibitor hours?

Thursday, January 25, 2018: 8:00 a.m. – 6:00 p.m. - Exhibitor Set-up

Friday, January 26, 2018: 8:00 a.m. – 6:00 p.m. - Exhibitor Set-up

Saturday, January 27, 2018: 8:00 a.m. – 6:00 p.m. - AETA International Trade Show Open for Exhibitors

Sunday, January 28, 2018: 8:00 a.m. – 6:00 p.m. - AETA International Trade Show Open for Exhibitors

Monday, January 29, 2018: 8:00 a.m. – 3:00 p.m. - 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
- Interactive 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 by [clicking here for the January 2018 Exhibitor Contract](#).

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 \$450 and you will receive the following:

- 8' x 10' space
- Black carpet/gray drape
- 1 six-foot 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. Please note: AETA's Incubator Program has limited space available.

How much does a booth cost?

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

Early Bird, Before October 6, 2017 (For each 10' x 10'):

\$800 for AETA Members

\$900 for Non-Members

Early Bird, Before October 6, 2017 (Bulk Rates Booths 500 sq. ft. or larger):

\$775 for AETA Members

\$875 for Non-Members

After October 6, 2017 (For each 10' x 10'):

\$900 for AETA Members

\$1,000 for Non-Members

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

\$825 for AETA Members

\$925 for Non-Members

I don't want to pay unless I know where my booth is located. 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.

What is included with my booth?

Booth package includes (per 10' x 10' space): one 6' skirted table (contact GES for different available table sizes), 2 folding chairs, 1 wastebasket, a 7" x 44" company identification sign. The basic rate includes: security, general lighting and heating/air conditioning. Electric and additional booth furnishing options will be available for purchase separately.

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

Is help available to setup and/or tear down 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 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 should be available by mid-October.

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

When will future shows be scheduled?Upcoming Show Dates:

August 11 – 13, 2018

January 26 – 28, 2019

August 10 – 12, 2019