

Application for FHANA Exhibitor Kit/Show Sponsorship

Please complete the following form and submit to FHANA no later than 8 weeks before the event. Exhibitor Kits are furnished on a first come first serve basis.

A deposit of \$400 for the booth is due at the time of the reservation along with a shipping fee of \$175.

The deposit is to cover any damages to the booth while in your possession. Upon completion of the event, the booth will be sent back to the FHANA office for evaluation. If found to be in good repair, your deposit will be returned.

A shipping fee of \$175 must be paid to help offset the shipping of the booth to the events and is non-refundable.

Event Information

Name: _____

Dates: _____

Type: _____

Location: _____

History of Event: _____

Number of expected Visitors: _____

Has FHANA participated in this event in the past?

If yes, when? _____

Total chapter costs for participation? _____

Please list a breakdown of each expense included in the total.

Are you requesting to use the FHANA booth for this event?

Chapter Information

Name: _____

Chapter event coordinator: _____

Coordinator contact information: _____

Names of chapter members participating in this event: _____

How many KFPS Friesians will participate in this event? _____

Will a breed demo be conducted? _____

Promotional Material

A variety of FHANA promotional material to include brochures, magazines and pamphlets will be provided exhibitors. Collateral material provided by FHANA members may also be provided for your event. The purpose of member collateral is to assist FHANA members in the promotion of their individual businesses in connection with the FHANA. The amount that is provided will be based on the number of days and the estimated amount of visitors at the event.

Address where Exhibit Kit is to be shipped:

Visitor Data

In order to promote the association and aid in welcoming potential new members to the FHANA family, FHANA requires exhibitors to gather contact information of a minimum of 25 FHANA booth visitors using FHANA provided Lead Forms. This information will be added to our database for further dissemination of FHANA emails (newsletters, monthly sales letters, etc.). Exhibitors are encouraged to use their creativity to inspire visitor interest in providing their information to FHANA. Such methods may include contests or giveaways of items.

Event Photos and Video

Upon conclusion of the event, the Event Coordinator will be asked to provide FHANA with photos and/or video the event such as the FHANA booth display, breed demos and visitor interactions. These photos and videos will be used on FHANA platforms such as the FHANA website and Facebook page to promote the association and its chapters.

FHANA Exhibitor Guidelines

The privilege of exhibitorship is extended to FHANA's members and chapters in order to promote the association and to facilitate the public's introduction to the Friesian breed. For many visitors, this will be the first time they see a Friesian horse in person and it will likely be their first impression of FHANA. Your event also provides an opportunity for the association to establish a connection with potential future members and future owners of Friesian horses. In order to ensure the best possible promotion of the association and the Friesian horse, exhibitors will adhere to the following guidelines:

1. Items that benefit FHANA Chapters may be sold in the FHANA booth.
2. Alcohol will not be sold, auctioned or consumed in the FHANA booth
3. Only registered KFPS Friesian horses may participate in this event
4. Only FHANA provided member collateral is allowed. If exhibitors or chapter members wish to display their business collateral, they must submit it to the FHANA office.
5. The FHANA booth will be occupied by a representative at all times.
6. Profanity will not be used.
7. At all times, all exhibitors will act in a professional manner. The Coordinator will report any issues or unprofessional behavior to the FHANA office during regular business hours.
8. Exhibitors are prohibited from retaining visitor data for personal use.

Event Coordinator Signature

I agree that the FHANA Exhibit Kit is to be used for the sole purpose of promoting the KFPS Friesian Horse by FHANA members, and will assume responsibility for any loss or damage and timely return of the kit. I agree to the exhibitor guidelines and enforce the guidelines to the best of my ability. Should I be unable to resolve an onsite issue at the event, I agree to contact the FHANA office for guidance. I understand failure to provide visitor data or event photos/video upon the conclusion of the event will potentially affect future FHANA exhibitor requests.

Event Coordinator's Signature: _____

Date: _____

Return this completed form to FHANA along with any existing event promotional material and the event registration form.