



## **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.

### **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 will be provided exhibitors. The amount that is provided will be based on the number of days and the estimated amount of visitors at the event. Collateral material provided by FHANA members and FHANA chapters may also be used in your display, provided it promotes the KFPS Friesian horse and adheres to the KFPS breeding policy.

Address where Exhibitor Kit is to be shipped:

### **Visitor Data**

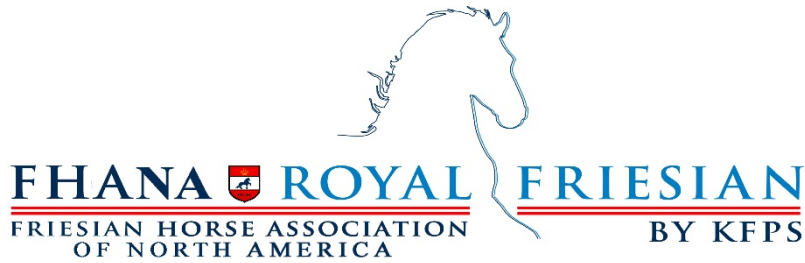
In order to promote the association and aid in welcoming potential new members to the FHANA family, FHANA requires exhibitors to gather contact information of a minimum of 25 FHANA booth visitors using FHANA provided Lead Forms. This information will be added to our database for further dissemination 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 KFPS registered Friesian horses may participate in exhibition events.
4. The FHANA booth will be occupied by a representative at all times.
5. Profanity will not be used.
6. Exhibitors will act in a professional manner. The Coordinator will report any issues or unprofessional behavior to the FHANA office during regular business hours.
7. 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.**