



Midwest

Horse

Fair[®]

2012

HORSE
HERITAGE

*For more information contact
920.623.5515 or
manager@midwesthorsefair.com*



WHAT IS MIDWEST HORSE FAIR®?

The Midwest Horse Fair® is one of the top three-day horse fairs in America. Held in Madison, Wisconsin at the Alliant Energy Center, it has been growing and going strong since 1979. In 2012 the Midwest Horse Fair® will celebrate its 33rd annual event.

Each year the Midwest Horse Fair® brings in an incredible array of top clinicians and exhibitors from all over the country, and 2012 will be another opportunity to showcase the unique heritage of the horse industry. The focus will be on everything and anything to do with those magnificent horses.

Our “Horse Heritage” theme for the 2012 Midwest Horse Fair®, will be honoring the ages and taking a journey through the past. We are planning to take a step back in time to reflect on the history of the horse. This theme allows us to relive the old arts of horsemanship through our many high-quality clinicians, exhibitors, and events planned for the 2012 Midwest Horse Fair®.

WHAT IS THERE TO DO?

Whether you are a horseless horse lover, new horse owner, or seasoned professional, there will be something that everyone will enjoy at the Midwest Horse Fair®. Meet horses up close by touring eight different barns. Mare owners have the opportunity to view stallions of all different breeds from around the Midwest in Stallion Avenue. Many different breeds & disciplines of horses are represented during demonstrations during the weekend. Hundreds of clinics, seminars and educational events are presented by top horse professionals from around the country. More than 500 booths offer shopping opportunities. Enjoy the nightly “mane” event presentation focusing on the magnificent horse.

WHO PUTS ON THE MIDWEST HORSE FAIR®?

The Midwest Horse Fair® is owned by the Wisconsin Horse Council. All proceeds from the Fair are returned to the WHC and are used to represent and foster a unified equine industry in Wisconsin, promote the equine through leadership, education, service and communication, and to take a proactive role in the future growth and development of the equine industry.

MISSION:

To unite all facets of the horse industry through the premier event known as the Midwest Horse Fair® by focusing on education, networking and promotional opportunities; introduce non-horse owners to the beauty and enjoyment of this magnificent animal, and to provide entertainment to individuals and families of all ages.

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QUICK FACTS

Dates: April 20-22, 2011
April 19-21, 2013

Location: Alliant Energy Center,
Madison, Wisconsin

Attendance: 2011 52,000
2010 56,000
2009 52,000
2008 54,000
2007 45,000
2006 44,000

Exhibitors: 500+

Athletes: 600+ equine athletes
1100+ human athletes

Barns: 8

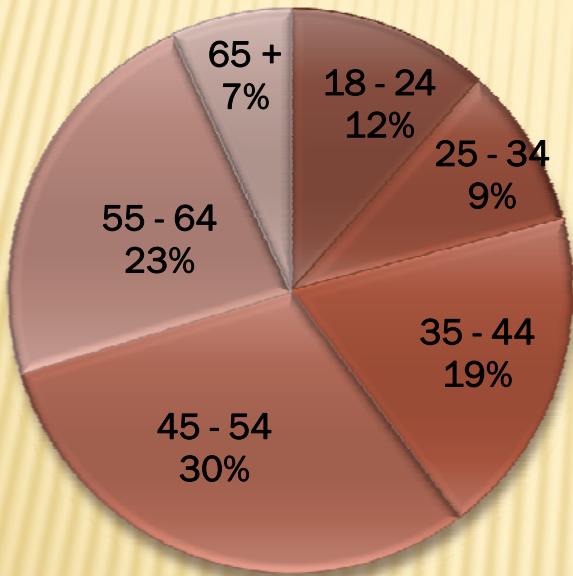
Venues: 8





WHO ATTENDS THE MIDWEST HORSE FAIR®?

AGE



GENDER:

- 85% of attendees are female
- 15% of attendees are male

WHERE DO THEY LIVE:

- 67% Wisconsin
- 20% Illinois
- 6% Iowa
- 5% Minnesota
- 2% Other

HOUSEHOLD INCOME

- 67% of attendees earn more than \$50,000 per year
- 29% of attendees earn more than \$75,000

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EQUESTRIAN SPORTS

The market for equestrian sports is growing each year as spectators flock to horse shows and as individuals take up the sport of riding. Horses and equestrian sports appeal for both children and adults.

According to the United States Equestrian Federation demographic profile:

- Average income of \$185,000
- 38% have a net worth over \$500,000
- 85% are female
- Market value of the average home is \$594,000
- 22% own two or more homes
- 40% own a farm or estate, 66% of those are 10 acres or more
- 80% make or influence purchasing decisions at work
- Average members own 4 horses
- Average member spends \$16,000 annually on horse related products
- Average members own 3 vehicles
- Average members spend at least 30 nights per year in hotels

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2012 HIGHLIGHTS

- PRCA Rodeo – sold out 3 years in a row
- War Horses from the Revolutionary War through the War in Afghanistan
- World Blacksmith Championship returning
- Shooting with the Stars
- Clinicians & Unique Horses
- More history-making surprises in the works!

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OPPORTUNITIES

Midwest Horse Fair® has a wide variety of sponsorship opportunities available, and we are eager to develop a customized package providing a specialized level of investment and exposure for all prospective partners, based on your specific marketing needs and level of interest.

Examples of opportunities:

- Special Events
- Clinician or Speaker
- Entertainment
- Program Advertising
- Website Advertising
- Receptions
- Banners
- Grand Prix Jumps
- Barns
- Rodeo Chutes
- Newsletters
- Posters
- Media
- Product Giveaways
- Booth space
- Product use
- Product demonstrations
- Photo Contest
- Youth Judging Contest
- Wind Rider Challenge
- Camping
- Awards
- Volunteer
- Announcements
- Evening Performances
- Kids Korral
- Trailer & Truck Avenue
- Stall Cards