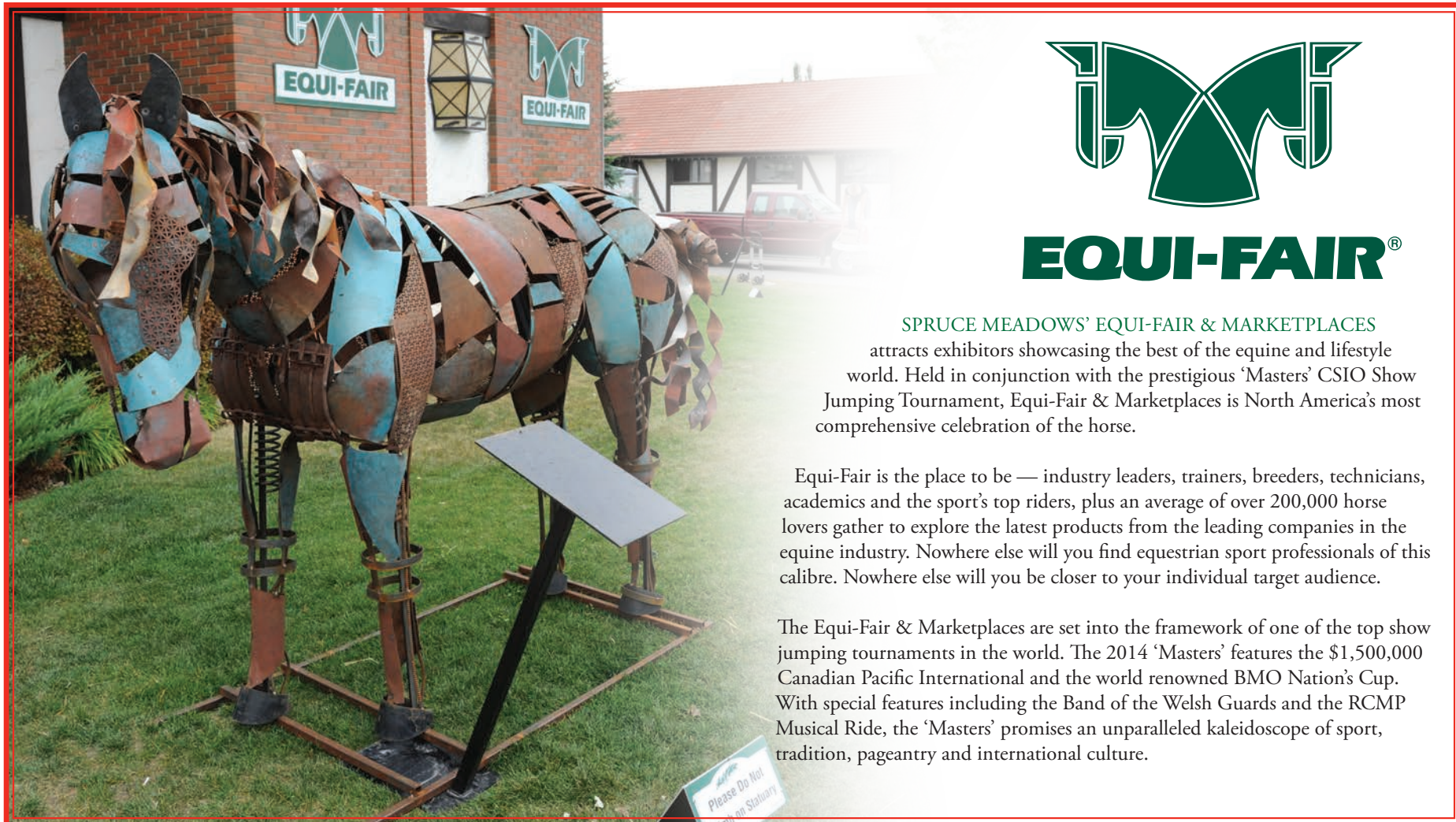


# EQUI-FAIR & MARKETPLACES • 'MASTERS' • SEPT. 10-14, 2014



**EQUI-FAIR®**

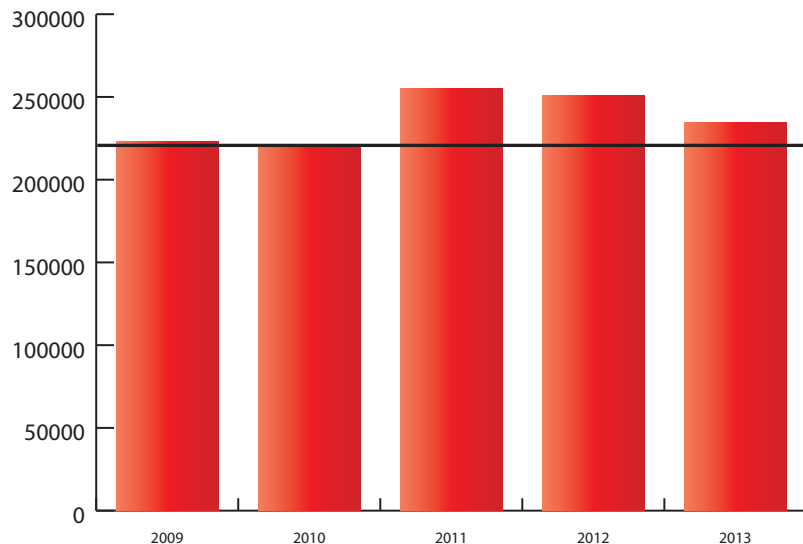
**SPRUCE MEADOWS' EQUI-FAIR & MARKETPLACES** attracts exhibitors showcasing the best of the equine and lifestyle world. Held in conjunction with the prestigious 'Masters' CSIO Show Jumping Tournament, Equi-Fair & Marketplaces is North America's most comprehensive celebration of the horse.

Equi-Fair is the place to be — industry leaders, trainers, breeders, technicians, academics and the sport's top riders, plus an average of over 200,000 horse lovers gather to explore the latest products from the leading companies in the equine industry. Nowhere else will you find equestrian sport professionals of this calibre. Nowhere else will you be closer to your individual target audience.

The Equi-Fair & Marketplaces are set into the framework of one of the top show jumping tournaments in the world. The 2014 'Masters' features the \$1,500,000 Canadian Pacific International and the world renowned BMO Nation's Cup. With special features including the Band of the Welsh Guards and the RCMP Musical Ride, the 'Masters' promises an unparalleled kaleidoscope of sport, tradition, pageantry and international culture.

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## 'MASTERS' ATTENDANCE



*The Spruce Meadows 'Masters' attracts athletes and fans from around the world.*

*The average attendance for this tournament in the last five years is 236,825.*

## EQUI-FAIR & MARKETPLACES

2014 marks the 31st year of the Spruce Meadows Equi-Fair. While there have been venue changes over the years, the one thing that has remained a constant is the high quality and variety of vendors. This exhibition has something for everyone; from saddles to trailers, fencing to hot tubs, ATVs and art: we hope every possible service, product and interest will be catered to. This international fusion of exhibitions will attract thousands of visitors looking to be inspired and energized by the many facets of acreage, rural, and contemporary living.

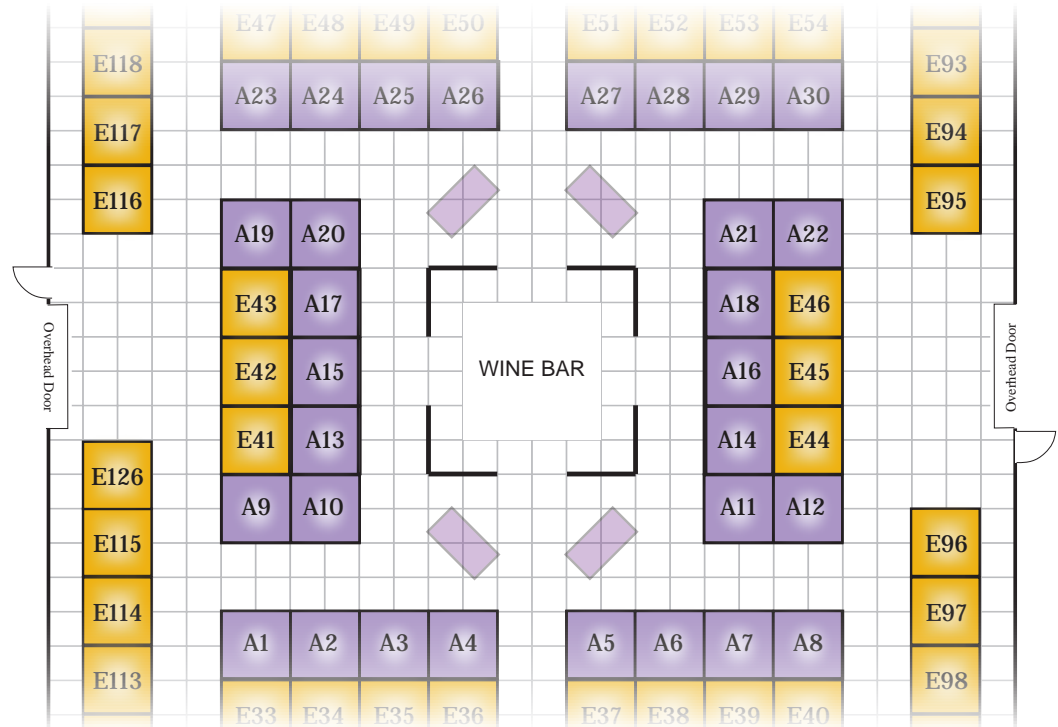
With Spruce Meadows professionalism and exhibitor friendly exhibition halls, it promises to be an event not to be missed and of course, with a huge variety of exhibitors and the vast array of products and services they provide, it will be a MUST attend event for everyone. It will be a business opportunity that every business owner should take advantage of.

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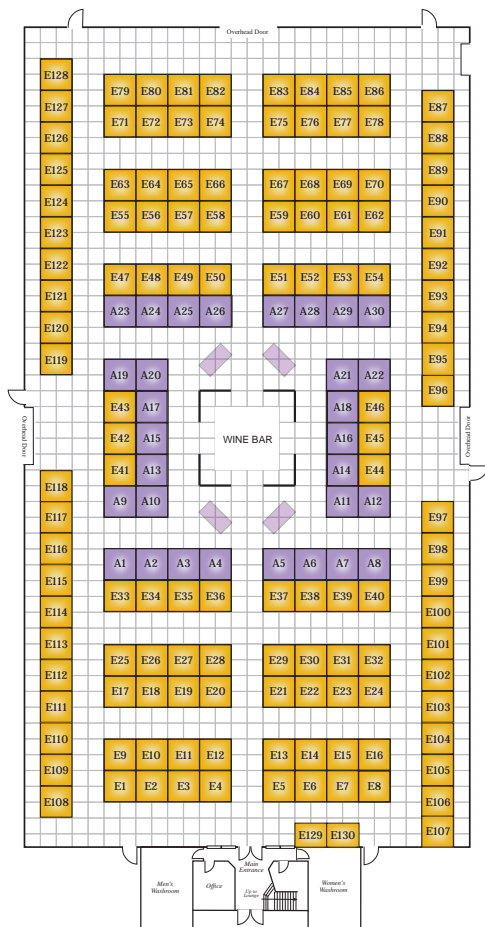
## EQUI-PLEX LAYOUT

### ART GALLERY

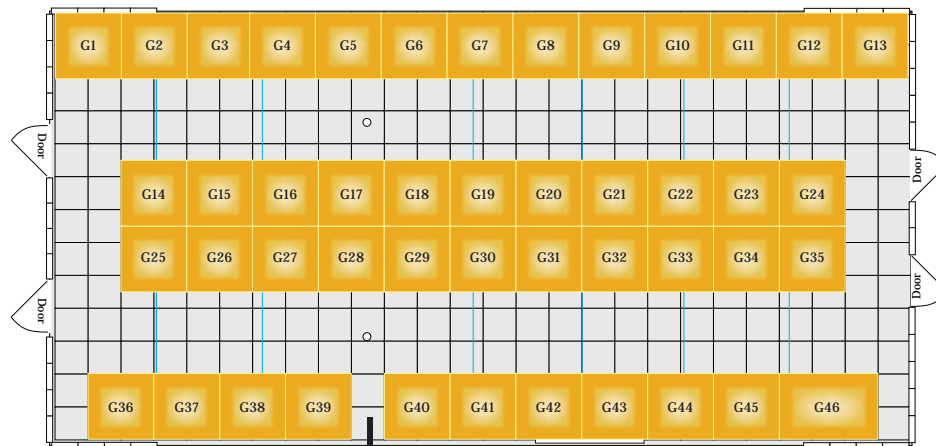
Whether you're a fine artist, sculptor, photographer or contemporary artist, you will be able to showcase your finest works to an international audience in this designated area in the Equi-Plex. The heart of the art gallery is the wine bar. Providing sanctuary for peaceful contemplation of the next art purchase or a place to gather and recharge for the next shopping foray.



# EQUI-FAIR & MARKETPLACES • 'MASTERS' • SEPT. 10-14, 2014



EQUI-PLEX LAYOUT



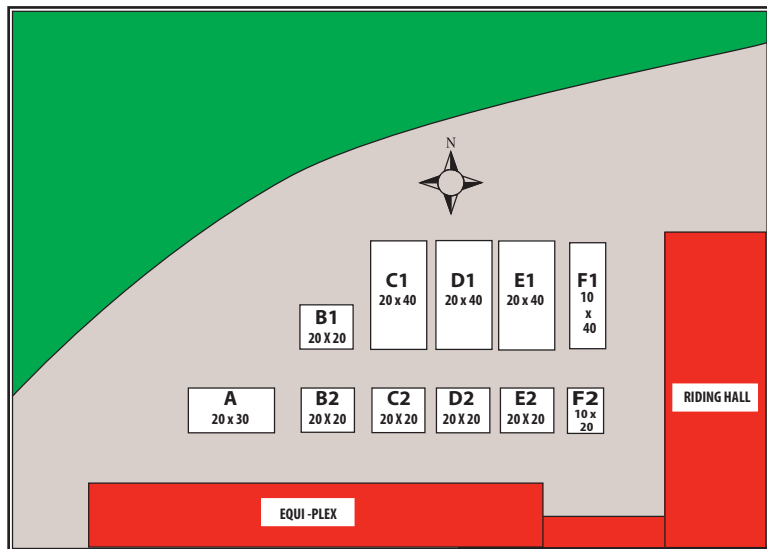
GALLERY ON THE GREEN LAYOUT



\* Please be aware that the exhibit and booth layouts of these venues may change without notice and booth preference cannot be guaranteed. The floor plans shown here are proposed with the best information at hand at time of publication. Spruce Meadows Management reserves the right to change, without notice, the floor layout as registrations, building code and aesthetics dictate.

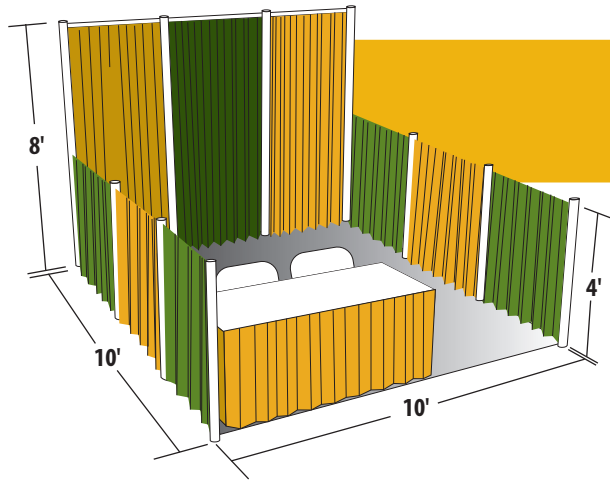
## OUTDOOR EXHIBIT SPACE

No exhibit space is too big for Equi-Fair and Marketplace. Products from trailers and stalls to hyperbaric chambers and boats can be accommodated in our outdoor areas. The feature outdoor exhibit spaces are located north of the Equi-Plex and in the Upper Terraces. Limited premium space is also available at the south end of the Equi-plex on either side of the entrance.



\* Please be aware that the exhibit and booth layouts of these venues may change without notice and booth preference cannot be guaranteed. The floor plans shown here are proposed with the best information at hand at time of publication. Spruce Meadows Management reserves the right to change, without notice, the floor layout as registrations, building code and aesthetics dictate.

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## DRAPED BOOTH

EQUI-PLEX **\$1,250.00**

GALLERY ON THE GREEN **\$1,250.00**

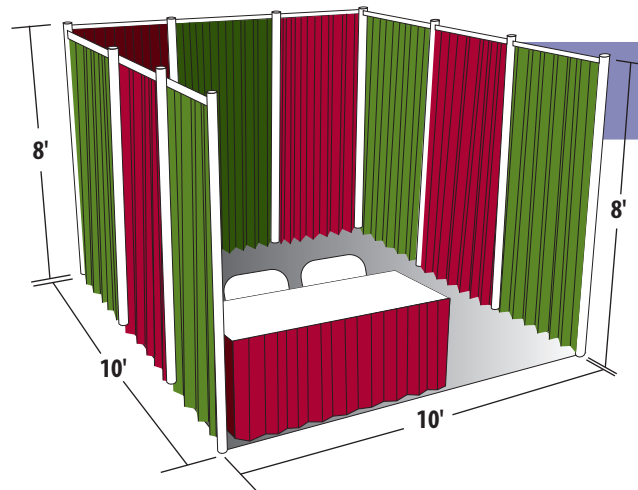
1 - 10' x 10' Draped Booth

1 - Skirted 2' x 8' Table

2 - Chairs

1 - 8' x 1' Sign

1 - 1,000 watt, 110 VAC Outlet



## ART BOOTH - DRAPED BOOTH

EQUI-PLEX **\$1,250.00**

1 - 10' x 10' Draped Booth

1 - Skirted 2' x 8' Table

2 - Chairs

1 - 8' x 1' Sign

1 - 1,000 watt, 110 VAC Outlet

*Prices do not include administration fee or 5% G.S.T.*

# EQUI-FAIR & MARKETPLACES • 'MASTERS' • SEPT. 10-14, 2014

## RETURNING EXHIBITOR:

Space Application &  
Payment Deadline  
For Return Exhibitors

**March 14**

Cancellation Deadline

**July 28**

Tournament Dates

**September 10-14**

Exhibition Dates

**September 10-14**

## Questions?

Contact Us: **403.974.4249** | **403.974.4263**

**E-mail** [exhibit.programs@sprucemeadows.com](mailto:exhibit.programs@sprucemeadows.com)

**Website** [www.sprucemeadows.com/exhibitor/](http://www.sprucemeadows.com/exhibitor/)

**Fax** 403.974.4266

## 'MASTERS' September 10-14

### Large Item Move-In

Friday, September 5 9:00 am - 5:00 pm

### Move-In & Set-up

Monday, September 8

Move-In & Set-up 9:00 am - 5:00 pm

Tuesday, September 9

Move-In & Set-up 9:00 am - 8:00 pm

**MOVE-IN IS NOT PERMITTED ON WEDNESDAY  
MORNING AS THE TOURNAMENT IS IN  
PROGRESS.**

## 'MASTERS' September 10-14

### Exhibit Hours

Wednesday, Sept. 10 11:00 am - 6:00 pm

Thursday, Sept. 11 11:00 am - 6:00 pm

Friday, Sept. 12 11:00 am - 8:00 pm

Saturday, Sept. 13 10:00 am - 7:00 pm

Sunday, Sept. 14 10:00 am - 6:00 pm

### Exhibit Office Hours

Monday, Sept. 8 9:00 am - 5:00 pm

Tuesday, Sept. 9 9:00 am - 8:00 pm

Wednesday, Sept. 10 10:00 am - 6:30 pm

Thursday, Sept. 11 10:00 am - 6:30 pm

Friday, Sept. 12 10:00 am - 8:30 pm

Saturday, Sept. 13 9:00 am - 7:30 pm

Sunday, Sept. 14 9:00 am - 6:30 pm

### Move Out

Sunday, Sept. 14 6:00 pm - 11:00 pm

### Security on Duty

Security is operational during closed hours only. No building security on-duty on Sunday after 10:00 am.