



AETA NEWS

March 2008

Information and News from the American Equestrian Trade Association, Inc.

Exercise Your Voice

In mid-April, you will receive Call for Nominations paperwork from AETA. Members may nominate themselves or other current members for open Board positions.

Eligibility for Nomination

All employees of AETA member manufacturer/distributor and retailer companies, or independent sales agents are eligible for nomination. Please note that anyone who is a member of a Nominating Committee may not be nominated by that committee for any office in the year in which they serve on the Committee. The current chair of AETA's Nominations & Elections Committee is Judy McSwain.

Our By Laws state: "AETA will not discriminate on the basis of race, handicap, color, creed, nationality, age, sex, religious belief or sexual orientation in its membership selection, nomination for offices or appointments to committees."

We are asking each nominee to submit a "platform statement" that answers the following questions:

- Why have you nominated this person/yourself?
- What will they/you be able contribute?
- What is their/your vision for AETA's future?

Other Opportunities

We ask all of our members to think about their own responses to the second and third questions. There are many opportunities to exercise your voice and affect AETA's future beyond an elected position. All members are invited to work with AETA's committees no matter what type of membership they hold. If you are interested in becoming more involved, although not interested in running for an elected position, please contact the AETA office.

Remember: You must be a current member of AETA to submit a nomination and to vote, and to participate on committees.

To apply for membership, visit <http://www.aetanews.com/membership.php>

Going Green

One of the most popular recognition programs at our Orlando trade fair highlighted green initiatives by our exhibitors. Exhibitors submitted descriptions of their "green" business practices and products, and displayed green apple signage on their booths.

Appropriately, the Baltimore Convention Center has a strong commitment to environmental responsibility and has instituted many policies and practices. To review and learn from the BCC's program, visit <http://www.aeta-news.com/aetafair.htm>

It's Official!

As we all know, the wheels of bureaucracy often move at a very slow pace. After a patient wait of many months, AETA has received it's official letter of determination from the IRS. This letter states that we are a 501c6, non-profit, tax exempt trade association. Our status was never in question but it's sure nice to have the document to prove it.

What does this mean? AETA will be able to reinvest all of its income relating to our mission and purpose back into the association and industry.

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International Trade Fair / Baltimore 2008 Basics

The American Equestrian Trade Association has had a very strong initial response from exhibitors for the 2008 International Trade Fair. By the middle of March, over 200 booths had been sold to 56 companies, representing 145 lines -- and the exhibitor contract deadline is not until May 2nd. Hopper Expositions, AETA's show producer, reports that new exhibitor contracts are coming in daily. To view a current list of exhibitors, visit www.aetanews.com

THE FACILITY

The AETA International Trade Fair will be presented from Saturday, August 2 - Monday, August 4th at the Baltimore Convention Center (BCC). Saturday and Sunday hours are 9 a.m. - 6 p.m.; Monday hours from 9 a.m. - 4 p.m. The BCC is conveniently located close to public transportation for easy access by MARC Train or Baltimore's Lightrail to Washington, D.C. or the Baltimore International Airport (BWI). Baltimore's Penn Station is a short seven-minute drive while BWI Airport is only twenty minutes by car. There is a fully equipped business center on site. For more information on the BCC, it's features and green practices, visit the AETA web site.

OUR HOST HOTEL

The Radisson Plaza Lord Baltimore is a magnificent Art Deco building in the heart of Baltimore. This historic, landmark hotel features spacious rooms and suites that are beautifully decorated, equipped with complimentary, wireless high-speed Internet access and the personal amenities one expects in a fine hotel. A special room rate of \$135 is available for

reservations made by July 9th. Call (410) 539-8400 or email to Sharon.tietjens@radisson.com. Note reservation code AETA. To learn more about the Lord Baltimore, visit www.radisson.com/lordbaltimore

DEADLINES to NOTE

In planning your participation in the Trade Fair, please note the following important deadlines:

May 2, 2008:

Exhibit space contracts and advertising contracts

May 9, 2008: Ad copy

Pre-show and show program packages are available

June 6, 2008:

2,000 piece store/retailer mailing

July 3, 2008:

Booth furnishings advance rate

July 9, 2008:

Hotel reservations at special block rate of \$135

Visit AETA's show producer's web site www.hopperexpos.com/expos/aeta-baltimore-2008/home.aspx for more information about what must be done or submitted by the deadlines.

REGISTRATION

Registering for the Trade Fair is easy.

For exhibitors: <http://www.hopperexpo.com/expos/aeta-baltimore-2008/exhibitors/exhibitor-space-contract.aspx>

For buyers: <http://www.hopperexpo.com/expos/aeta-baltimore-2008/buyers/buyer-registration.aspx>

GETTING THERE

Baltimore is well-served by Amtrak and three major, international airports: Baltimore-Washington International Airport (BWI), Washington Dulles International Airport (IAD) and

Ronald Reagan Washington National Airport (DCA)

BWI is just ten miles from the city and is served by 16 airlines including several discount carriers. Airport transportation options include taxi, lightrail, Amtrak, and shuttle buses.

Also, to assist our Trade Fair participants traveling from outside of the US, some important information and links have been added to the AETA Trade Fair page of the Hopper Exposition web site. Under either the Exhibitor or Buyer tabs, click on "international" to find information about business contacts, airline information, currency exchange and translation services.

Doing Business

Members of AETA are encouraged to take advantage of cost saving membership benefits for their businesses. Tap the power of group buying programs for business services by using the Staples Business Advantage Program for office supplies and delivery services, and Chase Paymentech Merchant Services Program for credit card processing.

COMING SOON

On behalf of our members, we are developing a conference calling program with substantially reduced rates whether calling domestically or internationally. The Association currently uses this program and is working to extend the great terms of our contract to all of our members.

If you do not want communications from AETA, please contact us

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Baltimore 2008: Must See, Must Go Event

The preceding page provided the basics but *what makes the AETA International Trade Fair in Baltimore a must see, must go event?*

Start with the excellent *quality and variety of exhibitors*. At the Trade Fair, you'll have the opportunity to see and touch the finest equestrian products, and speak with the people who know those products best. The trade show is a tactical and interpersonal experience, one you cannot replicate with email or a phone call.

What about the cost of doing business? In this challenging economy, with the escalating cost of fuel, there's no more *cost effective way to do business*. The trade fair is your best opportunity to do business in one place, during a concentrated period of time, and truly focus. Of course, there also are discounts offered that may not otherwise be available.

What's special about the AETA International Trade Fair?

For one thing - **Resource Row**. This dedicated area of exhibits spotlights product and service providers that can help industry businesses become more successful -- to do business smarter and better.

Another thing - recognition. We are a naturally, environmentally aware industry, and AETA encourages environmental responsibility. At the Trade Fair, businesses that use environmentally responsible practice and have developed environmentally sensitive products will receive well-deserved recognition.

We are an innovative industry and what better place to preview your latest products and services. A program for recognizing and rewarding companies for the latest and greatest products will be launched in Baltimore.

Fashion Vignettes are an opportunity for every company that has something to display on a mannequin (clothing, accessories, etc.) to show off their products throughout the show, not just in their booths. This will provide even greater exposure for sellers, and buyers will be able to see products in an expanded context.

We want you to do business.

The very popular **Golden Ticket** program is back. All exhibitors who have contracted for four or more booths by the May 2nd deadline are asked to submit the names of buyers they most want to see at the Trade Fair. From that pool, Golden Tickets to cover the cost of one night in the host hotel will be awarded.

We want you to be there.

All of AETA's retailer and sales agent members will be awarded Golden Tickets to cover the cost of one night in the host hotel. To be eligible, by June 1, you must be registered for the Trade Fair and have a reservation at the host hotel.

AETA International Trade Fair

Friday - Monday, August 2 - 4, 2008

Baltimore Convention Center

Baltimore, MD

Produced By and For the Equestrian Trade Industry