



INTERNATIONAL ANDALUSIAN & LUSITANO HORSE ASSOCIATION
AND IALHA EDUCATION ASSOCIATION

2021 NATIONAL CHAMPIONSHIP SHOW,
SOUTHWEST WORKING EQUITATION, &
CABALLOS BAILADORES NACIONAL

Hello from the International Andalusian & Lusitano Horse Association!

Planning is well underway for this year's IALHA National Championship Horse Show, concurrent Southwest Working Equitation, and Caballos Bailadores Nacional, which will be held **November 9-13, 2021** at Will Rogers Memorial Center in Fort Worth, Texas.

We are seeking vendors to add to the festive atmosphere and **We Want You** to join us!

Although we were disappointed to have to cancel last year, the 2021 show is going to be better than ever, and attract exhibitors, volunteers and spectators from around the nation to come together to celebrate this majestic breed. **Vendors can expect** customers of all ages interested in a wide variety of equestrian-related services, products and merchandise.

We have a fun schedule planned for the week, including an exhibitor party and classes which will appeal a **diverse audience**: from western, reining and trail classes, to dressage, english, and hunt, as well as driving, doma vaquero, native tack and dancing horse, and working equitation. With your help, it will be our best show yet.

Please consider becoming a vendor at our distinctive event! To do so, simply complete and send the following forms along with payment or deposit. Applications will be accepted until all spaces are filled on a first come, first served basis.

All vendors who send a completed form, payment or deposit, and ad by **September 15, 2021** will be included in show program advertisement - at a 20% discount.

We look forward to hearing from you and hope you will join us at the 2021 IALHA National Championship Horse Show!

Thank you!



Kaeli Dressler
IALHA President



Jody Sydow
IALHA Show Chair

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VENDOR FORM

VENDOR BOOTH SPACE				
<i>Space Size</i>	<i>Unit Cost For entire show</i>	<i>Unit cost - Saturday night only</i>	<i>Total</i>	
10' x 10' (1 table, 2 chairs included)	\$200	\$150		
10' x 20' (2 tables, 2 chairs included)	\$350	\$300		
10' x 30' (3 tables, 3 chairs included)	\$500	\$450		
Outdoor Space (issued by facility)	\$350	\$300		
Vendor Space Total				
<i>Electrical Supply needed:</i> <input type="checkbox"/> 110 volt/ 20 amp <input type="checkbox"/> 110 volt/ 30 amp <input type="checkbox"/> 220 volt/ 50 amp				
SHOW PROGRAM ADVERTISING: vendors get a 20% discount!				
<i>Size</i>	<i>Specifications - Width x height in inches</i>	<i>Cost</i>	<i>Vendor rate</i>	<i>Total</i>
2 Page Color Spread	17 x 11"	\$850	\$680	
1 Page Color	7.5 x 10"	\$500	\$400	
1 Page B & W	7.5 x 10"	\$300	\$240	
<i>For above, allow .25" on all four sides to bleed. Keep critical design inside 0.5" of trim on all sides.</i>				
½ Page Color horizontal	7.5 x 4.75"	\$350	\$280	
½ Page Color vertical	3.5 x 10"	\$350	\$280	
½ Page B & W horizontal	7.5 x 4.75"	\$200	\$160	
½ Page B & W vertical	3.5 x 10"	\$200	\$160	
¼ Page Color	3.5 x 4.75"	\$225	\$180	
¼ Page B & W	3.5 x 4.75"	\$125	\$100	
Business Card color	3.5 x 2"	\$100	\$80	
Program Advertising Total				
(Vendor space + Show Program) Grand Total				

PROGRAM SIZE 8.5 x 11"

RATES do NOT include design; ads must be sent print-ready

MEDIA AND DELIVERY Specification Guidelines:

- **File types:** EPS, TIFF, Photoshop, Illustrator file or PDF
- **Color:** must be CMYK
- **B&W:** grayscale only, 300 dpi
- **Applications preferred:** QuarkXpress file (Mac), InDesign, Photoshop, Illustrator, or high resolution (print quality) Adobe Acrobat PDF. Include all images and Mac fonts used in layout.
- **Submit electronic files of up to 15MB or less by email with form**
- **Larger files:** Contact hndsnhves2@aol.com for dropbox delivery

Ads and payment (or 50% deposit) must be received no later than September 15, 2021