

Vendor Trade Show Package

EAADA 2010 Gold Rush Dressage Show

CDI3* Y/J/P/CH & DC Gold National (with para-equestrian classes)



The Edmonton Area Alberta Dressage Association (**EAADA**) is a non-profit association of riders, owners and supporters of the equine sport of dressage. We sponsor schooling and recognised horse shows, clinics and seminars to promote the sport, with a strong focus on assisting and developing young riders. The EAADA relies on fundraising to help support our projects.

The Event



From July 15 to 18, 2010, the **EAADA** will hold its annual Gold Rush Gold National Show at Amberlea Meadows near Edmonton, Alberta. This four day event offers individual classes from Training level to Grand Prix. Competitors include junior riders, adult amateurs, para-equestrians, and professional riders and trainers.



After the success of the 2009 CDI2*, the EAADA was awarded the opportunity to host a three star Concours de Dressage Internationale (CDI3* /Y/J/P/Ch) in conjunction with the 2010 Gold Rush Show. In addition to the CDI3* adult classes, we will offer youth (16 to 21), junior (14 to18), pony and children's classes in this world qualifier competition.



The **EAADA** hosted the first CDI in Western Canada in August 2009 and was able to offer athletes from four provinces the opportunity to compete at Olympic levels without the need to travel to Eastern Canada or the United States. The CDI3* offered in 2010 will be especially significant for athletes who hope to qualify for the World Equestrian Games(WEG) at the Kentucky Horse Park in the fall of 2010, and the Pan American Games in October of 2011 in Guadalajara, Mexico. Both of these shows are qualifiers for the Olympic Games.



A panel of five international judges, including three Olympic judges, will preside over the CDI3* with results from this event contributing to team selections for both WEG and the Pan American Games. We anticipate that the stands will be filled to capacity with spectators watching these athletes compete for an opportunity to represent their home countries in the World Equestrian Games.

The Trade Show

The trade show will be set up at the front of Amberlea Meadows; a map is available upon request. The main entrance to the show grounds is adjacent to the trade show area so competitors and spectators drive by this area when entering and exiting the show grounds. To further increase traffic to the trade show, the parking area between the main entrance to the show office and the trade show will be closed. Picnic tables will be placed in around the trade show area to encourage competitors and spectators to enter the area.

Promotion of Vendors

Vendors in the trade show will be promoted as follows:

- Name or business logos will appear on the show website with links to business website beginning in spring of 2010.
- An eight page ad/recognition in the show program.
- Regular announcements will be made during the show promoting the sponsor.
- Promotional signage and banners will be displayed during the event.
- Inclusion in any publications of our event in which sponsors are included.

Vendors are also invited to sponsor the show over and above the trade show fee. The promotion of vendors who choose to do this will be in accordance to the combined amount of the trade show fee and the sponsorship as outlined in the [Sponsorship – EAADA 2010 Gold Rush Dressage Show](#) package.

Trade Show Fees and Set Up

The trade show fee is \$295 and is payable to the EAADA. Gifts in kind will not be considered as payment for the trade show fee. Please be aware that there are limited spots and they will be allocated on a first come first serve basis of full payment. Vendors must set up one hour prior to the show beginning on each day and cannot tear down until one half hour after the last competitor of the day. The EAADA will not provide tents or tables for vendors. There is limited power so we request that you make a note on the Dressage Vendor Information Form if you require power.

Gifts in Kind

Sponsorship in the form of gifts in kind will be based on the wholesale value of the item. In the majority of cases, the gifts in kind will be awarded to competitors based on draws from all of the competitor's names that occur throughout the show. The show committee reserves the right to award high value gifts in kind to champions or winners of special events.

Contacts

If you would like to be part of the EAADA 2010 Gold Rush Show Trade Show, please complete the attached Dressage Vendor Information Form and return to Donna Tribe. If you would like more information on the Trade Show, please contact Donna Tribe at donnatribe@shaw.ca or 780-465-6673.



**Dressage Vendor Information Form EAADA
2010 Gold Rush Dressage Show**

CDI3*Y/J/P/CH & DC Gold National (with para-equestrian classes)

Your Name, Or Your Organization's Name: _____

Contact Name: _____

Website Address: _____

Address: _____

Phone Number: _____

In a few words can you explain some of the benefits of your Product and/or Service or, explain what makes your organization different than the others. This information will be used during by the show announcer.

Do you have a banner that you would like displayed? _____

Please attach a copy of your company/organization's logo. If you would like to place an ad placed in the in the vendor recognition space reserved for you in the program, please send the ad. If you do not have a logo or an ad, please send a business card. We would prefer an electronic version of the above; however, any format is acceptable.

Please return to Donna Tribe at donnatribe@shaw.ca or mail to
10513-69 Street, Edmonton, Alberta T6A 2S7.

Trade Show Fee	\$ _____ 295.00
Sponsorship Cash or Cheque	\$ _____
Sponsorship Gift in Kind - Wholesale Value	\$ _____
Total:	\$ _____

Description of Gift in Kind:
