

WASHINGTON STATE HORSE EXPO

2011 Recap

Riding on the rousing success of the first **Washington State Horse Expo**, we invite you to join us for the **2nd annual event!** The Clark County Event Center, in partnership with Mary Jo Irvine and On Horses Equine Promotions, is excited to offer this expo to the Pacific Northwest again on **February 17-19, 2012.**

Located just 9 miles north of Portland Oregon, the facility is within an hour's drive of 2.5 million people. Clark County is the largest horse ownership county in the state of Washington, so it's the perfect location to host an Equine Education Expo. The event centers' prominent I-5 reader board, exposes event listings to 70,000 cars daily.

We will be hosting a variety of national and regional professional horse trainers, with **Craig Cameron, Craig Stevens and Steve Rother** already signed up! Other equine professionals will be added to the list as the year progresses.

Proposed Schedule of Activities:

- National & Regional Clinicians & Trainers
- Equine Nutrition, Health & Wellness Seminars
- Extreme Cowboy Race & Cowboy Mounted Shooting
- Free Equine Extravaganza in the Expo Hall
- "Hall of Breeds" and Breed Parade

Advertising:

- Radio and TV spots 2 weeks prior to show
- The Columbian, Reflector, and Oregonian weekly print ads
- Frequent e-marketing promotions of the event to extensive Event Center database
- Social Media web pages
- 2 websites – www.clarkcoeventcenter.com and www.wastatehorseexpo.com (currently under construction)
- Regional Horse Publications & Area Poster Blitz

Vendors: Last years' attendance was over 5,000 during the 3 day event!

Over 150 vendors filled the event hall in 2011 with displays from saddles and clothing to trailers and ATV's. **Some vendor comments:** "I thought the show was great! We did surprisingly well considering it was your first year. I wouldn't change a thing." *Majesty's Animal Nutrition*
"This was a great experience for me; I was well taken care of. The staff was courteous and professional and feedback at my booth was very positive. I'll be back!" *NW Horse Source Magazine*

Contact Information:

For sponsorships or clinicians: Mary Jo Irvine 541-350-1441 email: waexpo@live.com

For vendor space: Heidi Wilson heidi.wilson@clark.wa.gov

General information: Clark County Event Center: (360) 397-6180

Thank you & we hope to see you at the expo!