

**34th Annual  
Iowa Horse Fair**



*Where Dreams Are Born!*

**2018 IOWA HORSE FAIR**

**April 6-8, 2018**

**STALLION AVENUE**

- ALL breeders are invited to show off their stallions to thousands of visitors via the Stallion Avenue. Use this as an opportunity to promote the sale of your offspring and your breeding service.
- Stallions must stay on the premises for the entire weekend.
- Package includes one ¼ page b/w ad in the Iowa Horse Fair Program, one stall per stallion and one stall which can be used for hospitality/promotional materials.
- **Ad deadline is March 2, 2018.** Advertisements larger than ¼ page may be purchased in the Official Program through Dahl Graphic Design for an additional cost. Package covers one ad up to ¼ page in size. Any difference in cost of size or set up is at the expense of the Stallion Owner. All ads should be camera-ready or additional set up fees are applicable. ***ALL ads must be submitted to Dahl Graphic directly.*** For specific ad costs and specifications, contact Dahl Graphic Design at 888-403-2060 or 218-543-4040 or [www.dahlgraphics.com](http://www.dahlgraphics.com). The ad specs form can also be found at <http://iowahorsecouncil.org/wp-content/uploads/2017/10/2018-IHF-Ad-Insertion-Form.pdf>. Ads can be e-mailed in PDF format to [ihf-ads@dahlgraphics.com](mailto:ihf-ads@dahlgraphics.com). Camera-ready ads can be sent directly to Iowa Horse Fair Program, c/o Dahl Graphic Design, 39257 Taray Road, Pine River, MN 56474. **Additional advertising charges beyond your Stallion Package are payable directly to Dahl Graphic Design.**

\$200 – 1 Stallion

\$300 – 2 Stallions

**Yes, I wish to be considered for Pavilion Showcase time (See reverse side)**

- PAVILION SHOWCASE PRESENTATION** - Stallions can be shown in-hand, lunged, ridden or in harness. Please see reverse for details. **This option to appear in the pavilion is available on a limited basis.** Preference will be given as follows: 1) Current Horse Council Member, 2) Prior horse and owner conduct if attending previous horse fairs, 3) completed form(s) based on receipt date of required paperwork - first come, first serve.

Horse's Name: \_\_\_\_\_

Horse Breed: \_\_\_\_\_

Owner's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please return this Stallion Avenue form, Stall Reservations contract, and payment by **February 1, 2018** to:

Cathy Murray  
1216 E Girard Ave  
Indianola, IA 50125

**All advertisements must be sent directly to Dahl Graphic Design.**

# STALLION EXHIBITORS

## Guidelines for Pavilion Showcase

This information is being presented to assist you in a successful exhibit of your stallion in the pavilion. The Iowa Horse Fair is a great place to tell other horse lovers about your breed and its abilities. It is your time to shine and showcase your stallion.

It is the announcer's job to assist you during this showcase. They can either read materials you have provided or assist you in making your breed look its best by enhancing your exhibition with music via tapes or CDs. But in order to make your stallion look its best it means you have to have the materials to the announcer in time to let them get comfortable with it and make sure they understand what you want and can clarify anything that is not understood.

Unfortunately, sometimes items get dropped in the announcer's lap at the last minute and there are things they cannot read, pronounce or play correctly. We don't want this to happen to you, so here are some helpful hints for your ***time to shine ...***

1. **Put your name and your stallion's name on all materials** presented to Horse Fair Personnel or the Announcer. This makes it easy for identification by them, and to pick up your items once the event is completed.
2. **Type** any written information that you want read about your horse. If possible print in 14 PT font and space at least 1 ½ if not double spacing between lines.
3. **Time your written and/or audio material** to ensure it covers your five (5) minute allotted time.
4. **For audio material, list the track** that you wish to start with on the label with your name.
5. If you want a pavilion practice time, let me know ASAP, and upon arrival check with the Horse Barn Office for a posted schedule.
6. Make plans to **attend the 5:30 p.m. Friday meeting in the Horse Fair Barn** to ensure you are aware of any changes in schedules, etc. You need to present your materials for the announcer to the Barn and Breed Representatives at that meeting.
7. FINALLY, **be early at the gate!** Spectators will tend to leave if there are breaks in the pavilion. It is best to keep the show going so you should be well groomed and ready to make your presentation as soon as you can. Check in with the personnel at the gate so we all know you are ready and can keep the show rolling!

**PLEASE HAVE YOUR SCRIPTS TO THE BARN OFFICE BY  
SATURDAY MORNING AT 10:30.**