

Rocky Mountain Horse Association (RMHA)

Guidelines for Breed Fairs/Horse Expos

Revised Feb. 2009

Purpose of Rules and Guidelines:

The increasing popularity of the Rocky Mountain Horse worldwide and the RMHA membership's interest in the many Horse Expos held each year causes the RMHA to establish these Guidelines to assist participants in organizing effective presentations and to assure these promotions are conducted in a manner consistent with the philosophies and objectives of the RMHA.

Objective of RMH/RMHA Presence at Horse Expos:

The primary reason for exposure at Horse Expos is the promotion and display of the Rocky Mountain Horse (RMH).

Guidelines:

- 1) To assure the most effective presentation of the breed, the RMHA will grant authority for RMH promotions only to a single group at any one Horse Expo.
- 2) That booth and/or stall exhibit is to be presented under the name of the "Rocky Mountain Horse" or the "Rocky Mountain Horse Association" exclusively.
- 3) All exhibits, booth presentations, and advertising materials of any kind are to be exclusively for the RMH breed and designed to showcase its attributes. No other breed, registry, or association may be displayed or promoted in any way.
- 4) Individual farm/ranch advertising is permitted, as long as it is secondary to, and does not detract from, the primary objective of displaying and promoting the RMH, and is consistent with the objectives of #3 above.
- 5) Regional affiliated club information (if applicable) may be displayed.
- 6) Sale of any merchandise must be secondary to, and must not detract from, the primary objective of displaying and promoting the RMH. The seller must pay for all sales taxes or extra cost.
- 7) All horses participating in Horse Expo Breed Demonstrations must be RMHA registered and certified if three years old or older. Only registerable get of certified horses under three years of age will be permitted. No Foundation Geldings or CTBG Mares are to be used in Demos.
- 8) The "approval process" for all horses participating in Horse Expo Breed Demonstrations may require at the Marketing Committee's discretion a minimum of 2 minutes of current video (no more than 60 days old) on each horse to be submitted to the Marketing Committee with the application request.

Granting of Authorities:

- 1) All Horse Expos at which RMH promotions are to be held must be pre- registered with the RMHA by completing "Application for Participation - Horse Expo". This is to be submitted to the RMHA Marketing Committee by Jan 31 each year.
- 2) The RMHA will grant authority for and support only one RMH promotion at any single Horse Expo, subject to the following:
 - a) RMHA Affiliated Regional Clubs have the authority to conduct RMH promotions for Horse Expos falling within their geographic region, subject to compliance with RMHA rules and guidelines, and submission of "Application for Participation - Horse Expos."
 - b) An exception to a) occurs for Horse Expos that deal only directly with registries. In these situations, the RMHA may at the option of the Marketing Committee, permit an RMHA Affiliated Regional Club or other group to act on behalf of the RMHA.
 - c) For all other Horse Expos, individuals and groups interested in conducting RMH promotions and willing to comply with RMHA guidelines must complete and file "Application for Participation - Horse Expos" with the Marketing Committee by Jan 31 each year. Should there be more than one application received for a single Horse Expo, the Marketing Committee will make every effort to unify the various individuals and groups for purposes of that Expo. Failing that, the Marketing Committee will determine to which party to grant the authority to conduct that RMH promotion. It will communicate its decision to all applicants.

RMHA Assistance:

- 1) The amount and type of help that can be made available for any Horse Expo will be determined by evaluating the potential value resulting from exposure of the RMH. The RMHA cannot allocate the same assets to a one-day Breed Fair expecting 500 attendees as it would to a three-day Horse Expo that has historically attracted 50,000 patrons.
- 2) Based on the information supplied on the "Application for Participation - Horse Expos," the Marketing Committee will make an evaluation of the merits and make a determination on the levels/type of RMHA assistance, which can include:
 - a) Promotional materials - Posters, Brochures, Videos, Reprints of Magazine Articles, and other such items as are developed by the RMHA.

b) Financial assistance - Available only to Expos of a general horse nature. RMHA guidelines are up to 50% (to a maximum of \$400) of the direct costs (rental, insurance, utilities, state Horse Council memberships, etc) of the promotional booth(s). All costs related to presentation of horses in breed demonstrations to be the responsibility of the horse owners and/or group having been granted the authority to conduct the Expo promotion. Submission of Expo application does not guarantee that financial assistance will be provided. If financial assistance is provided, Expo expense receipts must be submitted prior to funds being released.

Guidelines:

For Booth Displays: The objective is a booth layout that will attract the attention of the casual passer-by promoting the RMH & RMHA exclusively. The following suggestions are offered:

- 1) Signage - A simple and uncluttered banner hung over the booth reading just "Rocky Mountain Horses," perhaps with smaller lettering below reading "Gait" and "Disposition." 10 ft banners can be professionally done and purchased for about \$100. These banners find other uses, for example, parades.
- 2) Videos - A TV/VCR strategically located at the front of the booth with a tape of moving horses accompanied by music. Please check the RMHA for availability of RMH tapes. Videos taken of previous breed demos should be considered.
- 3) Pictures - Large well framed and carefully hung. People love pictures, especially pictures of foals and beautiful horses under saddle. Consider a grouping of pictures of the horses appearing in the breed demos designed and displayed as a means of letting people know when and where the breed demos will be held.
- 4) Pass-Out Materials - RMH Brochures, RMHA Magazines, reprints of Magazine Articles.
- 5) Booth Horse Stall - Where Expos make this possible in conjunction with a breed booth, booth traffic increases many fold. The calm disposition of any horse exhibited is critical.

For Breed Demonstrations: The prime objective is showcasing of the breed, and not individual horses. Most Expos provide "stallion row" and "demonstrations" specifically for exhibiting and advertising of individual horses.

Following are suggestions and ideas to consider in planning for breed demonstrations, these compiled from actual experiences of RMHA members.

- 1) Various types of breed demos have been done from complicated "drill team" routines to "freelance" exhibitions. Factors to be considered in determining the best type of presentation in a given situation are:
 - a) Logistics of arranging and conducting practices - The more complicated the routine, the more practice it requires.
 - b) Number of horses and/or exhibitors involved.
 - c) Ability of the exhibitors - Groups have found there are often more good horses available than there are good experienced exhibitors. If you are going to try a 12 horse close formation riding routine, make sure you have 12 exhibitors with the experience and ability to handle their horses under stressful conditions. (Something unexpected will always occur).

Rocky Mountain Horse Association
Application for Participation - Horse Expos

Name of Breed Fair/ Horse Expo _____

Expo Dates: _____ Application Date: _____

Location City: _____ State: _____

Name of Facility _____

Number of Years Held _____ Average Attendance for the Last 3 Years _____

Attendance Last Year _____ Estimated Attendance This Year _____

Does this Breed Fair/Horse Expo Offer: Promotional Booth in Expo Hall? Y or N / Estimated Cost? _____
Stall for Horse in Expo Hall? Y or N / Estimated Cost? _____
Breed Demonstrations? Y or N / Number? _____

Applicant Group _____ **Contact Person** _____

Address _____

Telephone _____ Email _____

List of Participants Names _____

Has this group participated in this Expo in prior years? Y or N If so, when? _____

Please provide a general description of your promotional booth plans. _____

Breed Demonstrations: Please provide a brief description of your breed demo plans:

Number of Horses Involved _____ Listing of Horses/Owners _____

I/We have read the RMHA Rules and Guidelines for the conducting of Breed Fairs/Horse Expos and hereby confirm I/We will comply: _____
(Signature)

Marketing Committee Approval:

Name of Group to which authority is granted: _____

Assistance to be provided by RMHA: _____

Date Approved: _____ Authorized by Marketing Committee Chair: _____

Contact:

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