

Rocky Mountain Horse Association (RMHA) Guidelines for Breed Fairs/Horse Expos

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."
- 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, if it is secondary to, and does not detract from, the primary objective of displaying and promoting the RM horse and association first and foremost, 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 register-able 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 Authority:

- 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. If specific event details and information are not available, provide basic information and your intent.
- 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.

2) Based on the information supplied on the “Application for Participation - Horse Expos,” the Marketing Committee will make an evaluation of the merits and decide 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 \$500 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.

- Tradeshow expenses will be reimbursed on a percentage basis, contingent upon completion of the criteria listed below. Failure to complete any portion of this list will result in decreased reimbursement. All tasks listed below must be completed within 30 days of completion of the event.
- Application and preliminary materials need to be submitted no less than one month before the event

<u>Task</u>	<u>Percentage of Total Reimbursement</u>	<u>Completed</u>	<u>Payback</u>
Submit a timely application with a clearly defined objective for the tradeshow and/or demo. Application must include each of the following: scripts, photo & video materials to be used, photo & videos of horses and rider team.	25%		
Submit photos of completed booth, and photos/videos of demos performed, article about expo for magazine	25%		
Complete designated objective identified in your application and submit volunteer assessment for review	25%		
Submit all contact information gathered on behalf of the RMHA to the marketing committee, and return all borrowed materials.	25%		

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- The RMHA Marketing Committee will evaluate the return-on-investment garnered from each tradeshow and breed demonstration on an annual basis. Pending evaluation, some tradeshows may be included as a separate line item in the annual budget for future years. Participation one year, does not guarantee participation in future years. If the return-on-investment is not up to our standards we will not continue to attend.
- Return-on-investment will be assessed based on, but not limited to, the following factors:
 - 1) Overall event attendance
 - 2) Number of new memberships achieved as a direct result of the show
 - 3) Quantity and quality of contact information gathered
 - 4) Expense relative to results and use of resources

- 5) Assessment by volunteers of the tradeshow and demonstration's effectiveness
 - a) Did we reach our target audience?
 - b) Did we achieve meaningful interaction with potential new members?
 - c) Was the response to our presence positive?

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. Any additional videos need to be submitted to the RM Marketing Committee for review, a minimum of two weeks prior to the event.
- 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 each 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). Safety and presentation are key.

RMHA Application for Participation - Horse Expos & Tradeshows

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: Yes No Cost: _____

Stall for Horse in Expo Hall: Yes No Cost: _____

Breed Demonstrations: Yes No Cost: _____

Applicant Group _____

Primary Contact Person _____

Address _____

Telephone _____ Email _____

List of Participants Names _____

Has this group participated in this Expo in prior years? Yes No 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 _____

Please list participating horse, rider, and owner names. Include membership numbers for each. All riders must be RMHA members. Attach an additional page if needed.

Participating horses must be registered and certified if over two-years of age.

Confirmation of Agreement to Terms and Conditions:

I have read the RMHA Rules and Guidelines for the conducting of Breed Fairs/Horse Expos, and confirm that our group will comply.

Signature _____ **Date** _____

Print Full Name _____ **Title** _____

For Office Use Only

Group recommended by Marketing Committee _____

Amount of assistance recommended by Marketing Committee _____

Authorized by Marketing Committee Chair _____ Date _____

Contact:

RMHA International Headquarters

71 South Main St

Winchester, KY 40391

859-644-5244

DATE APPROVED BY BOARD _____

The RMHA Marketing Committee and RMHA Board reserve the right to discontinue participation in any event or tradeshow as they see fit.