



AETA NEWS

Information and News from the American Equestrian Trade Association, Inc. August 2009

KOP Homecoming Breaks Records!

The August 2009 AETA International, presented at the Greater Philadelphia Expo Center in Oaks, PA (www.phillyexpocenter.com), set a new attendance record with an unprecedented number of buyers from 36 states and 7 countries. There was certainly no lack of product to see. Nearly 240 companies, 88 of which were brand new to AETA International, displayed the latest equestrian products in over 500 display booths.

Everyone was happy to be back in the heart of the King of Prussia area, at the newly remodeled Expo Center. During the bi-annual meeting, when asked if we are here to stay, our show producer, Kent Hopper, assured us that our intent is to meet in KOP for many years to come. He outlined some of the improvements to be made by the Expo Center in the coming years, indicated that we can expand to 1,000 booths, and that negotiations are underway for hotels adjacent to the Expo Center.

Plan Ahead

2010
January 30, 31 - February 1
August 14 - 16
2011
January 29 - 31
August 13 - 15

Have you joined the AETA online community?

The AETA Group Site is a very active, virtual meeting space for our members to share ideas and express concerns.

Employees of manufacturer and retailer member companies, as well as individual members, are encouraged to request an invitation to participate. Call or e-mail the AETA office.

AETA Continues to Grow

AETA now has nearly 260 members, amazing growth in just two years.

In July 2007, the concept of AETA, a non-profit association to unite the equestrian trade, became an officially recognized, incorporated reality. In August, applications and dues were accepted from the founding members, and we grew to 71 early supporters by the end of 2007. In June 2008, we reached the 100 member milestone, and by the first Baltimore trade fair in August 2008, our numbers increased to 142.

AETA Does Listen

During the bi-annual meeting and the show, many members expressed disapproval of leveling the dues to one rate for all retailers and one rate for all manufacturer/distributors as of September 1. The AETA Board of Directors, listened to all comments, most in favor of retaining the three-tiered dues schedule. After additional discussion and consideration, the Board voted to keep the dues structure as it has been the past two years.

At that same meeting, preceded by a complimentary wine and cheese reception, nominees for the 2010 Board of Directors were introduced. The winning candidates will be announced in early September.

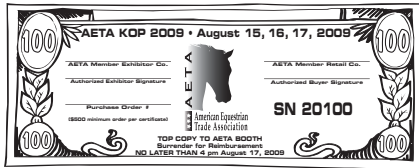
The August Trade Fair Issue ...

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- **Highlights of the Summer 2009 AETA INTERNATIONAL** pp 2-4

THE WINNERS!

You could say that everyone who participated in the August trade fair was a winner. There was much more to see and more buyers to place orders, as well as exciting competitions and prizes.

At the show, many exhibitors made hard to resist show-only offers to buyers. This resulted in strong sales for many manufacturers and a great show from others. We truly appreciate all exhibitors who made these tremendous offers. Do not miss the Winter 2010 show when our exhibitors promise to create even better incentives for their customers.



Member Buyer Incentives Provide Results for Member Exhibitors

The very popular AETA BUCKS program continued to provide immediate benefits for both buyers and sellers. We offered three, \$100 AETA Bucks vouchers for each AETA retailer member. At the show's close on Monday, we cut thousands of dollars in checks to immediately repay the member exhibitors who applied the discounts to orders placed by buyer members.

One of the busiest spots at the show was the drop off for raffle ticket entries at the AETA hospitality booth. Whenever a buyer placed an order with a member exhibitor, they received a chance to win. AETA buyer members' chances to win were doubled at our booth. By the end of the weekend, there were thousands of raffle tickets in the drum. The winners are listed on page 4.



AETA member exhibitors were the source of raffle tickets for some very desirable prizes (see page 4). Each time a purchase was made, no matter how large or small, the buyer was rewarded with a chance to win. AETA member buyers were rewarded with double chances to win by the AETA hospitality booth staff.

This program, in combination with AETA Bucks, has proven to be real traffic builders for our members.

Buyers Vote for Their Favorites and Win Golden Tickets

AETA rewarded the buyer who voted for the Best Stand Awards and Mannequin Fashion Pageant (see the next page). Their ballots were entered in a drawing for a Golden Ticket, good for a complimentary hotel room night at the host hotel during the Winter 2010 AETA International.

Mannequin Ballot Drawing

Jim Roberts, Clip-ity Clop,
Brecksville, OH

Best Stand Ballot Drawing

Tom Weisbrod, Sonseeahray
Western & English Store,
Perrysbury, OH

It's in the Bag!



Survival Bag for Early Birds

Everyone wanted one of the limited edition AETA totes filled with contributions from exhibitors, but only the earliest arrivals received these gift-rich incentives to start shopping early. They were distributed to attendees at the Sunday and Monday morning seminar and the rest were gone within 60 seconds of the doors opening each morning.

The Trade Fair Survival Bags were filled with generous donations from the following exhibitors:

- AETA
- bluhorse
- Charles Owen Inc
- Cowboy Brand T-shirts
- Der-Dau Custom Made Boots & Shoes
- Designs by Loriece
- Devon-aire
- Draper Equine Therapy
- The Engraver
- Epona Ltd.
- Equisupplies
- Essex Classics
- G.T. Reid Equestrian Sales, Inc.
- German Equestrian Manufacturers Inc. (GEM)
- Horse e Lites & Dog e Lites
- Horseshoe Gift Packaging
- Horeware Ireland
- Intrepid International
- JPC Equestrian, Inc.
- Kerrits Equestrian Apparel
- KL Select LLC
- Leather Goods of Spain - Lilo Collections
- Noble Beasts Graphics
- Nunn Finer Products
- Outback Trading Company
- Paddock Cakes
- Perri's Leather & Metal Crafters, Inc.
- R.J. Classics, Inc.
- Ronmar Industries Inc.
- Royal Riders
- Saddlers Row
- SSG Gloves
- The Finishing Touch of KY
- Toklat Originals
- Tredstep Ireland
- Troxel, LLC
- TurtleNeck Horse Clothing/ Paint Rock Designs
- Two Fair Mares Products
- Union Hill
- Walsh Harness & Saddlery
- Wilker's Custom Horse Products
- Willie Bakery
- You Just Never Know

Fashion Pageant

AETA's unique fashion pageant features creatively dressed mannequins in two categories: traditional and non-traditional dress. This show, the field increased substantially with dozens of creatively attired (or not attired) mannequins in each category.

Willie Bakery's modest farm housewife displaying enticing bake goods made from horse treats won in the non-traditional category. Nostalgia ruled the day.



JPC's classically and classily attired mannequin won in the traditional category.



Both were rewarded with pageant sashes and complimentary use of a mannequin at the Winter 2010 AETA International.

THE WINNERS!

Best Stand Awards

Competition was fierce for the Best Stand Awards, chosen by scores of foot-weary but energized buyers. The exhibitors pulled out all the stops in creating attractive and inviting displays.

Best Large Stand: Charles Owen



Best Large Stand award winner Charles Owen unveiled its new exhibit, an open and attractive store with display and sitting areas. They were rewarded with a Paul Revere Bowl, Best in Show ribbon and two complimentary booths at the Winter 2010 AETA International.

Best Medium Stand: Phoenix Performance

Phoenix Performance's dramatic new booth soared. The tall circular booth invited buyers into an intimate space to view products and write orders. The exterior of the booth featured photographs and product displays as well. They were rewarded with a Paul Revere Bowl, Best in Show ribbon and two complimentary booths at the Winter 2010 AETA International.



Best Small Stand: Willie Bakery



For the second year, Willie Bakery won the Best Small Stand award by welcoming you into an old-fashioned kitchen, this time decorated for the December holidays. They were rewarded with a Paul Revere Bowl, Best in Show ribbon and one complimentary booth at the Winter 2010 AETA International.

Turn the page for more winners

RAFFLE PRIZE WINNERS

GRAND PRIZE ETON BEAMER SCOOTER

Winner: Barbara Logan
Horse and Rider Tack, Kintnersville, PA



**TO VIEW MORE PHOTOS FROM AUGUST 09
AETA INTERNATIONAL, CLICK THIS LINK**

http://www.aeta.us/images/PA_8-09/Gallery/index.htm



Exhibitors Appreciation Drawing

40" Samsung HD-TV

Winner: Lynda James
SSG Gloves, North Boston, NY

Saturday Evening Buyer Drawing

40" Samsung HD-TV

Winner: Ellie Scofield
Spectrum Saddle Shop, Coconut Creek, FL

Sunday Evening Drawing Winners

Lap Top

Winner: Judi Berninger
Saddlers Row, Palatine IL

iPod Touch

Winner: Carrie Grooms
The Tacky Horse,
Beavercreek, OH

Canon Digital Camera

Winner: Suzie Cooke
Spectrum Saddle Shop,
Coral Springs, FL



Education Survey Drawing

Garmin GPS

Winner: Dorrie Carters
KL Select, Quaker Hill CT



AETA is your industry Association. As a membership organization, we reinvest profits from AETA International into benefits for our members and initiatives to unify the industry. We encourage members to actively participate in their Association.

If you are not already a member, please join us. Application can be made 24/7 on our secure web site or during business hours by calling our office.



AETA

591 North Avenue, Ste. 3-2 Wakefield, MA 01880-1617

781/246-0487 f 781/245-6487

office@aeta.us www.aeta.us