



# CAN-AM

ALL BREEDS  
EQUINE EXPO

◆◆◆◆

## EAST & WEST

CLINICIANS • SHOPPING • EDUCATION • FAMILY FUN • EVENING SHOW

NEW VENUE! March 31-April 2, 2023 (ONTARIO)

NEW SHOW! April 21-23, 2023 (BRITISH COLUMBIA)

# VENDOR PACKAGE

# CAN-AM ALL BREEDS EQUINE EXPO

## ABOUT CAN-AM

The Can-Am All Breeds Equine Expo is Canada's premier equine event that brings together thousands of horse lovers and industry partners all under one roof for a great weekend for everyone from the seasoned horse person to the weekend rider and everything in between... and we're going NATIONAL!

Can-Am features three exciting days of international clinicians, family-fun entertainment and performances, equine breed showcases, all indoor shopping and kid friendly interactive attractions. Can-Am's mandate is to create awareness of the equine industry, making horses a vital part of the community.

## NATIONAL AND REGIONAL OPPORTUNITIES

The Can-Am All Breeds Equine Expo is excited to work with vendors from all over, as the Can-Am All Breeds Equine Expo will be hosted in Ontario and British Columbia in 2023! The NEW! location in Ontario at the Ancaster Fairgrounds , then after Can-Am will head west to Chilliwack, British Columbia, bringing together thousands of horse lovers and industry partners all under one roof for 2 great weekends.

**2019 SINGLE SHOW ATTENDANCE:** Close to 10,000 attendees

**2019 WEBSITE VISITS:** 125,000

**2019 SOCIAL MEDIA REACH:** 1.5 million

**YEARS IN EXISTENCE:** 19

Now excited to bring 2 great shows across Canada!

**NEW! Venue (March 31-April 2) Ancaster, ON**

**NEW Show (April 22-23) Chilliwack, BC**



CANAMEQUINE.COM

**NATIONAL FOR 2023**

# CAN-AM ALL BREEDS EQUINE EXPO



**CAN-AM**  
ALL BREEDS  
EQUINE EXPO

**EAST & WEST**



# CAN-AM ALL BREEDS EQUINE EXPO

## CAN- AM ALL BREEDS EQUINE EXPO

The Can-Am Equine All Breeds Expo offers a variety of vendor opportunities for those who would like to receive extra exposure and target the rural and equine demographics. With record-breaking attendance in 2019 and many exciting clinicians soon to be announced, we feel confident that Can-Am 2023 will be our most successful show to date!

### 2023 PROJECTIONS

**Attendance:** Close to 20,000

**Website Hits:** 200,000

**Social Media Reach:** 2 Million

**Year in Existence:** 19

\*Based on actual 2019 single show

## GET IN TOUCH WITH YOUR CUSTOMERS

Vendors, take advantage of the Can-Am All Breed Equine Expo. Get in touch with your customers while showcasing your new products, services or businesses related to the equine and agricultural industry.

## VENDORS TELL IT LIKE IT IS

“Can- Am is a great opportunity to meet with your customer, look at designs and look at real products.”

– Dwayne Job, President of System Equine

“I have attended the Can-Am Equine Expo with a vendor booth since its inception 17 years ago. Each year I look forward to seeing my customers and meeting new customers. It is very good for the industry, bringing horse lovers together under one roof.”

– Roy lonson, Former owner of lonson Saddlery



# CAN-AM ALL BREEDS EQUINE EXPO



# CAN-AM ALL BREEDS EQUINE EXPO

## OUR OBJECTIVES

- Stage numerous equine-related lectures and presentations, as well as provide far-reaching opportunities, that directly focus on the equine industry's bringing more involvement from both equine enthusiasts and the general public. We strive to enhance the value and significance of the equine industry in Canada through education, awareness, and trade.
- Create marketing opportunities by working with agencies and associations.
- Publicize Canadian goods and services within the industry's principal members, including horse breeders, product manufacturers, distributors, educational facilities, etc.
- Promote the improvement of equine breeds and increase their quality and variety.
- Encourage employment within the large and lucrative equine industry in Canada.
- Create an annual Provincial conference setting for the purpose of addressing pertinent issues affecting the horse industry.
- Facilitate the expression of the views and goals of Canadian equine associations to a multi-breed event.
- Brand the Canadian horse industry as united and strong, and give it a greater visibility in other countries and jurisdictions.
- Can-Am Equine Marketing Inc. is committed to promoting the horse industry to its fullest potential. We are a privately owned company that works with many profit and non-profit groups.



## **POLICIES AND PROCEDURES**

1. **ADMISSION TO ARENA** – No person will be permitted to enter the arena except show participants, show photographers, and show management personnel. Attendant will not be permitted in the arena until summoned by order of the show officiator.
2. **BARN OFFICE** – Personnel will be available commencing 8:00am one day prior the event. Following move-in, hours for shavings and hay delivery will be posted.
3. **DOGS & PETS** - No pets are allowed on-site at any time.
4. **HORSES** – are to be under full control and accompanied by a second person following the animal at all times with-in any building.
5. **HEALTH PAPERS**
  - a. Please check with your veterinarian regarding border crossing regulations. Negative Coggins test within 12 months is required.
  - b. Veterinarian Inspection – At the Show committee's discretion, any animal may be subject to an examination by the show veterinarian as a safeguard against communicable equine disease.
6. **MANURE DISPOSAL**- Manure disposal is provided in designated areas. Shavings are the only acceptable bedding.
7. **PARKING** - There are designated parking areas for cars and horse transports. Please ensure that you **DO NOT** leave vehicles adjacent to the building where they will interfere with animals or other exhibitors' access.
8. **P.A. SYSTEMS**– Due to the possible unforeseen problems with any mechanical device, the P.A. system and event calls over that system are considered a courtesy and sponsors are given priority.
9. **RESPONSIBILITY** - Can-Am Equine Marketing Inc. and the owners of the show grounds facility will not be responsible for any article of any kind or nature that may be lost, or destroyed or in any way damaged. Each exhibitor will be responsible for any injury that may occur to any person or any animal, or damage to any property while on the show grounds by any horse owned or exhibited by him/her, and shall identify the management against all legally established claims or damages of any kind or nature that may grow out of any injury occasioned by any horse owned or exhibited by him/her. **THE SIGNED APPLICATION FORM SHALL BE DEEMED AN ACCEPTANCE OF THESE RULES AND ALL POLICES.**
10. **RETURNED CHEQUES** - There will be a \$100 charge for returned cheques.
11. **SCHEDULE** – Show management reserves the right to change or modify the schedule of events as necessary to accommodate the events received.
12. **SHOW OFFICE** – The show office is located in the main lobby of the show grounds.

13. INSURANCE – Exhibitors are required to provide proof of current and in force commercial general liability insurance coverage of 2 million or more prior to participation in the 2022 Can-Am Equine Expo.
14. SHOW OFFICE HOURS – Any variations in the following schedule will be posted on the Show office door. Exhibitors are requested to report to the show office at arrival and before unloading anything, to pick up show packets, or correct any pending items.  

Friday	8:00am to 7:00pm
Saturday	8:00am to 7:00pm
Sunday	8:00am to 4:00pm
15. SMOKING AND FIRE REGULATIONS – Smoking is prohibited in all areas of the Can-Am show. No open flames! No pressurized propane tanks allowed in or around the buildings. No accumulation of litter or rubbish. All entrances, aisles, stairways, etc, must be free and clear of obstructions. All stall curtains to be of a flame retardant material.
16. STABLING - No refunds on stalls after closing date. Each exhibitor is responsible for the cleanliness of his/her aisle. All stalls are to be mucked and horses are to be bathed, exercised and back into their stall before 9:00am. Shavings must be used, no straw is permitted. Horse must be washed in designated wash areas.
17. No vendor tear-down or move out- until Sunday after 4:00pm. This must be completed by Midnight.
18. No Horses – are permitted in the trade area.
19. Wrist bands must be worn at all times.
20. TRADE AREA HOURS  

Friday	8:30am to 7:00pm
Saturday	8:30am to 7:00pm
Sunday	8:30am to 5:00pm

Your booth must be staffed during this time.
21. SHARING OR SUBLEASING EXHIBIT SPACE- is expressly prohibited unless pre-approved by Can-Am Marketing Inc. the contract of any exhibitor who violates this policy will be cancelled without refund.

**ALL VENDOR ISSUES ARE DIRECTED TO BILL BROWN ONLY**



**TENTATIVE SCHEDULE**  
(SUBJECT TO CHANGE)

**MOVE IN**

Tuesday, Wednesday, Thursday                      8:00am – 8:00pm

**TRADE AREA**

Friday	Doors open to public	8:30am – 7:00pm
Saturday	Doors open to public	8:30 – 7:00pm
Sunday	Doors open to public	8:30am– 5:00pm

For special moving arrangements or inquiries, please contact Bill Brown.