

How to create a successful Equine Event at your Fair

1. Create a strong **Committee**
Location, Dates & Open Hours
Theme—it holds the Equine together and provides a focus
Budget, Vision, Goals and Benchmarks for success.
2. Key Components **Equine Tent Committee**
Volunteers
Sponsors/Partners
Exhibitors
Presentations/Demos/Clinics
Live Horses/Breed Groups
Marketing & Promotion
Logistics (Tent Setup, Parking, Safety and Biosecurity)

Two weeks prior to Fair, address the following

3. **Volunteers:** Briefing, Review Fair Map and Events Listing, Emergency Plan, Safe Handling. Name tags, Identify them to the public (t-shirts /hats or bandanas)
Event Schedule, Contact Info, Fair Passes
Signage for each area in your Sponsors, Exhibitors, Demos, Breeds
Sponsor Recognition follow through on your promise.
Exhibitors/Presenters/Horse Owners and Breed Groups:
Communicate set up and tear down, Fair Passes, Parking.
Visual Layout for your Equine Tent

The week before your Fair

4. **Confirm all Exhibitors, Presenters, Horse Owners and Breed Groups**
5. **Review Logistics:** stalls, hydro, tables/chairs, special equipment (sound/AV), water/feed, Emergency Plan, Safety protocol. **Have a Plan B.** Things change.

During the Fair...

6. **The Right Attitude: Educate and Engage. Have Fun...it's a Fair!**
7. **Safety First!** When things get rushed, pay more attention to what might go wrong.
8. Involve your Fair Ambassadors; introduce speakers, participate in activities.
9. **Ask for feedback during or after event,** from: Sponsors, Exhibitors, Presenters, Volunteers, Equine Tent Visitors. A quick survey can address this.
10. **Event Recap:** List the total attendance, the weather, pros and cons, and great ideas for next year.
11. **Volunteer, Sponsor, Presenter and Exhibitor Thank You** notes and
12. **You're done!** Now start planning to make it better next year!

Call us if you have questions!

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