

# DRESS TO IMPRESS

## BRING YOUR PRODUCTS TO LIFE and MAKE AN IMMEDIATE IMPRESSION AETA MANNEQUIN MERCHANDISER PROGRAM

AETA International Trade Fair

January 31 - February 2, 2009 Baltimore, MD

The first "AETA Mannequin Fashion Pageant" was a big success. Buyers enthusiastically voted for their favorites, and the exhibitor entering the most eye-catching and originally "dressed" was crowned our first Miss AETA.

### Location, location, location!

Drive traffic to your exhibit. The mannequin fashion show will be the first thing buyers will see when they arrive, before they enter the exhibition hall. AETA will provide signage identifying your company and booth number.

### Enhanced Decor

We're adding lighting and foliage to more effectively market your products

### Capture Buyer Attention

As an incentive, every buyer ballot will be entered to win a Platinum Ticket for two free nights at the host hotel during the August 09 Trade Fair.

### Put your creativity to work.

Non-traditional dressing is encouraged!

### Miss AETA and more

The exhibitor entering the most eye-catching mannequin will be awarded two free mannequins for display at the August 2009 AETA International Trade Fair.

### Participation is Easy

#### Reserve by December 8<sup>th</sup>, 2008

Simply complete an order form and email to [equestriantrade@verizon.net](mailto:equestriantrade@verizon.net) or fax to 781/245-6487

**EASIEST WAY to RESERVE** Fill out an order form on-line and remit payment using your credit card by visiting the AETA web site [www.aeta.us](http://www.aeta.us)

#### Rental Fee covers all three show days!

Member Reservation: \$100.00 for one, \$75.00 per each additional

Non Member Reservation: \$150.00 for one, \$100.00 per each additional

### Mannequin Specifications

- Full, round, fleshtone, headless female mannequin  
64 Inches Tall  
American Dress Size 8/10  
Bust-32 inches; Waist-26 inches; Hips-39.5 inches ("Brazilian butt")
- Perfect for low-rise britches
- Detachable arms, hands and torso for ease in dressing
- Attaches to free standing base through foot or rear calf



Miss AETA 2008  
dressed by  
Haute Cheval



Horse Hollow Press



Lilo Collection

*Please note: Only mannequins reserved within the Mannequin Merchandiser Exhibition Program are eligible for the contest but mannequins may be rented for booth display only.*

American Equestrian Trade Association

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