

# Mannequin Merchandiser Pageant

*Sponsored by AETA*

Don't miss this wonderful opportunity to participate in an exciting and unique Mannequin Merchandiser Pageant, featuring your most innovative new products at the AETA International Trade Fair in Baltimore, August 2<sup>nd</sup>-4<sup>th</sup>!

Mannequins are the perfect way to provide your customers a hands-on, interactive and tactile experience to showcase and merchandise your lines to prospective clients. Learn how industry associates uniquely display and merchandise various product lines.

In addition, the Mannequins will be judged by attending buyers. A winning buyer will be drawn from all votes submitted and win a Platinum Ticket good for two free nights at the January trade fair's host hotel.

The exhibitor entering the most eye-catching and original showpiece will be crowned Mr/Miss AETA 2008 and the designer will be awarded two free mannequins for display at the January 2009 AETA International Trade Fair!



## Participation is Easy!

- Reserve up to 15 mannequins to showcase your products to be displayed around the show floor.  
**Members Reservation:** \$ 75.00 for one, \$50.00 per each additional  
**Non Members Reservation:** \$125.00 for one, \$75.00 per each additional
- You will receive your mannequins during set up on Friday, August 1<sup>st</sup> and will be responsible for dressing them by 5:00 p.m. when they will be picked up and strategically placed around the show floor. Be creative! This is not limited to apparel - accessories on a mannequin dressed in black or a shirt made out of horse treats is a real eye-catcher!
- The mannequins may be rotated accordingly throughout the course of the show, providing your merchandise optimum exposure to a broad audience.
- Recognition and prize will be awarded to *The Mannequin displayed "head and shoulders" above the rest*, at the Market party on Sunday evening.
- Please complete the Mannequin Merchandiser Pageant Order Form and Information Card and e-mail to wekeley@yahoo.com.
- To participate in the Pageant, all mannequins must be reserved by July 1<sup>st</sup>.
- A merchandise product information card will be hung on each mannequin identifying the booth and company where displayed items can be viewed and discussed in further detail. Please complete the Product Information card attached and submit by July 15<sup>th</sup> to receive your custom display card.
- Please note, only mannequins reserved within the Mannequin Merchandiser Pageant Program are eligible for the contest.



**American Equestrian Trade Association**

591 North Avenue, Ste. 3-2

Wakefield, MA 01880-1617

781/246-0487 [equestriantrade@verizon.net](mailto:equestriantrade@verizon.net) [www.aetanews.com](http://www.aetanews.com)

## Mannequin Merchandiser Pageant Order Form

Booth Number: \_\_\_\_\_

Company name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

AETA member: Yes \_\_\_\_\_ No \_\_\_\_\_ (Please check the appropriate box)

*Please see [www.aetanews.com](http://www.aetanews.com) or call the AETA office for membership information.*

Quantity of mannequins requested: \_\_\_\_\_

Cost:

- **AETA Member Rental: \$ 75.00 for one, \$50.00 per each additional**
- **Non Member Rental: \$125.00 for one, \$75.00 per each additional**

Total cost: \_\_\_\_\_

You will receive confirmation of your order via e-mail by July 10<sup>th</sup> . The AETA office will invoice you shortly thereafter for the mannequin rental fee that appears on your confirmation notice.

Thank you for participating in this exciting program, we look forward to viewing your product lines in this innovative interactive venue!



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# Mannequin Merchandiser Product Information Card

Company Name: \_\_\_\_\_ Booth # \_\_\_\_\_

## Product Descriptions

Item: \_\_\_\_\_ Style #: \_\_\_\_\_  
Retail Price: \$ \_\_\_\_\_ Sizes Available: \_\_\_\_\_  
Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Item: \_\_\_\_\_ Style #: \_\_\_\_\_  
Retail Price: \$ \_\_\_\_\_ Sizes Available: \_\_\_\_\_  
Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Item: \_\_\_\_\_ Style #: \_\_\_\_\_  
Retail Price: \$ \_\_\_\_\_ Sizes Available: \_\_\_\_\_  
Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Item: \_\_\_\_\_ Style #: \_\_\_\_\_  
Retail Price: \$ \_\_\_\_\_ Sizes Available: \_\_\_\_\_  
Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please submit the product information to accompany your mannequin display to  
[weekeley@yahoo.com](mailto:weekeley@yahoo.com) by **July 15<sup>th</sup>**. Thank you!



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