



American Equestrian  
Trade Association

## **AETA EARLY BUYER INCENTIVE PROGRAM** **Trade Fair “Survival Bag” Information Fact Sheet**

August 14-16 2010 – AETA International Trade Show  
Greater Philadelphia Expo Center, Oaks, PA

**Survival Bags --proven to get them to the show and buying early!**  
*Get ahead of the “pack” with this special marketing opportunity.*

**NOTE:** On Saturday and Sunday, the first 150 buyers each day to arrive at the Trade Fair will receive an AETA tote bag full of useful and attractive items donated by our August 2010 AETA International exhibitors. On Monday, bags will be given to the first 100 retailers. That’s a total of **400 value-packed bags** during the three-day show.

### **RAISE YOUR VISIBILITY AT THE TRADE FAIR**

All exhibitors are eligible to participate!

- To include something in these totes, the initial donation must have a minimum wholesale value of \$50. This donation can be 50 or more of smaller-valued items (example – key chains, pens, mugs, hand wipes or sanitizer, candy, etc.), or several larger-valued items, such as saddle pads, helmets, or apparel, as long as the value is at least \$50 wholesale. *Use your imagination to help us drive traffic to your exhibit!*
- Once you’ve met the initial donation (above), a promotional offer for your company may be included. It could be a printed discount certificate or a promotional flyer, with a maximum size of 8.5” x 11”.

### **WHAT DOES AETA NEED?**

- Small Value items to fill 400 bags in multiples of 50 or more if possible. We encourage you to attach a business card to each item if the item is not imprinted with your company name or logo. Exhibitors in previous years have also created their own certificates for these smaller items that can be redeemed at the provider’s booth.
- AETA encourages donations including at least one larger-value item so that each promotional bag will include one. From the information on your contribution form AETA will create a 4” x 6” prize voucher for each item donated with your company name and booth number. This will direct retailers to your stand to redeem the voucher.

### **HOW WILL AETA ACKNOWLEDGE YOU?**

- It will be promoted on the AETA website, in the AETA E-newsletter, the AETA Daily trade fair publication, on logo signage at the show entrance and in pre and post show publicity. There is also information on the Survival Bags in the official Trade Fair program to help make buyers aware of the opportunity.

### **HOW AETA SWEETENS THE DEAL FOR YOU?**

- AETA donates \$400, in the form of 50 BUFFET LUNCH tickets to be placed in the Survival Bags, along with the rest of the donated items and randomly handed out each morning. AETA promotes this opportunity to all buyers to encourage them to open their special “red envelopes” as soon as they get onto the show floor!
- All recipients will find a chance to win one of our fabulous raffle prizes in their bags. Prizes in previous years have included flat-screen TVs, netbooks, digital cameras and free hotel nights for future AETA trade shows.

**Deadline: Submit Contribution Form and your company logo to the AETA office by July 15.**

You can sign up 24/7 at: [www.aeta.us](http://www.aeta.us).

Contributions must be delivered to our team of volunteers at the Greater Philadelphia Expo Center by **9:00 AM, Friday, August 13, 2010**. If you anticipate difficulty meeting this deadline, please contact Cassie at the AETA office in advance of the deadline.

**Questions...please contact us at our AETA headquarters:**

American Equestrian Trade Association, 621 Wollaston Road, Kennett Square, PA 19348-1679  
Phone: 610.444.2025 Fax: 610.444.2027 Email: [info@aeta.us](mailto:info@aeta.us) Website: [www.aeta.us](http://www.aeta.us)

## **Survival Bags FAQ**

### **Q: How do I meet the minimum donation?**

A: The minimum donation is \$50 wholesale value, but how you meet that donation is up to you. You can donate any combination of items to make up this \$50, from one \$50 item to two \$25 items or 50 \$1 items. AETA would appreciate a spread of items so that we can try to include at least one larger-value item in all the bags and a robust selection of smaller donations. Ultimately however, the exhibitor decides how to structure their donation to get the best results from the program for their company.

### **Q: I'm donating several large items. Where do I drop them off?**

A: In the case of larger, bulkier items or more expensive donations, AETA generally recommends that we create a prize voucher certificate to be put in the special "red envelope" that goes in each bag and instructs the prize winner to visit the company's booth to claim their prize. Some of our exhibitors even specify that they will ship the prize to the winning buyer to allow for size/color choice and to avoid bringing extra items to the show. However, we will certainly put the item directly in the bag if that is preferred (as long as it fits)!

### **Q: When and where do I drop off my donations when I arrive at the show?**

A: All donations must be received by 9:00 AM on Friday, August 13. There is a room located off of the main hallway to the show floor where the bags will be put together, and there will be signs to direct exhibitors to the drop-off location. For exhibitors who will not be arriving at the trade show in time to meet this deadline, donations can also be shipped to the AETA headquarters at 621 Wollaston Road, Kennett Square, PA 19348. Please alert the office of your shipment so that we can be sure that everything gets to the trade show venue. Please contact Cassie either by phone at 610-444-2025 or email [cassie@equinresources.com](mailto:cassie@equinresources.com).

### **Q: I met the minimum donation and want to also put promotional flyers in the 400 bags. Do you create those?**

A: While AETA will create prize certificates for specific donations, it is the responsibility of the company participating in the program to provide any additional promotional materials to be included in the bags.

### **Q: Do you have any tips on promotions that have worked in the past?**

A: Obviously the success of any promotion depends on the appeal to the buyer, but we have had exhibitors who have provided one of a pair of items such as gloves or socks with an attached note directing them to the booth they can visit to obtain the second item in the pair. An offer to match AETA Bucks with a discount was a popular promotion. AETA does try to encourage promotions that drive the buyers to your booth, but you may also want to include a flyer or catalog with a code that can be traced back to the show for future reference. This may help exhibitors to identify buyers who did not get a chance to go through everything in the bag at the show.

### **Q: Can I provide specific flyers or giveaways for each day?**

A: Unfortunately, we cannot segregate the offers in the bags based on the day they will be handed out. However, it would be possible to do different offers by printing a flyer that explains the specific offers for each day. For example, if an exhibitor wanted to give away a specific item each morning to the first person to ask for the offer at the booth, they could print up a flyer showing all the offers and include it in all 400 bags.

### **Q: Can you limit the bags to one per store?**

A: AETA does ask that buyers only pick up one Survival Bag, but this is not something that we can easily police. We can recommend limiting your offers to one per store and in-person pick-up only. (This helps to cut down on people collecting multiple cards for the same giveaway.)



**AETA EARLY BUYER INCENTIVE PROGRAM**  
**Trade Fair “Survival Bag” Contribution Form**

August 14-16, 2010 -- AETA International Trade Show  
Greater Philadelphia Expo Center, Oaks, PA

Deadline to Participate: **July 15, 2010**

Minimum donation: \$50 wholesale; can be split between items

**NOTE:** Pledges to donate must be received by July 15, 2010, and logos\* must be submitted (JPG files by email) to the AETA office by July 15, 2010, or we cannot guarantee credit on signage or handouts. All contributions must be available to our team of volunteers at the Expo Center by 9:00 AM\*\* Friday, August 13, 2010.

Booth Number: \_\_\_\_\_ Are you an AETA Member?  yes  no  
Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Country: \_\_\_\_\_ Postal Code/Zip: \_\_\_\_\_

Donation Item: \_\_\_\_\_ How Many: \_\_\_\_\_  
Brief Description including wholesale value: \_\_\_\_\_

AETA needed to create prize voucher:  yes  no

Donation Item: \_\_\_\_\_ How Many: \_\_\_\_\_  
Brief Description including wholesale value: \_\_\_\_\_

AETA needed to create prize voucher:  yes  no

Donation Item: \_\_\_\_\_ How Many: \_\_\_\_\_  
Brief Description including wholesale value: \_\_\_\_\_

AETA needed to create prize voucher:  yes  no

Will you be providing a promotional flyer for inclusion in the bags?  yes  no  
If yes, how many (up to 400): \_\_\_\_\_

\*If you participated at the last show and your logo has not changed, there is no need to send a new logo as we have it on file.

\*\* Please let us know if you will have difficulty meeting the deadline, but would still like to participate.

**If you have any questions about any aspect of the program...please contact us at our AETA headquarters:**

American Equestrian Trade Association, 621 Wollaston Road, Kennett Square, PA 19348-1679

Phone: 610.444.2025 Fax: 610.444.2027 Email: [info@aeta.us](mailto:info@aeta.us) Website: [www.aeta.us](http://www.aeta.us)