



2022 VENDOR INFORMATION

Oct. 26-Nov. 6, 2022

Alltech Arena, Kentucky Horse Park



About the National Horse Show

Founded in 1883 in the original Madison Square Garden in New York, NY, the National Horse Show is the country's oldest indoor horse show and a highlight on all national and international equestrian and social calendars.

From 1915 through 1925, The National became an American military competition. Notable competitors included Generals John J. "Black Jack" Pershing, William "Billy" Mitchell, and George S. Patton. In 1915, Eleanora Sears became the first woman to ride and compete "astride" at the National Horse Show. In 1926, the National Horse Show moved to the third Madison Square Garden located on 8th Avenue and 50th Street, where it would remain for the next 40 years. Then, in 1968, the National Horse Show moved to the present Madison Square Garden at Pennsylvania Plaza.

After three years in Syracuse, NY, the National Horse Show moved to its current home at the Alltech Arena at the Kentucky Horse Park in Lexington, KY — the Horse Capital of the World and home to the 2010 Alltech World Equestrian Games (WEG).



America's Premiere Equestrian Event

The National Horse Show hosts nearly 600 horses and 350 riders from nine countries each fall. The popularity of the show skyrocketed entries, so much so that hundreds of horses and riders are wait-listed.

Dates for the 2022 National Horse Show are October 26 – November 6, 2022. With over \$700,000 in prize money offered, the National Horse Show is a designated CSI4*-W event by the FEI. In 2019, the National Horse Show offered equitation championships, including the Hamel Foundation NHS 3'3" Eq. Championship, the Taylor Harris Insurance Services NHS 3' Adult Eq. Championships and a day of age group equitation classes.

In addition, the National Horse Show hosted the National Horse Show \$50,000 Hunter Classic. The ASPCA Maclay Finals presented by Chansonette Farm, the Hollow Brook Wealth Management SJHOF \$25,000 Series Championship and the world-renowned \$225,000 Longines FEI Jumping World Cup™ Lexington also returned to the premiere event of indoor equestrian competition.

Each year, the National Horse Show plays host to a vast crowd of elite competitors and spectators. On average, nine countries are represented by the 450+ riders competing. They are upper-class individuals that are well-educated, influential and hard-working, making them the perfect audience for boutique goods and services. The NHS also welcomes over 20,000 in-arena spectators from around the world and boasts an engaged live-stream audience that numbers in the thousands per day.

NHS Attendee Demographics

- 350 riders/600 horses
- 20,000 Attendees
- 75% of attendees live 50+ miles away
- 65% of attendees make an annual salary in excess of \$100,000
- 84% are female
- 71% obtained a bachelor's degree
- 3.7 days spent on average at NHS



Vendor Information

The National Horse Show is pleased to offer retail space for qualified vendors, situated around the perimeter of the Alltech Arena in the concourse. Vendor space is limited and sold on a first-come, first-served basis. Priority placements will be given to those who sponsor and those who occupy vending space for the entire event. Each Vendor will receive the following items with their retail package:

- One Parking Pass
- One 6' skirted table in white
- Two samsonite folding chairs
- One trash can
- 500 Watt Electrical Outlet
- 8' high background drapery with 3' high side partitions in black (if applicable to booth space)

2022 Vendor Rates

Space	Move in Oct. 25 or Oct. 31 Move out Nov. 7
10'x10'	\$ 1,750.00
10'x20'	\$ 3,500.00
10'x30'	\$ 5,250.00
10'x40'	\$ 7,000.00

Upgrade Options

Item	Cost
Full-page, four color ad in Program	\$ 1,500.00
1/2-page, four color ad in Program	\$ 1,000.00
6' Table	\$ 125.00
Chair	\$ 15.00
Additional 8' Drape	\$ 175.00

To apply for Vendor Space, please complete the application. Upon completion of the application, please remit payment in full to be considered. Mail to: National Horse Show, Attn: Anna Robinson, PO Box 12110, Lexington, KY 40580. Only those companies submitting a complete application and payment in full will be considered for retail space.



2022 NHS
Vendor
Application

**Terms &
Conditions**

WELCOME TO THE NATIONAL HORSE SHOW

We genuinely appreciate your support of the biggest show jumping event in Kentucky, and one of the longest-running, premiere equestrian events in the world.

Held at the iconic Kentucky Horse Park in the state-of-the-art Alltech Arena, retail space at this event is a must for any brand entrenched in the equestrian market. Align with other top equestrian brands such as; Longines, Audi, Ariat, EquiJet, Taylor Harris, 1-800-PetMeds, and many, many more!



Sponsorship for extra visibility is also available. Please call/email for details.



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nhs.org