

# Bates International Three-Day Event

7<sup>th</sup> – 10<sup>th</sup> September 2006

[www.sydneyeventing.org](http://www.sydneyeventing.org)



## Riding School/Club Expo – Be part of this unique opportunity!

As part of this year's Shopping Village at the Bates' International Three-Day Event we are offering Riding Schools and Clubs from the Greater Sydney Region the opportunity to showcase their services and facilities to equestrian enthusiasts from through out NSW.

The 2006 Bates International Three-Day Event will be held from the **7<sup>th</sup> - 10<sup>th</sup> September 2006**, at the world class Sydney International Equestrian Centre, Saxony Rd, Horsley Park (just off the M7).

Over 6,000 people are expected to visit the event over the four days. An extensive program of equestrian activities is planned including top class dressage, cross country and jumping action in the Horseland CCI\*\*\*, CCI\*\*, Gow Gates Rural Insurance CCI\*, the Asian Pacific Challenge Trophy proudly sponsored by IRT and Eventing NSW and the Fairfield City Council CCN PreNovice classes (Thurs to Sun), the Club Equus Fashion Parade (Sat), Mitavite Pony Club Derby (Sun) and a welcomed return of the Carriage Driving 3DE (Sat & Sun).

The Riding School /Club Expo will be promoted on the Event website, brochures (30,000 + direct mailed to Horseland customers), posters displayed in equestrian outlets, media releases to targeted press in Eastern & Northern Sydney and local press advertisements in Western Sydney.

Each participating riding school will also be given brochures and posters to display prior to the event at their School to help promote the event.

Special Riding School / Club Marquees will be constructed as part of the Shopping Village\* that will include 3m x 3m booths. The Marquees will be 3m x 18m (6 schools/clubs per marquee) in length and strategically located within the shopping village – close to catering, spectator seating and parking.

*(\*The Shopping Village will be located at the Main Arena just behind the spectator seating and along side the food outlets.)*

### **\* Premium Expo Package - \$350** *(includes GST)*

- Space – 3m x 3m
- 1 Table
- 2 Chairs
- Pin up board 1.8m
- ¼ page b/w advertisement in Event Program (normally \$110)
- Listing on Event website – [www.sydneyeventing.org](http://www.sydneyeventing.org)
- On course announcements (riding school to provide script – up to 60 seconds)
- Opportunity to include promotional material in volunteer and rider packs and the supporters tent

### **\* Standard Expo Package - \$275** *(includes GST)*

- Space - 3m x 3m
- 1 Table
- 2 Chairs
- Pin up board 1.8m
- Listed in event program

## Booking Details

All enquiries to Kylie Makkink call 0414 267 937 or email [kylie@sydneyeventing.org](mailto:kylie@sydneyeventing.org).

To secure your space in the Riding School / Club Expo please complete and return the attached booking form to Rose Read email [rose@sydneyeventing.org](mailto:rose@sydneyeventing.org); fax 02 9929 9809; or post to 41 Monash Road Gladesville NSW 2111 by the **14 August 2006**.

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## Booking Form

### Riding School / Club Expo

Please complete and return by no later than **14<sup>th</sup> August 2006** to Rose Read  
fax 02 9929 9809, email [rose@sydneyeventing.org](mailto:rose@sydneyeventing.org), post 41 Monash Road GLADESVILLE NSW 2111

Company Name			
Contact Person			
Postal Address			
Telephone		Fax	
Mobile		Email	

### Riding School / Club Expo (All prices include GST, Please circle space required)

Premium Expo Package	\$350	Yes / No
Standard Expo Package	\$275	Yes / No

Set up time Wednesday 6<sup>th</sup> Sept between 9.00 am – 5.00pm Your ARRIVAL TIME \_\_\_\_\_

### Payments due 14<sup>th</sup> August 2006

Please make your cheque payable to "Sydney International Eventing Inc."

OR Please charge my credit card: **Visa MasterCard Bankcard**  
For \$ \_\_\_\_\_ Expiry Date \_\_\_\_\_ / \_\_\_\_\_  
Card No. \_\_\_\_\_  
Full Name on Card \_\_\_\_\_  
Cardholder Signature \_\_\_\_\_