

Partner with Pony Club at the **USPC Convention Trade Fair**, in Traverse City, Michigan, January 22-26, 2025. This is our only national in-person event for 2025!

Connect with an **educated, equine-savvy audience of all ages, from youth riders to experienced instructors and leaders, plus a vast network of equestrian volunteers and parents**. We expect to welcome **400+ attendees** to enjoy educational workshops on horse care, safety, English and Western disciplines, and having fun with horses. They love visiting the Trade Fair to buy supplies, apparel, gifts, and to learn about horse products, services, as well as school and college programs.

P.S. Pony Club isn't just for ponies! We welcome mounts of all sizes, and members of all ages. There are no limits to learning with Pony Club.

Our **Trade Fair and Sponsor opportunities** provide effective ways to share your messages at affordable rates.

USPC Convention Trade Fair **Fast Facts:**

When: January 22 - 26, 2025

What: **USPC Convention:** Details on our [Convention webpage](#).

Space Rental includes:

- Exhibitor Space with 6' draped table and 2 chairs:
 - 10 x 10 Vendor space - \$325
 - 10 x 10 School/College/Non-Profit space -\$250
- One listing in our Meeting Program

Where: Grand Traverse Resort, 100 Grand Traverse Village Blvd. Acme, MI 49610. [USPC group rate is \\$149/night plus \\$21 resort fee/night](#), Deadline to book: December 21, 2024.

Who: Around **425** Pony Club youth members, parents, and volunteer leaders from all over the United States

Why: *Our **Trade Fair and Sponsor opportunities** offer connections with our active equestrian community at affordable rates*

Timeline:

- Dec. 2 - Sponsorship deadline
- **Dec. 3 - Vendor Reservation, all Trade Fair forms & payment due**
- Dec. 3 - CERTIFICATE OF INSURANCE MUST BE RECEIVED IN THE PONY CLUB OFFICE OR MERCHANT WILL NOT BE ALLOWED TO SET UP
- Dec. 13 – Convention Program advertising deadline (space reservation & materials)
- Jan. 22 – Set up of Trade Fair from noon to 7pm
- Jan. 23 – Set up from 8am to noon
- Jan. 23 – Trade Fair opens at 12 noon
- Jan. 26 – Trade Fair move out begins at 11am

Sponsorship Opportunities:

For more proactive ways to put your name in front of everyone at our Convention, as well as the entire Pony Club membership, check out our [Sponsorship Opportunities](#). For **Advertising** please contact advertising@ponyclub.org and view our [Media Kit](#).

How to sign up for the Trade Fair:

Visit the [USPC Convention Trade Fair page](#) for forms and details. Email, fax, or mail forms to the Pony Club National Office. Please return your Application (Vendor, College/School, or Club/Center/Region), Exhibitor Agreement, payment, and Certificate of Insurance by December 3 to reserve space. Email forms to Admin@ponyclub.org or fax to 859-233-4652.

We look forward to helping you promote your products or services through sponsorship and our trade fair. Come learn more about Pony Club and meet our members!

Caryn Sappelli, CTA

Trade Fair Organizer & Certified Tourism Ambassador

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