

Partner with Pony Club at the **USPC Convention Trade Fair**, in Chicago area, Illinois, Jan. 28-Feb. 1, 2026

Share your brand, products or school with a **knowledgeable 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 around **350 attendees** for educational workshops on horse care, safety, English and Western disciplines, and having fun with horses. Our attendees love shopping the Trade Fair for supplies, apparel, gifts, and learning about horse products, services, schools, and colleges.

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 reach Pony Club members at affordable rates.

USPC Convention Trade Fair Fast Facts:

When: January 28-Feb. 1, 2026

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

Space Rental includes:

- Exhibitor Space with 6' x 30" draped table and 2 chairs:
 - 10 x 10 Vendor space - \$425
 - 10 x 10 School/College/Non-Profit space - \$350
- One listing in our Meeting Program
- Daily lunch buffet Thursday through Saturday

Where: Lincolnshire Marriott Resort, 10 Marriott Dr. Lincolnshire, IL 60069. [USPC group rate is \\$149/night, Deadline to book: December 19, 2025.](#)

Who: Around **350** Pony Club youth members, parents, and volunteer leaders from all over the United States

Why: Our **Trade Fair and Sponsor opportunities** connect you directly with our active equestrian community at affordable rates

Timeline:

- Dec. 3 - Sponsorship deadline
- Dec. 3 – Convention Program advertising deadline (space reservation & materials)
- **Dec. 5 - All Trade Fair forms, payment and Certificate of Insurance due**
CERTIFICATE OF INSURANCE MUST BE RECEIVED IN THE PONY CLUB OFFICE OR MERCHANT WILL NOT BE ALLOWED TO SET UP
- Jan. 28 – Set up of Trade Fair from 2:30pm to 7pm
- Jan. 29 – Set up from 8am to noon
- Jan. 29 – Trade Fair opens at 12 noon
- Feb. 01 – Trade Fair move out begins at 11am

Expand Your Reach: Sponsorship & Advertising:

To increase your exposure to our Pony Club members, check out our [Sponsorship Opportunities](#) and [Media Kit](#). For **Advertising** please contact advertising@ponyclub.org

**** Deadline for the Winter issue of Discover USPC magazine is now Sept.21 ****

How to sign up for the Trade Fair:

Visit the [USPC Convention Trade Fair page](#) for forms and details. Email or mail forms to the Pony Club National Office. Please return your Application, Exhibitor Agreement, payment, and Certificate of Insurance by December 5 to reserve space. Email forms to csappelli@ponyclub.org

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

csappelli@ponyclub.org - 859-559-0667

Marian Wahlgren

Development Director

mwahlgren@ponyclub.org - 859-559-0657