



**FOR IMMEDIATE RELEASE**  
**For More Information and Photos**  
**Contact: 720-857-9550 or [office@CHA-ahse.org](mailto:office@CHA-ahse.org)**

## **Certified Horsemanship Association Offers a Variety of Ways for Companies to Reach CHA International Conference Attendees**

(April 2016) – The Certified Horsemanship Association is deep in the planning of the CHA International Conference, and CHA would like to offer a variety of ways for companies to advertise, interact with, and reach conference attendees. This year the conference is scheduled for October 20-23, 2016, at Middle Tennessee State University in Murfreesboro, TN. The audience consists of riding instructors, equestrian facility managers and staff, horse trainers, camp program directors, trail and wilderness guides, staff from higher education programs, veterinarians, farriers, equine enthusiasts, horseback riders, and a variety of companies from within the equine industry. These individuals are the decision makers and shoppers when it comes to purchases for their equine programs. Companies will want to make sure it's their products and services that are talked about, purchased, and showcased at the conference.

The CHA International Conference usually has around 300 attendees every year and is a great event for equestrian businesses to network with other horse people and to share more information about their products and services. The best option for companies is to become a sponsor or a vendor at the event. Those wishing to become a sponsor should contact CHA CEO Christy Landwehr at [clandwehr@CHA-ahse.org](mailto:clandwehr@CHA-ahse.org).

Vendor space is also available. For \$500, a vendor receives a 10x10 booth space, one table and one chair, electricity upon request, and all meals provided during the conference for one person per day. Attendees can visit vendors on Thursday from 10 – 6 and Friday and Saturday from 9 a.m. to 5 p.m. To reserve booth space, please fill out the [online form](#) and return to CHA.

If attending the CHA International Conference is not an option, or if you just desire additional reach, advertising in the conference program is available. Advertising ranges from \$125 for a sixth-page ad for CHA non-members (\$75 for CHA members) to a full-page ad in the program for \$475 for non-members (\$375 for CHA members). Quarter-page and half-page ad options are also available. **One popular option is to purchase one advertisement at full price for the next issue of *The Instructor* magazine and also place the same ad in the conference program for 20% off.** *The Instructor* magazine is a four-color annual

publication, which includes CHA news and updates, informative and engaging features, and the CHA Annual Report. Over 4,500 issues are distributed to all CHA members, to CHA individual and equine facility program members at International and Regional Conferences, and to attendees at trade shows and events that CHA attends.

For those companies who need graphic design assistance, this is an option for a nominal fee. All conference program ads are in black and white. For more information, please see [CHA's Media Kit online](#). All advertising options are available at [CHAinstructors.com/advertise](http://CHAinstructors.com/advertise). For questions about advertising, please contact Rebecca Colnar at [RColnar@CHAinstructors.com](mailto:RColnar@CHAinstructors.com) or Sarah Conrad at [SarahConrad@CHAinstructors.com](mailto:SarahConrad@CHAinstructors.com).

In addition, CHA is seeking donations from companies and individuals within the horse industry, or outside it, for its silent auction, which is part of the CHA International Conference. The silent auction helps to raise money for CHA's scholarship fund, which helps new riding instructors attend a certification clinic. It's an important endeavor to help continue CHA's mission of certifying riding instructors. In exchange for their donation, all donors will be listed in the conference program and on signage at the event. Download the form today at [https://cha-ahse.netlouissecure.com/product\\_images/uploaded\\_files/silent%20auction%20pledge%20form.pdf](https://cha-ahse.netlouissecure.com/product_images/uploaded_files/silent%20auction%20pledge%20form.pdf). The deadline for the form is August 31, 2016.

For more information on the CHA International Conference, please visit [www.CHAinstructors.com/conference](http://www.CHAinstructors.com/conference).

*CHA Instructors Change Lives Through Safe Experiences with Horses. The purpose of CHA is to promote excellence in safety and education for the benefit of the horse industry. CHA certifies instructors and trail guides, accredits equestrian facilities, publishes educational manuals, produces educational horsemanship DVDs and YouTube Safety shorts, and hosts regional and international conferences. For more information on the largest certifying body of riding instructors and barn managers in North America, the Certified Horsemanship Association, please visit <http://www.CHA-ahse.org> or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you, visit [CHAinstructors.com](http://CHAinstructors.com).*

###