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New Sponsorship Opportunities Available for the Certified Horsemanship Association International Conference; Advertising Space is Available in Conference Program

(August 2017) – The Certified Horsemanship Association (CHA) is seeking sponsors and advertisers for the CHA International Conference, which will be held October 26-29, 2017, at the Kentucky Horse Park and the Marriott Griffin Gate Resort in Lexington, KY. New sponsorship opportunities are available for sponsors through a range of packages that help companies reach up to 12,000 equine professionals, including riding instructors, equine facility managers, horse trainers, camp staff, trail guides, veterinarians, equine enthusiasts, etc., from the United States and Canada. This year, CHA celebrates its 50th Anniversary as a membership association that is changing lives through safe experiences with horses.

The new sponsorship packages include a variety of levels that can help a company choose a financial commitment that suits them. The packages include:

- Golden Sponsor for \$7,500
- Blue Ribbon Sponsor for \$5,000
- Red Ribbon Sponsor for \$2,500
- Yellow Ribbon Sponsor for \$1,000

Some of the benefits include having the company name and logo on signage and welcome displays, press releases, and publicity leading up to the event; the chance to make a greeting and remarks by a representative of your company during the annual meeting; the chance to put company materials and/or a take-away gift in the welcome bags that go to conference attendees; booth space at the event; registration for company representatives to attend the conference with meals provided; and advertising space in the conference program and in the CHA monthly eblasts and magazine all year long to the full CHA membership. To view all of the opportunities, please visit https://cha-ahse.netlout-secure.com/product_images/uploaded_files/Sponsorship%20Opportunities.pdf.

Booth space is also available. For \$550, a vendor receives a 10 x 10 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 a.m. to 5 p.m., and on Friday and Saturday from 8:30 a.m. to 4:15 p.m. To reserve booth space, please fill out the

[online form](#) and return to CHA. Those wishing to become a sponsor or reserve booth space should contact CHA at office@CHA-ahse.org

Advertising is also available for the *Conference Program*. Each of the 300+ conference attendee receives a conference program printed in black and white. Ads are available as a sixth page on up to a full page ad. Rates vary from \$145 to \$575. In addition, any advertiser that purchases any size ad in the *CHA Conference Program* and the same size ad in *The Instructor* magazine will receive a 20% discount. To learn more about the specs for advertising, please download the CHA Media Kit at https://cha-ahse.netlouissecure.com/product_images/uploaded_files/cha-media-kit-ad-rates.pdf. Those wishing to purchase advertising in the program or who have questions should contact Sarah Conrad at sarahconrad@chainstructors.com.

For more information on the CHA International Conference, please visit 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, Certified Horsemanship Association, please visit www.CHA-ahse.org or call 859-259-3399. To find a certified horseback riding instructor or accredited equine facility near you, visit www.CHAINstructors.com.

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