



## **AETA EARLY BUYER INCENTIVE PROGRAM** **Trade Fair “Survivor Bag” Information Fact Sheet**

January 30 – February 1, 2010 – AETA International Trade Show  
Greater Philadelphia Expo Center, Oaks, PA

**Survivor Bags --proven to get them to the show and buying early!**  
*Get ahead of the “pack” with this special marketing opportunity.*

**NOTE:** On Saturday and Sunday, the first 150 buyers each day to arrive at the Trade Fair (or to attend the seminar) will be awarded with an AETA tote bag full of useful and attractive items donated by our January 2010 AETA International exhibitors. On Monday, bags will be given to the first 100 retailers (50 at the door and 50 at the seminar). That’s a total of **400 value-packed bags** during the three-day show.

### **RAISE YOUR VISIBILITY AT THE TRADE FAIR**

All exhibitors are eligible to participate!

- To include something in the much sought after, limited quantity totes, initial donations must have a minimum wholesale value of \$50. This donation can be 50 or more of smaller-valued items (example – key chains, pens, cooler bags, mugs, hand wipes or sanitizer, water, candy, etc.), or several larger- valued items, such as saddle pads, helmets, or apparel, as long as the value is at least \$50 wholesale. *Use your imagination to help us drive traffic to your exhibit!*
- When may a promo be included in the bags? Once you’ve met the initial donations (above), a \$50 wholesale donation for your company may be included. It could be a printed discount certificate or a promotional flyer, with a maximum size of 8.5” x 11”.

### **WHAT DOES AETA NEED?**

- Small Value items to fill 400 bags in multiples of 50. We encourage you to attach a business card to each item if the item is not imprinted with your company name or logo.
- Enough higher value items so that each promotional bag will include one. From the information on your contribution form AETA will create a 4” x 6” prize voucher for each item donated with your company name and booth number. This will direct retailers to your stand to redeem the voucher.

### **HOW WILL AETA ACKNOWLEDGE YOU?**

- On the AETA website, in the AETA E-newsletter, on logo signage at the show entrance, in pre and post show publicity, and on a donor contact sheet placed in each bag and available to all at the trade fair.

### **HOW AETA SWEETENS THE DEAL FOR YOU?**

- All recipients will find a chance to win one of our fabulous raffle prizes in their bags. Drawings are held at the AETA bi-annual meeting and reception on Saturday evening; at the Sunday evening Market Party; and for the Grand Prize, on Monday afternoon at the trade.

**Deadline: Submit Contribution Form to the AETA office by January 1, 2010. The logo, by January 8, 2010. See contribution form for additional details.**

You can sign up 24/7 at: [http://www.aeta.us/survival\\_bag\\_contribution\\_form -1-10.pdf](http://www.aeta.us/survival_bag_contribution_form -1-10.pdf)

Contributions **must** be delivered to our team of volunteers at the Greater Philadelphia Expo Center by **noon, Friday, January 29, 2010**. If you anticipate difficulty meeting this deadline, please call Survival Bag Program Chair Carla Perri, in advance of the 1-29 deadline, at 610.255.4199, ext. 108.

**Questions...please contact us at our new AETA headquarters:**

American Equestrian Trade Association, 621 Wollaston Road, Kennett Square, PA 19348-1679  
Phone: 610.444.2025 Fax: 610.444.2027 Email: [info@aeta.us](mailto:info@aeta.us) Website: [www.aeta.us](http://www.aeta.us)