



HAUTE CHEVAL

AETA International's Summer Mannequin Merchandising Program August 15th - 17th , 2009

*Dress to impress and capture buyer
attention before they start shopping.*

This is your chance to show off your products.



EUROPEAN
EQUESTRIAN IMPORTS

What our exhibitors have said...

- I know Miss AETA was a little risqué but it did the job and made people stop and look and remember the company name. Within the first five minutes of the doors opening on Saturday morning, I had a customer in the booth who saw our mannequin and wanted to know more about the company. Our products stood out among the crowd, and it was the best investment of our money to draw in new customers. This program is a way of catching the eye of potential customers, and I look forward to its development. *Mary Lara Buchner/European Equestrian Imports*
- I think it would be great, especially for manufacturers that also cater to men, including ourselves, to be able to have a Mr. and Ms. AETA! This would be a good opportunity to expand the program! We would sign up for a male and a female! *Lilo Navales/Leather Goods of Spain*
- Our company has not participated in Miss/Ms/Mrs AETA before but we will going forward. *Sheryl Rudolph/F.I.T.S.*

NEW FEATURES

- Male mannequins (limited number; first-come, first-serve)
- Two fashion contest categories: Equestrian Fashion and Novelty (non-traditional) Dressing

Incentives - Ms. (or Mr.) AETA and more

The exhibitor entering the most eye-catching mannequins in each category will be awarded a free mannequin for display at the Winter 2010 AETA International. And, as an incentive to look at the mannequins carefully, every buyer ballot will be entered to win a Platinum Ticket for two free nights at the host hotel during the Winter 2010 AETA International.

Reserve early for discounted pricing. Save \$25 on your first mannequin until June 15th.

EASIEST WAY to RESERVE Fill out an order form on-line and remit payment using your credit card by visiting the AETA web site <http://www.aeta.us/mannequin-order-form.htm> or print and fax to 781/245-6487.

Rental Fee covers all three days!

Member Reservation: \$100.00 for one, \$75.00 per each additional

Non Member Reservation: \$150.00 for one, \$100.00 per each additional

To enter the pageant, please reserve and remit payment to AETA by August 1, 2009.

Please note: Only mannequins reserved within the Mannequin Merchandising Exhibition Program are eligible for the pageant and contest but mannequins may be rented for booth display only.

Mannequin Specifications

- Fleshtone, headless; Detachable arms, hands and torso for ease in dressing; Attaches to free standing base through foot or rear calf
- Female: 64" Tall; American Dress Size 8/10; Bust-32"; Waist-26"; Hips-39.5", "Brazilian butt" perfect for low-rise britches
- Male: 68" Tall; Chest, 37"; Waist, 31"; Hips, 36"

