

Here's What's Happening...

August 15-16-17, 2009

Any questions? Please call us at 800-945-1208 or 513-422-2468.

THURSDAY • AUGUST 13

- 8:00 AM** Greater Philadelphia Expo Center open for exhibitor set-up. Exhibitors must pick up badges at registration.
- 8:00 PM** Greater Philadelphia Expo Center closes. Building must be vacated by all market and exhibiting company personnel.

FRIDAY • AUGUST 14

- 8:00 AM** Greater Philadelphia Expo Center open for exhibitor set-up. Exhibitors must pick up badges at registration.
- 7:00 PM** Last shuttle bus departs to participating hotels from the Greater Philadelphia Expo Center.
- 8:00 PM** Greater Philadelphia Expo Center closes. Building must be vacated by all market and exhibiting company personnel.

SATURDAY • AUGUST 15

- 7:30 AM** Shuttle service begins from participating hotels to the Greater Philadelphia Expo Center (*time is approximate*).
- 8:00 AM** On site buyer registration begins. Exhibitors can enter exhibit area.
- 8:00 AM** Free morning coffee and tea will be served in the registration area.
- 9:00 AM** Market opens for Retail Buyers.
- 11:30 AM** Buffet Opens (*located off Aisle 100*).
- 6:00 PM** Market closes.
- 6:00 PM** American Equestrian Trade Association General Membership meeting-Seminar Lounge.
- 7:00 PM** Greater Philadelphia Expo Center closes. Building must be vacated by all market and exhibiting company personnel.
- 7:00 PM** Last shuttle bus departs to participating hotels from the Greater Philadelphia Expo Center.

SUNDAY • AUGUST 16

- 7:00 AM** Shuttle service begins from the participating hotels to the Greater Philadelphia Expo Center. (*Early runs for 7:30 AM Retailer Seminar.*)
- 7:30 AM** Retailer Seminar at the Greater Philadelphia Expo Center: **"Got Momentum?... Take Charge and**

Create Your Own Success." Presented by Doug Fleener. Approx. 90-minute seminar. Continental breakfast.

- 8:00 AM** On-site registration desk opens. Exhibitors can enter exhibit area.
- 8:00 AM** Free morning coffee and tea will be served in the registration area.
- 9:00 AM** Show opens for Retail Buyers.
- 11:30 AM** Buffet Opens (*located off Aisle 100*).
- 6:00 PM** Market closes.
- 6:00 PM** Shuttles run to the Market Party (*Radisson*) and to other participating hotels.
- 6:30 PM** **Market Party**— Waterford Ballroom and "ICE" Nightclub at Host Hotel-RADISSON Hotel Valley Forge. Sit-down buffet dinner. Choose either "Quiet" or "Loud Party". Lots of food, beverage and fun.
- 7:00 PM** Greater Philadelphia Expo Center closes. Building must be vacated by all market and exhibiting company personnel.
- 7:00 PM** Last shuttle bus to the Market Party (*Radisson*) and to other participating hotels.
- 10:00 PM** Last shuttle bus from the Market Party (*Radisson*) to other participating hotels.

MONDAY • AUGUST 17

- 7:30 AM** Shuttle service begins from participating hotels to the Greater Philadelphia Expo Center (*time is approximate*).
- 7:30 AM** Retailer Seminar at the Greater Philadelphia Expo Center: **"The Internet: Money Pit or Money Tree? How to grow your business using the web."** Presented by Steve LeClair. Approx. 90-minute seminar. Continental breakfast.
- 8:00 AM** On-site registration desk opens. Exhibitors can enter exhibit area.
- 8:00 AM** Free morning coffee and tea will be served in the registration area.
- 9:00 AM** Show opens for Retail Buyers.
- 11:30 AM** Buffet Opens (*located off Aisle 100*).
- 4:00 PM** Market closes. Thanks to everyone.
- 6:00 PM** Last shuttle bus departs to participating hotels from the Greater Philadelphia Expo Center.

Make plans now for the January AETA International Fair at the Greater Philadelphia Expo Center at Oaks, PA!

January 30-31 • February 1