

***Buyers' Majority Speaks—Orlando Destination of Choice!***  
**EXHIBITORS' 'ORLANDO ONLY EXCLUSIVES'**  
**HIGHLIGHT FEBRUARY'S AETA INTERNATIONAL FAIR**  
**Event Produced by Hopper Expositions, Inc.**

**El Paso, Texas**—Sun and sand. Shopping 'til dropping. Scores of polled exhibitors and retailers selected the Sunshine State for no winter worries and “Orlando Only Exclusives” at the AETA INTERNATIONAL FAIR Feb. 2-3-4, 2008 at the Orange County Convention Center in Orlando, Florida. The Hopper Expositions-produced event will run from 9 a.m. to 6 p.m. on Saturday and Sunday (Feb. 2-3) and 9 a.m. to 4 p.m. on Monday, Feb. 4 in the second most popular convention city in the nation. Exhibitor move-in operates Thursday and Friday, Jan. 31 and Feb. 1 from 8 a.m. to 6 p.m. Large booth blocks will be able to drop product Wednesday afternoon until 6 p.m.

From February through June of 2007, nearly 1000 east coast retailers were telephoned by Ginger Estepp (then with Jared Lee Studio), Ralph D'Agosta (Americas Acres & TackStoreInfo.com) and Terry Mercer (MD's Choice & TackStoreInfo.com). The overwhelming response was that the majority of those buyers contacted wanted a good, safe, fun, inexpensive, easy to get to venue: mild in the late summer and warm in the winter.

“They were tired of fighting (or worrying about) the weather and flash ice and snow storms in the northeast, as well as delayed flights in and out,” said Mercer. “The majority of east coast buyers we spoke with voted for Orlando for the east coast winter venue.”

Kerri Kent, of Kerrits, projects a minimum of 400-600 buyers attending this winter's Orlando show.

Orlando serves a myriad of buyer and exhibitor's desires.

“No fears of union requirements, snow or bone chilling cold to wrack nerves this January as the Convention Center operates a non-union facility offering award-winning hospitality and customer service,” said Kent Hopper, president and CEO of Hopper Expositions. He noted that exhibitors can unload, install their booth, tear down and load out themselves or with their own company personnel under covered

truck bays. “Warm tropical weather, blue skies, bluer seas, white sandy beaches, plenty of airline options and a staggering array of hotel options highlight this world-renowned paradise.”

All within walking distance from the Convention Center, participating hotel properties locked in excellent “in-season” prices especially for the AETA extravaganza (see details below). The partnering hotels offer rates from \$84 to \$169 per night plus tax. In addition, all of the hotels are offering “shoulder” dates for early arrivals and late departures at the reduced market “block” rates. The hosting International Plaza Resort and Spa is offering AETA Market rates of \$99 per night for “Resort” rooms and \$119 per night for the newly remodeled “Tower” rooms. The 28-acre resort’s Great Lakes Ballroom will be the site of Hopper’s infamous market party Sunday, Feb. 3 at 6 p.m., featuring an elaborate sit-down dinner buffet and cash bar plus live entertainment and dancing.

Additional market highlights include complimentary morning coffee service, complimentary lunch “carving station” sandwich locations for all buyers and exhibitors and a first-of-a-kind service—airline baggage check on the day of the departure at both the Rosen Centre and the Convention Center prior to going to the airport to check in.

Shuttle buses will provide complimentary scheduled service from all participating hotels to and from the Convention Center on each Market day. Shuttles will also return all Market party guests to their respective participating hotels on Sunday night.

An innovative feature of the AETA International Fair will be the exclusive “Retailers Resource Row.” The “Row” in the 100 aisle will be devoted to making business easier and more profitable for retailers. Featured products and services may include store fixtures, innovative display products, POS and inventory control systems, packaging, software and internet solutions for marketing and fulfillment, equestrian organizations, resources for “going green,” loss prevention and more. Anyone with suggestions or comments about companies that have been beneficial for their business should contact Sherri Oken at the AETA association headquarters (781-246-0486).

In Orlando, market guests will discover a destination site the entire family can enjoy with more than 100 regional attractions, from Walt Disney World and Sea World to Universal Orlando and Wet-n-Wild, to name a few. Orlando marks the

epicenter of fun with nearly limitless entertainment options and an expanding selection of world-class restaurants, as well as new shopping areas including upscale boutiques for fashion connoisseurs and designer outlets brimming with exceptional deals.

Retail expert TOM SHAY will present his insights Sunday, Feb. 3 at 7:30 a.m. when he presents “Does Your Business have a Pedigree?”

“I’ve heard a lot of positive talk and conversation about Hopper’s Orlando AETA Market,” said Tempa Watchworks’ Kathleen Tanner. “I fully anticipate that it will be a fabulous show in February. I’m also a Southeast rep, so this show will save me from spending weeks and weeks on the road in that region where there are just so many stores.”

Hopper’s AETA INTERNATIONAL FAIR at the Orange County Convention Center is easy get to, has massive space to expand (nearly 2.3 million sq. ft. of floor space), mild weather, virtually endless entertainment possibilities and literally thousands of restaurant options, plus thousands of hotel rooms in facilities accustomed to catering to guests from around the world.

“Meet vendors, see new products and stock your store with the best for spring and summer,” said Hopper, adding that Orlando is perfect for retailers with large English sections, those on the east coast and anyone one who wants to avoid the cold weather potential of other markets. “It’s sunny and warm clean and friendly, and has two major airports nearby serving almost every medium to large city in the U.S. and Canada, plus there’s plenty of parking and terrific opportunities for superb buys and after-hours fun.”

New Orlando exclusive product offerings will be plentiful at the AETA International Fair in Orlando. Of the numerous major English product companies that will exhibit only in Orlando in February, many are offering new products that will be available to retail store buyers for the first time.

Take a look at what the AETA Orlando show is offering exclusively at this market:

***AMERICA’S ACRES SAFETY PRODUCTS***

Offering new products plus 10% off wholesale price sheet or free shipping during the A.E.T.A. Expo in Orlando. Savings like this from a few manufacturers could add up to the equivalent of a round-trip airline ticket from NYC to Orlando.

CONTACT: [www.americasacres.com](http://www.americasacres.com) 888-250-5151 [info@americasacres.com](mailto:info@americasacres.com)

***ARIAT INTERNATIONAL***

ARIAT® MUDBUSTER TALL--Versatile Wellington style boot designed for barn work as well as riding. Combined with Ariat 4-LR™ Technology and vulcanized rubber construction, MUDBUSTER can be worn when working on wet or muddy ground, protecting from heavy showers while keeping your feet dry and mud-free.



ARIAT® GRASMERE--Country style riding boot designed to keep wearers warm during inclement weather. Featuring a unique exposed drawstring system, which provides a flattering, customized fit for all leg sizes. GRASMERE includes GORE-TEX® waterproof protection and breathable comfort properties as well as PRIMALOFT® insulation with DRI-LEX® plaid lining....only in Orlando in Booth 818.

CONTACT: [www.ariat.com](http://www.ariat.com) 800-899-8141 [info@ariat.com](mailto:info@ariat.com)



***ARISTA EQUESTRIAN***

“STYLE CP11” – A show ring favorite. Great for clinic too! Comfortable shirt keeps you dry and cool. Beautiful fitted styling. Complete with matching stock tie. Available in a wide variety of colors, wash ‘n wear wicking performance fabric. Sizes XS-XL in Booth #519.

CONTACT: [www.aristaequestrian.com](http://www.aristaequestrian.com) 604-251-3843 [sharie@aristaequestrian.com](mailto:sharie@aristaequestrian.com)



### ***BROWBANDS BY DESIGN***

A.E.T.A. Expo introduction of new leather bracelets designed by BROWBANDS BY DESIGN. Also new styles and colors in Browbands, Limited Edition belts and pet collars in Orlando (Booth #320).

CONTACT: [www.browbandsbydesign.com](http://www.browbandsbydesign.com) 360-779-9339 [info@browbandsbydesign.com](mailto:info@browbandsbydesign.com)

### ***CHARLES OWEN, INC.***

CHARLES OWEN Hat Fitting Training, Safety Vest Fitting and Sergio Grasso Boot fitting seminars only in Orlando. ROECKL GLOVE featured only in Orlando. Don't miss the new fashions in Booth #703. CONTACT: [www.charlesowen.com](http://www.charlesowen.com) 706-317-7017

[sales@charlesowen.com](mailto:sales@charlesowen.com)

### ***ELIQUUS FINE EQUESTRIAN GIFTS***

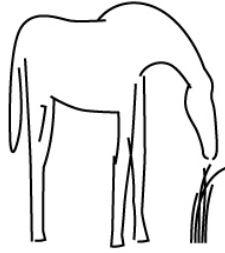
Due to popular demand and only in Orlando, ELIQUUS will be expanding their gift line. Also, new designs on note cards, gift bags and note cubes. Featuring modern designs for the sophisticated equestrian or horse person from n upscale gift company – ELIQUUS – Booth #712. CONTACT: [www.eliquus.com](http://www.eliquus.com) 310-398-0098 [Candace@eliquus.com](mailto:Candace@eliquus.com)

### ***G. R. A. S. S.***

Green Riding Apparel for Style and Sustainability, aka G.R.A.S.S., will be launched this February exclusively at the A.E.T.A. Expo in Orlando. This innovative, new apparel line is constructed entirely of environmentally friendly and sustainable materials including charcoal, bamboo and recycled polyester. Every detail in every piece in this line has been given the eco-treatment, right down to the recycled paper hangtags embedded with wildflower seeds.

G.R.A.S.S., a division of KERRITS, promises to lead the way in the green movement in the equestrian industry. See it, touch it and experience it – only in Orlando. Shown by appointment only in Booth #603. CONTACT: [www.kerrits.com](http://www.kerrits.com) 800-274-7946 [kerrits@kerrits.com](mailto:kerrits@kerrits.com)

g.r.a.s.s.



green riding apparel for style & sustainability

***HORSEWARE IRELAND, LLC***

AMIGO Leather Range – Bridle with Rubber Reins

“SBRB61”

- \* Plain leather bridle
- \* Raised browband and noseband
- \* Intricate stitching details
- \* Rubber reins included

SIZES: P, C, H

COLORS: BLACK, BROWN

SUGGESTED RETAIL: \$81.00

(Booth 205)



**RAMBO® LUGGAGE RANGE**

The new RAMBO® Luggage Range is a luxurious collection designed specifically to cater to the needs of the discriminating Equestrian. The beautiful black and gold luggage is made from Jacquard fabric with nylon lining and offers unique features to transport clothing, boots and tack. Pieces sold individually in Booth #205. CONTACT: [www.horsewareusa.com](http://www.horsewareusa.com) 800-877-6688  
[info@horsewareusa.com](mailto:info@horsewareusa.com)



***IPPOS INTERNATIONAL***

“THE DAY TOTE” is an essential multi-functional tote, which includes inside compartments for laptop, iPod, a slanted pocket for your cell phone or PDA and a convenient zip top closure (Booth #324).



“SHOW DUFFLE”....Carry your helmet, tall boots and other gear in one stylish and convenient carry-all with separate compartments designed to carry boots and helmet. Accommodates most tall boots (Booth 324). CONTACT: [www.ippos.com](http://www.ippos.com) 949-922-2592 [Vicki@ippos.com](mailto:Vicki@ippos.com)



***KERRITS EQUESTRIAN APPAREL***

KERRITS is flying in its product testers to the runway in Orlando! KERRITS EQUESTRIAN APPAREL will feature their new Fall/Winter 08 collection at the February A.E.T.A. Orlando

Expo in their ever-popular fashion show format. Highlights of the line include a hoodie sweater that is windproof and water resistant, a new horsey quilted jacket and an ergonomically designed sock with padding on the inner calf for the ultimate in comfort. Book you appointment to see the show in Booth #503 at Orlando. CONTACT: [www.kerrits.com](http://www.kerrits.com) 800-274-7946  
[kerrits@kerrits.com](mailto:kerrits@kerrits.com)



### ***IRIDEON RIDING WEAR***

From stylish tees to trendy tights, IRIDEON has a lot of new garments to offer in Orlando. Kids' Pony Argyle Tee in Tulip with Pony Argyle Isssential Tights in Slate. Don't miss out – come see the latest colors and styles at IRIDEON – Booth 635. CONTACT: [www.toklat.com](http://www.toklat.com) 888-486-5528 [info@toklat.com](mailto:info@toklat.com)



### ***PARELLI MYLER BITS***

PARELLI USA AND MYLER BITS have partnered and designed a new PARELLI MYLER series of bits to compliment the Parelli Natural Horsemanship program. Shown is the PARELLI MYLER Cradle Bit. Stop by TOKLAT Booth # 635 to learn more! CONTACT: [www.toklat.com](http://www.toklat.com) 888-486-5528 [info@toklat.com](mailto:info@toklat.com)



“Orlando is the destination of choice--a safe, cost-effective, fun and productive trade show for the entire equine industry,” said Hopper. “A January/February show without snow and ice in an area designed for family fun and exclusive new products for equestrian retailers.”

For more information about the AETA International Fair Feb. 2-3-4, 2008 at the Orange County Convention Center in Orlando, Florida, contact:

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**ORLANDO FACTS**

15 minutes to the Convention Center and participating hotels from the Orlando International Airport

44 airlines (four charters and seven airlines offering international flights

Non-stop flights internationally from London and Manchester, England; Frankfurt, Germany; Columbia and Canadian cities of Calgary, Toronto and Montreal;

Mexico; Hong Kong; South Africa; Panama; Puerto Rico; and, the Bahamas.

Direct air service from Paris.