



Good day to you,

Hopper Expositions, Inc. is pleased to announce a spring alternative to your market plans. The Charlotte (NC) Convention Center will host the inaugural **Charlotte International Equestrian Market** on February 18-19-20, 2017. This Western and English trade only event will feature a mix of both Western and English products from around the world.

Charlotte was selected as the home for this new Western and English market for several reasons. Charlotte's historical average temperature on our February 18-20 dates is a high of 54 degrees and a low of 34 degrees. February 2016 recorded a high of 61 and a low of 30 on our selected dates.

The Charlotte Convention Center is a non-union, right-to-work building. You will be able to move your own materials onto the exhibit floor, construct and set up your own booth. FYI: there are 12 designated loading docks leading into our selected Hall A...plenty of room for everyone. Award winning catering and food concessions will be available. Our market party will be conveniently held at the Convention Center. The Center is very clean with a knowledgeable staff and support personnel.

The international airport in Charlotte currently offers over 700 flights per day and direct non-stop service to 146 cities, which makes *CLT* the 7th busiest airport in the World when it comes to operations. More than 60% of the U.S. population lives within a 2-hour flight of Charlotte. The airport is only seven miles from the Charlotte Convention Center.

All of our hotel offerings will be within "walking" distance to the convention center. Hotel selections will be announced shortly and posted on our website, www.hopperexpos.com.

We believe Charlotte will make an excellent choice to fit all of our stated objectives, including, but not limited to, more stores and buyers attending and more companies exhibiting.

We are confident that once you've had the chance to experience the Queen City and the **Charlotte International Equestrian Market** that you too will agree that it is a dynamic destination that will welcome our market attendees and eagerly embrace our trade show's future.

Thank you for your consideration of Charlotte and please contact either myself or Ginger with any questions. kent@hopperexpos.com or ginger@hopperexpos.com.

Regards,

Kent Hopper

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"Our Only Standard Is Excellence"