

2020 PARTNERSHIP OPPORTUNITIES



Hoof Trimmers
Association

SPECIAL INVITATION

Hoof Trimmers Association (HTA) is excited to announce our future plans for growth and support of the hoof trimming industry and hoof trimmers. 2020 promises to be an exciting year and we would greatly enjoy having you join us in the events and changes on the horizon.

HTA is the premier organization, dedicated to hoof trimmers and hoof trimming. We are an established 501(c)(6) organization and have been providing education to trimmers not only in North America, but around the world.

Our members hail from Canada, United States, Chile, England, Ireland, Poland, Germany, New Zealand, Australia and Japan. Showing your support for this exciting and important industry through HTA shows your dedication to all hoof trimmers throughout the world. It provides you an opportunity to not only expand your business, but also to clearly demonstrate the value you place in quality hoof trimmers.

Please take a few moments to review the following pages. We hope to partner with you in the coming months. Should you wish to discuss these opportunities or have alternative ideas, please feel free to reach out at your convenience. My phone number is 972.715.8231 or email me at your convenience at jolie@hooftrimmers.org

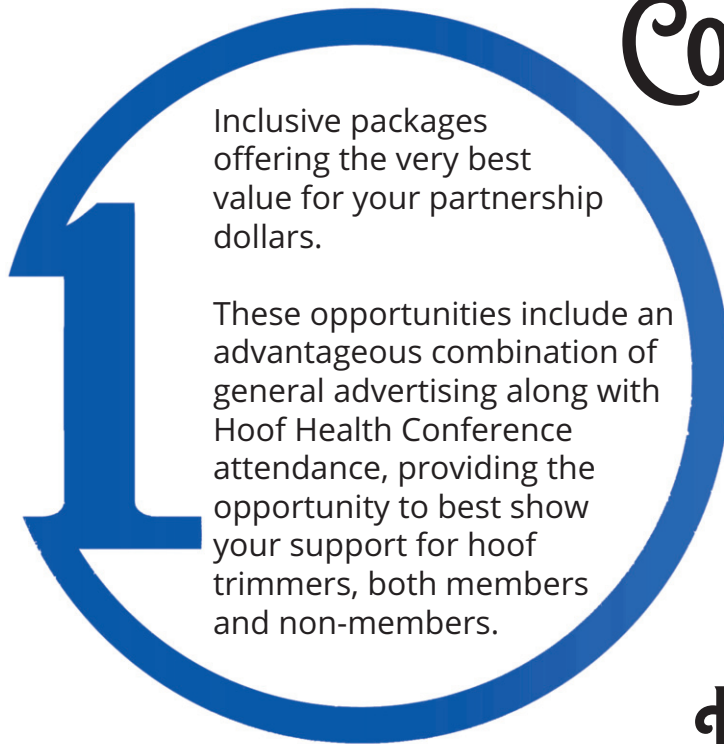
Thank you so much,

Jolie Estes

Jolie Estes, Executive Director

OUTSTANDING OPTIONS!

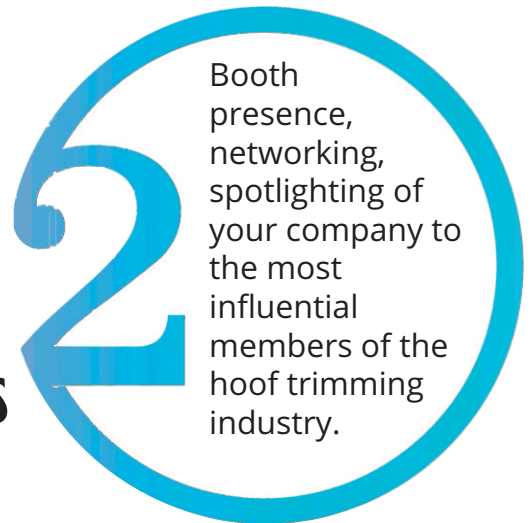
CORPORATE PARTNERSHIPS



Inclusive packages offering the very best value for your partnership dollars.

These opportunities include an advantageous combination of general advertising along with Hoof Health Conference attendance, providing the opportunity to best show your support for hoof trimmers, both members and non-members.

HOOF HEALTH CONFERENCE OPPORTUNITIES



Booth presence, networking, spotlighting of your company to the most influential members of the hoof trimming industry.

ADVERTISING



Bring your company to the forefront of the hoof trimming industry with advantageous placement on HoofTrimmers.org and in the *Hoof Health Connection* news magazine.

Platinum

\$2500 (\$3,600 value)

- 50% discount on booth at 2020 Hoof Health Conference (up to \$500)
- Logo included on Facebook Banner for 12 months (\$1,200 value)
- HTA website corporate advert for 6 months (\$900 value)
- HTA Partner graphic for use on your website and other marketing materials (\$200 value)
- Small ad with logo on inside back cover of each quarterly newsletter (\$200 value)
- 3 Free Friday lunch tickets at 2020 Hoof Health Conference (\$240 value)
- Upgrade to 7 subscriptions to *Hoof Health Connection* news magazine (\$210 value)
- HTA Sponsor page listing on website (\$100 value)
- Corporate member sign to use in your tradeshow booth (\$50 value)

CORPORATE PARTNERSHIPS

Gold

\$1500 (\$2,160 value)

- 25% discount on booth at 2020 Hoof Health Conference (up to \$250)
- Logo included on Facebook Banner for 6 months (\$600 value)
- HTA website corporate advert for 3 months (\$450 value)
- HTA Partner graphic for use on your website and other marketing materials (\$200 value)
- Small ad with logo on inside back cover of each quarterly newsletter (\$200 value)
- 2 Free Friday lunch tickets at 2020 Hoof Health Conference (\$160 value)
- Upgrade to 5 subscriptions to *Hoof Health Connection* news magazine (\$150 value)
- HTA Sponsor page listing on website (\$100 value)
- Corporate member sign to use in your tradeshow booth (\$50 value)

Silver

\$750 (\$910 value)

- Logo included on Facebook Banner for 1 quarter (\$300 value)
- HTA Partner graphic for use on your website and other marketing materials (\$200 value)
- Free Friday lunch ticket at 2020 Hoof Health Conference (\$80 value)
- Upgrade to 3 subscriptions to *Hoof Health Connection* news magazine (\$60 value)
- All Bronze level benefits

Bronze

\$300 (\$380 value)

- Small ad with logo on inside back cover of each quarterly newsletter (\$200 value)
- HTA Sponsor page listing on website (\$100 value)
- Corporate member sign to use in your tradeshow booth (\$50 value)
- Complimentary annual subscription to *Hoof Health Connection* news magazine (\$30 value)

HOOF HEALTH CONFERENCE

OPPORTUNITIES

SPONSORSHIPS • BOOTHS

Welcome Bags

\$1,000

(\$2,500 value)

Only 1 available!

This sponsorship will provide bags at registration to every attendee. It will garner your company great attention when this attractive bag sports your logo, proudly proclaiming your support of hoof trimmers and HTA!

Conference T-shirts

\$1,500

(\$3,000 value)

Only 1 available!

This sponsorship will provide beautiful conference shirts to every registrant with your logo, our logo and the conference logo. With your logo proudly displayed on these shirts, who could fail to know your dedication to trimmers?

Break Sponsor

\$750

(\$1,700 value)

Only 4 available!

They say the best way to a man's heart is through his stomach. Pretty sure that applies to women as well! Now is your chance to win the hearts of attendees by feeding both their interest in your business and their stomachs!

Pro Football Hall of Fame

\$5,000

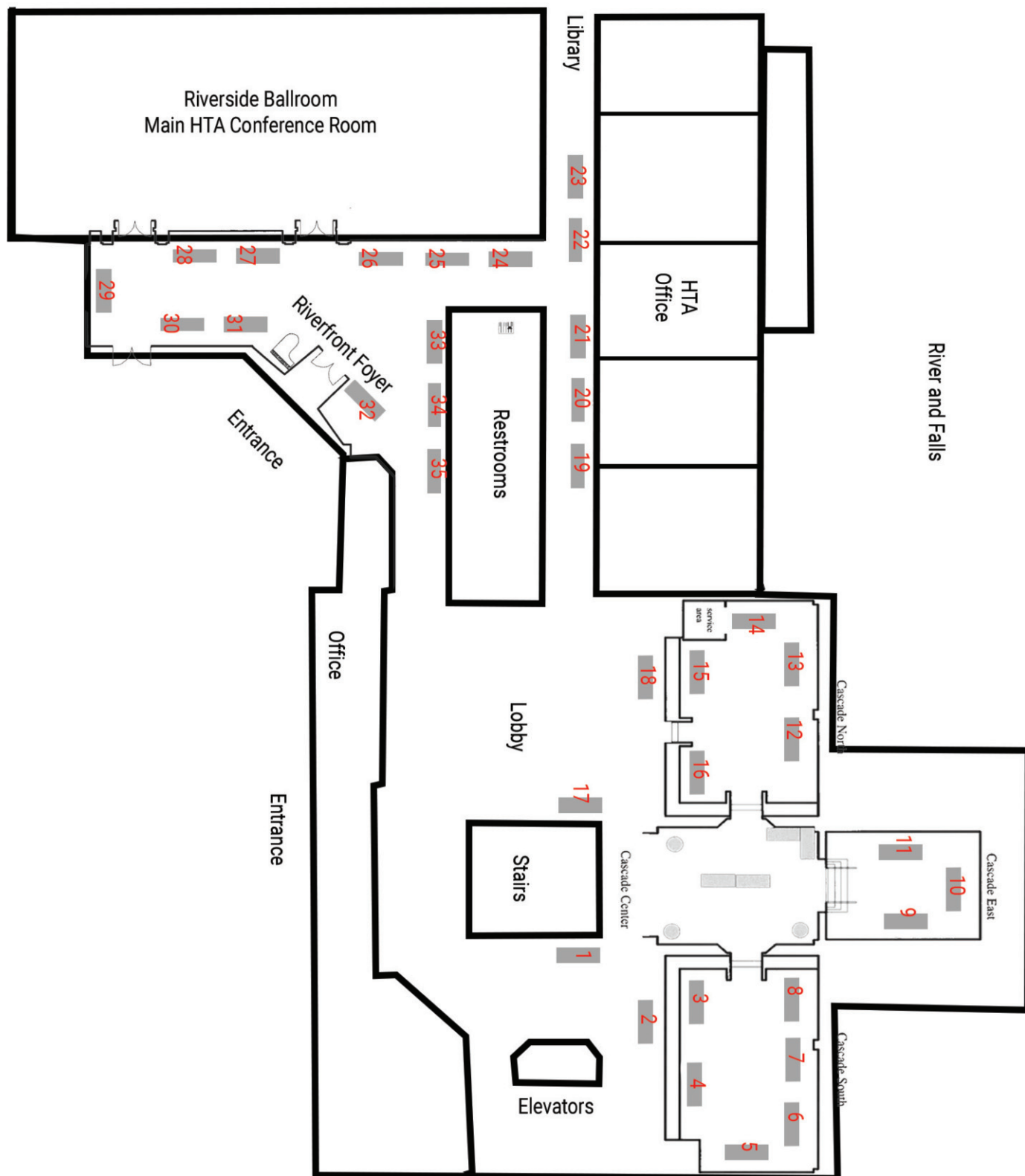
(\$19,400 value)

Only 4 available!

This Friday Night Football is going to be beyond anything you've experience before. This is your chance to score a touchdown with our trimmers! Don't fumble the ball and miss out on this one.

HOOF HEALTH CONFERENCE

EXHIBIT HALL & MEETING ROOM



BOOTH OPTIONS

Due to the nature of the venue, some booths are closer to the meeting rooms than others. To aid you in attaining the booth that is best for you, please refer to the map on the facing page and the pricing information below. When reserving your booth, please be sure to provide your top three space choices. Space will be awarded on a *"first paid – first served"* basis.

Site availability will be maintained on the conference website, www.hofhealthconference.org or you may call the office 972.715.8231 to check if the space you want is available.

Booth Sharing: Booth sharing is available when both partners submit registration. Cost to each participant in the share will be 75% of the listed booth price.

Each booth purchase includes one attendee. Tickets for social events are not included but will be available for purchase in advance.

Double Booths: Double booths are available for 75% of the cost of both booths.

Outside Displays: Outside displays are available at no additional cost provided an indoor booth is purchased in conjunction.

1	\$1,000
2	\$1,000
3	\$700
4	\$700
5	\$700
6	\$700
7	\$700
8	\$700
9	\$700
10	\$700
11	\$700
12	\$700
13	\$700
14	\$700
15	\$700
16	\$700
17	\$1,000
18	SOLD: Steve Wunderlich HC	\$850

19	SOLD: Udder.Tech	\$850
20	SOLD: Udder.Tech	\$850
21	\$850
22	\$700
23	\$700
24	\$1,000
25	\$1,000
26	\$1,000
27	\$1,000
28	\$1,000
29	\$1,000
30	\$1,000
31	\$1,000
32	SOLD: Tuffy Tilt Tables	\$1,000
33	SOLD: AgroChem	\$1,000
34	SOLD: AgroChem	\$1,000
35	\$1,000

Rates increase 10% after March 31, 2020

HOOF HEALTH CONFERENCE

INFORMATION

HTA's Hoof Health Conference is the premier gathering of hoof trimmers in the western hemisphere. Attended by representatives from 10 countries around the globe.

The Hoof Health Conference in Cuyahoga Falls, Ohio, July 22-25, 2020 provides the greatest opportunity for suppliers and supporters of hoof trimmers to reach the largest body of trimmers available in North America.

The Hoof Health Conference and Trade Show has been designed so that participants can be exposed to the exhibits from Thursday, July 23 at 11:00 a.m. to Friday, July 24 at 5:00 p.m.

Accommodations & Conference Site

Sheraton Suites Akron Cuyahoga Falls
1989 Front Street
Cuyahoga Falls, OH 44221
Phone 1.330.929.3000 (local) or
1.800.325.3535 (Marriott reservations line)

Request the Hoof Trimmers Association Room Block or register via our conference website: www.hoofhealthconference.org.

Rooms are available for \$129/night (single or double), \$144 (triple) and \$159 (quad)ate is \$99 plus tax. This rate expires on July 8, 2020, however, this block will likely sell out early.

Auction Items

The live benefit auction will be Saturday evening of the conference. HTA will sell a variety of hoof care items, crafts, collectibles and other unique items donated by members and businesses. Association members fill the role of auctioneers managing the sale. All proceeds benefit the Youth Scholarship Program and other charitable pursuits as designated by the membership. Anyone is welcome to donate items for this auction.

Trade Show Schedule

Thursday, Feb. 21

7:00 a.m. - 11:00 a.m. Exhibitor Move-In
11:00 a.m. - 6:00 p.m. Trade Show
5:00 p.m. - 6:00 p.m. Welcome Reception in Exhibitor area

Friday, Feb. 22

8:30 a.m. - 5:00 p.m. Exhibit Hall Open during general sessions and breakouts. All refreshment breaks served in Hall.
3:30 p.m. - 5:00 p.m. Exhibits may be removed

Saturday, Feb 23

On Farm Demonstrations - planning in progress. If you would like to demonstrate your equipment, we'd like to help you. Please call the office at 972.715.8231 or email jolie@hooftrimmers.org.

Shipment of Materials

This information will be in your exhibitor kit (emailed to you following payment) There is limited space available at the hotel. Please plan to ship just in time for the show.

SEE YOUR NAME...

IN LIGHTS & IN PRINT!

WEBSITE ADS

HTA is currently building a new website - one that will be more user-friendly, more up-to-date and provides more marketing opportunities for you!

As part of the new site, we will have an advertising section on every page which will contain advertisements about upcoming HTA events interspersed with advertising for our favorite trimmer supporters and suppliers. Advertising is available monthly, quarterly or annually.

For extended runs (quarterly or longer) you may change the ad monthly. Exceptions can be made for special promotions, announcements, etc.

Ads are on a rotation basis, keeping the page looking fresh and garnering your ad more attention when displayed.

PRINT ADS

Ads should be submitted print ready as an .eps, .ai, .png or .pdf format. They must be CMYK and at least 300 dpi. If the file is too large to email, please contact jolie@hooftrimmers.org for additional submission options.

Ads must be received by the published deadline to be included. If no ad is received, we will print the most recent ad received.

Rates:	
Monthly	\$150
Quarterly	\$375
6 Months	\$660
12 Months	\$1,200

Ads should be submitted by the 25th of the month in publication ready status as either .jpg or .png files. Artwork should be at least 72dpi and should be of sufficient quality to be easily read. If links are desired, other than your primary domain, that information should be submitted with the ad.

Specific sizes for the ads will be provided once the new site is finished (ETA: March 1st)

2020

Advertising Rates & Schedule

HOOF HEALTH CONNECTION



	Size (hwxw)	Color (per quarter)				B&W (per quarter)			
		1 quarter	2 quarters	3 quarters	4 quarters	1 quarter	2 quarters	3 quarters	4 quarters
Mini	2" x 3 1/2"	\$ 85.00	\$ 80.00	\$ 75.00	\$ 70.00	\$ 70.00	\$ 66.00	\$ 63.00	\$ 60.00
Small	3" x 3 1/2"	\$ 105.00	\$ 99.00	\$ 95.00	\$ 90.00	\$ 90.00	\$ 85.00	\$ 80.00	\$ 75.00
Quarter page	4 3/4 x 3 1/2"	\$ 125.00	\$ 118.00	\$ 110.00	\$ 105.00	\$ 110.00	\$ 104.00	\$ 99.00	\$ 93.00
Half Page Vertical	4 3/4 x 7 1/2"	\$ 195.00	\$ 185.00	\$ 175.00	\$ 165.00	\$ 180.00	\$ 171.00	\$ 162.00	\$ 153.00
Half Page Horizontal	9 3/4 x 3 1/2"	\$ 195.00	\$ 185.00	\$ 175.00	\$ 165.00	\$ 180.00	\$ 171.00	\$ 162.00	\$ 153.00
Full Page	9 3/4 x 7 1/2"	\$ 295.00	\$ 280.00	\$ 265.00	\$ 250.00	\$ 280.00	\$ 266.00	\$ 252.00	\$ 238.00

2020

Issue	Ads Due	Articles Due	Print	Distribution
101 – Spring 2020	3-Feb	14-Feb	5-Mar	20-Mar
102 – Summer 2020	1-May	15-May	5-Jun	19-Jun
103 – Fall 2020	3-Aug	14-Aug	4-Sep	18-Sep
104 – Winter 2020	2-Nov	13-Nov	4-Dec	18-Dec

HTA MARKETING OPPORTUNITY ORDER FORM

Company/Organization: _____

Contact Name: _____ Email: _____

Phone: _____ Website: _____

Address: _____

City/State: _____ Country: _____ Postal Code: _____

SPONSORSHIP

- | | |
|---------------------------------------|---------|
| <input type="checkbox"/> Platinum | \$2,500 |
| <input type="checkbox"/> Gold | \$1,500 |
| <input type="checkbox"/> Silver | \$750 |
| <input type="checkbox"/> Bronze | \$300 |
| <input type="checkbox"/> Shirts | \$300 |
| <input type="checkbox"/> Hall of Fame | \$5,000 |
| <input type="checkbox"/> T-Shirts | \$1,500 |
| <input type="checkbox"/> Bags | \$1,000 |
| <input type="checkbox"/> Break | \$750 |

Name/address for included Hoof Health Connection subscription(s)
(Platinum: 7; Gold: 5; Silver: 3; Bronze: 1)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Total Sponsorship: _____

Please email your logo (300dpi .eps, .ai, .png, .jpg or .pdf to
info@hooftrimmers.org

HOOF HEALTH CONFERENCE EXHIBIT

- | |
|--|
| <input type="checkbox"/> Single Booth |
| <input type="checkbox"/> Double Booth (25% discount) |
| <input type="checkbox"/> Shared Booth (25% discount) |

Top 3 booth options: (please enter the booth number from map on pg. 6). If double booth, please enter 2 numbers per option.

1. _____
2. _____
3. _____

If Booth sharing, who are you sharing with?

Company _____
Point of Contact _____
Email: _____
Phone: _____

Total Booth: _____

ADVERTISING

Hoof Health Connection newsletter

- | | | |
|------------------------------------|--------------------------------------|--|
| Size | Issues | Color Option |
| <input type="checkbox"/> Mini | <input type="checkbox"/> Spring 2020 | <input type="checkbox"/> Color |
| <input type="checkbox"/> Small | <input type="checkbox"/> Summer 2020 | <input type="checkbox"/> Black & White |
| <input type="checkbox"/> Quarter | <input type="checkbox"/> Fall 2020 | |
| <input type="checkbox"/> 1/2 page | <input type="checkbox"/> Winter 2020 | |
| <input type="checkbox"/> Full page | | |

See pricing on pg 10.

HoofTrimmers.org Website

- | | |
|-------------------------------------|---------|
| Length of Ad | |
| <input type="checkbox"/> Month | \$150 |
| <input type="checkbox"/> Quarter | \$375 |
| <input type="checkbox"/> Six Months | \$660 |
| <input type="checkbox"/> 12 Months | \$1,200 |

Total Advert: _____

PAYMENT METHOD

Grand Total: _____

☐ Check (payable in USD to Hoof Trimmers Association) and mailed to HTA, 5014 FM 1500, Paris, TX 75460

☐ Credit Card

Card Number: _____

Exp.: _____ CVW: _____

Signature: _____

