



# BATES

## EA Australian Dressage Championships

28 – 31 October 2010

Sydney International Equestrian Centre  
Horsley Park

### Promotional Opportunities for your Business!

The Organising Committee is now taking bookings for companies to promote their business to a wide section of the equestrian and general community, by being involved with the 2010 Bates Australian Dressage Championships. The Championships will include a CDI-W (World Cup Qualifier).

The "Nationals" attract many of Australia's top horse and rider combinations. Riders from throughout Australia, from Novice through to Grand Prix level will take part. Around 200 horses/riders will participate. The Championships are held over three and half days – Thursday, Friday, Saturday and Sunday. A capacity crowd is expected on Saturday evening for the popular Freestyle to Music events. A special dinner will be held in the Marquee in the indoor arena. International judges this year include Evi Eisenhardt (Germany) and Anne Gribbons (USA).

#### Exhibition Stand Space:

Promote your products/services by taking a stand in the Trade Exhibit area. Hoecker type structures of 3x3/6x3/6x6m or 6x9m sizes will be available for hire or if you have your own set up, space is available. The shopping area will be situated on the lawn to the side of the Indoor Arena and in adjacent P4 parking area.

Trailer style vans will be located on the sealed car park area. A limited number of Sponsor exhibits will be located along the long side of the arena. **Please read the attached fact sheet for more information on exhibits.** Bookings will be taken on a first in basis. A mock-up layout is attached. Please note some spaces are reserved.

Different fees apply depending on where the exhibit is located in a Premier location or Standard location. Refer booking form for various options and details. Discounted rates apply for those who require no power.

This year a presentation stage will be set up in the trade area on the grass in front of the café outlet. Unmounted presentations will be held in this area where possible – bringing a little more activity to the area.

#### Programme Booklet

You can be involved with the event by advertising in the programme booklet. The booklet will be A4 in size, in black & white with a colour cover. A number of colour pages are available in the booklet. All riders and officials and VIP guests receive a complimentary copy. A copy of previous booklets can be sent to you on request.

Advertising rates (inc. GST) feature on the booking form. Copy deadline 15 September, 2010

#### Hospitality Opportunity

Entertain your clients, staff and business partners by taking advantage of the hospitality offered in the "Top Spot" marquee located in the indoor arena. Tickets are available for the day sessions and the popular Saturday Evening Dinner. Information and a booking form can be downloaded the web site.

Please call me (contact details below) if you have any questions. If you would like to reserve advertising/trade exhibit space, please complete the attached booking form and return to me as soon as possible.

Yours sincerely,

Toni Venhaus  
Event Director  
Tel: 02 8824 8065  
e-mail: [tvenhaus@tpg.com.au](mailto:tvenhaus@tpg.com.au)  
[www.dressagensw.com.au/nationals](http://www.dressagensw.com.au/nationals)

