

Due to the popularity of the Breeders Village in 2008, a revitalised Breeders Village will return to EQUITANA Melbourne in 2010!

The EQUITANA Breeders Village is a unique opportunity for the public to see the congregation of 40 different breeds – the only presentation of its size in the Southern Hemisphere.

Over 50,000 members of the public are expected to descend on EQUITANA Melbourne in 2010 giving them a biyearly opportunity for to meet the Breeders, Stud Books and Breed Associations in an open, approachable environment.

The newly re-located Breeders Village will be situated between the Outdoor Competition Arena and the Epsom Pavilion, making it easily accessible for the public to enquire about specific breeds and to speak to owners concerning all aspects of breeding and raising young stock.

The ever popular Breed Parade, in which all horses within the Breeders Village can participate, will take place on the Outdoor Competition Arena daily. Breeders will also have the opportunity to promote their Stud Book/Breed in a short individual display within one of the busy indoor Demonstration Arenas during the event.

The Breeders Village is limited to only 40 places, so get in early! Book your Breeders Village Package today!
Email helen@definitiveevents.com.au or call 03 9596 8744

Benefits of being within the Breeders Village

- ❖ Exposure to over 52,000 people over four days
- ❖ Strategic marketplace positioning of your breed and stock
- ❖ Unique opportunity to build breed awareness
- ❖ Ability to present a visual demonstration of your breed
- ❖ Opportunity to build relationships with potential buyers or breeders
- ❖ Interact with supporting breeders and associations within the village

Breeders Village Package Inclusions

- ❖ Two Stables, each 3.6m x 3.6m*
- ❖ Bedding
- ❖ One Power Point
- ❖ Two Spot Lights
- ❖ Association Signage on Fascia Board
- ❖ Dedicated Breeders Village Page on Official Event Website (www.equitana.com.au) promoting your Breed/Association
- ❖ Listing in Official Event Program (100,000 copies distributed by The Weekly Times)

*One stable is to be used as an enclosed stable, for horse accommodation. The other is to be used as a display to promote the breed.

Price - \$1,050 + GST