

unconventional

Exhibitor & Sponsor Guide

2021 AERC Virtual Convention

March 6 & 7, 2021



American Endurance Ride Conference

convention

Exhibiting at AERC's 2021 Virtual Convention

We are excited to welcome you to AERC's virtual conference experience. While we'll miss our in-person gathering, going virtual means that many more endurance enthusiasts will be able to take part and discover your products and services. With the speakers and topics offered, we're expecting a great turnout with AERC members, plus other distance and trail riders from across the nation and around the globe.

Your exposure won't be limited by the two days of convention — we're planning a marketing blitz beginning in January, and those who sign up for convention will be visiting the convention portal in the weeks leading up to convention and can even access the full convention website, including the virtual exhibit hall and sponsors listings, through the end of March 2021.

Q. Do I have to be a computer expert to take part?

A. Absolutely not! We're going with Whoova ("hoo-vah"), a specialist in online conventions, and their easy-to-use exhibitor guide will give step-by-step details on how to:

1. Set up and customize your virtual booth, with links to your own website/Facebook page/Instagram account
2. Live chat with convention attendees, both one-on-one and with all attendees
3. Create coupons, contests and/or raffles
4. Use social media to draw people to the convention and your booth
5. Upload videos, or livestream, to your booth
6. Make an online shop for "on-the-spot" sales
7. Encourage attendees to share their contact information for future communication.

Q. Are the virtual booths more expensive than at in-person conventions?

A. No! Because this is a new experience for AERC, we're making the booths extra-affordable. This will make participation both cost-effective and rewarding for all exhibitors. Your all-inclusive booth price, if booked by February 18, 2021, is just \$95. After that date, prices increase to \$129.

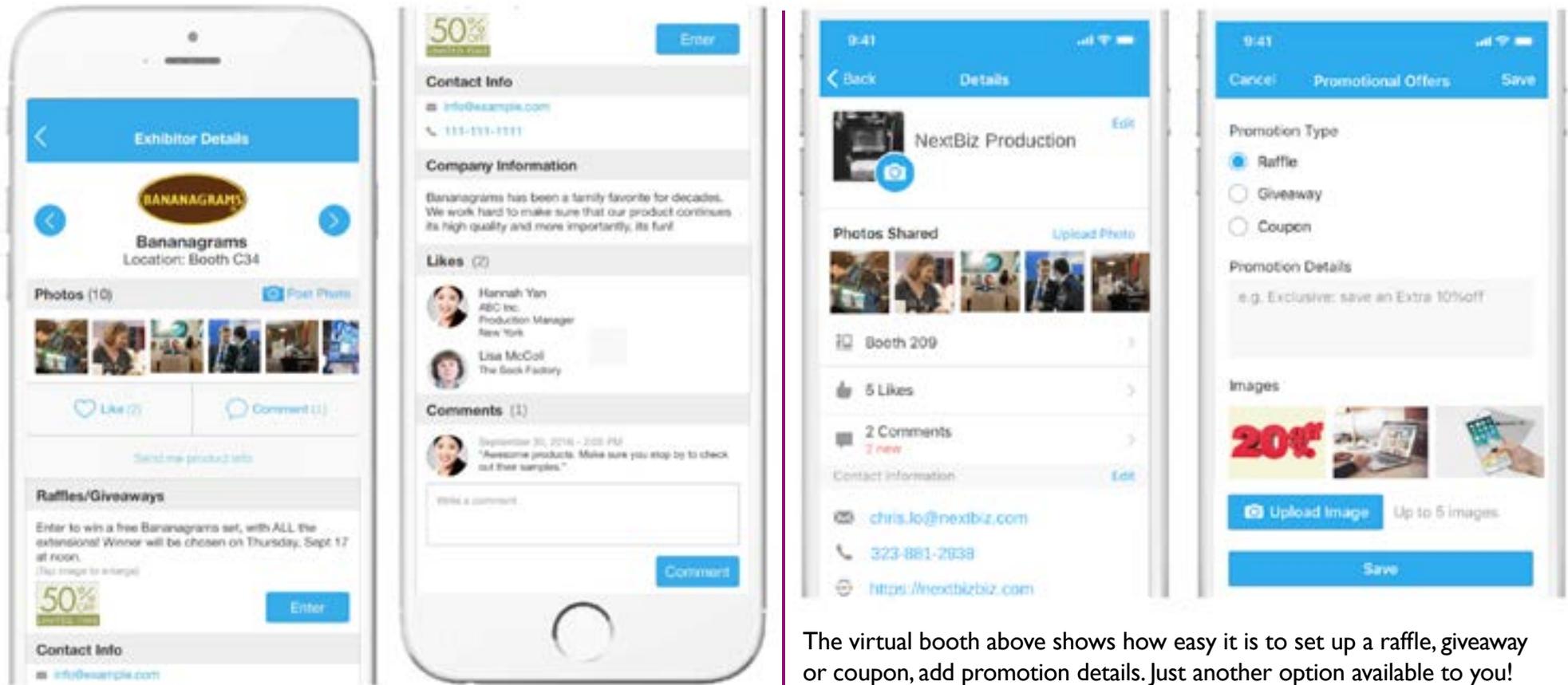
Q. Will AERC be publicizing this event?

A. Yes! Information will go out to all AERC members as well as trail riders, breed association members, rider groups across the U.S., and endurance associations around the globe.

Q. What sponsorship opportunities are available?

A. We hope many exhibitors will also choose to sponsor the event! You will receive a banner listing on the AERC convention website, a special Facebook post and Instagram story, a listing in the online convention program and a shout-out at the national awards presentation. Convention exhibitors pricing for sponsorship: \$95. For non-exhibitors, sponsorship is \$175.

It's not scary. We promise.



Above is a sample of just a small portion of an exhibitor “booth,” as seen on a phone screen. The convention can be accessed on any device, either via a website or an app. It's up to you which options you choose to include with your virtual booth. Whova, our virtual convention organizer, has a multitude of video tutorials and how-tos and the AERC office is happy to help as you plan your booth for the 2021 convention.

The virtual booth above shows how easy it is to set up a raffle, giveaway or coupon, add promotion details. Just another option available to you!

Click the link below for:

[Whova Exhibitor Guide \(a 6-minute video\)](#)

Get signed up now for AERC's virtual convention!

[AERC Exhibitor Registration](#)

Generating interest will be a snap!

We've approached this brand-new convention with (1) caution and (2) confidence. Endurance riders who could never make it to an "away" convention site are thrilled to be able to attend from anywhere! And those who ventured out to each convention, no matter where it was, will be happy to attend convention from their own homes (or even on horseback, with the convention mobile app).

AERC's Facebook group (23,000+ members), plus a host of other endurance groups, regional and local riding groups, and endurance associations around the world will be invited to participate. We've seen a definite upswing in interest in endurance riding, even during this most unusual year, as endurance truly welcomes and celebrates two things: the rider and the horse. Plus, as any rider can tell you, there is a lot of interest in tack, saddles, horse health products and other gear!

We're grateful for the support of our convention vendors, especially those of you who have been part of the AERC family for many years. This is a one-time-only event — in 2022 the convention will be back in Reno to celebrate AERC's 50th anniversary! We hope you'll be able to make it to Reno for that celebration, too!

The convention will begin both Saturday and Sunday mornings with an equestrian-focused exercise session (optional, of course!) and proceed with three educational seminars each day. There will be plenty of time between seminars and all through the day for exhibitors to promote your products, interact with attendees, and rack up sales. And the convention site will stay active through the end of March for follow-up conversations and sales.

If you have any questions, please call the AERC office, 866-271-2372, or email membership@aerc.org.

Sign up by February 18 for early registration pricing! Link:

[AERC Exhibitor Registration](#)



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