



## **Writtle University College, Essex, 13 - 14 July 2024**

Understand Horse Live is a unique equine event – a weekend of lectures plus practical demos & training workshops on horse behaviour, physiology and training.

An international panel of experts - equine behaviour consultants, academics, vets, physios and trainers - will lecture on a variety of fascinating subjects on Saturday, then put the scientific theory in to practice with demos and workshops with the horses based at Writtle University College on Sunday.

The event is aimed at horse owners, students and equestrian business / welfare professionals interested in improving their knowledge and understanding of horse behaviour, training, riding and physiology. It is approved for CPD/CEU by the British Horse Society, IAABC and Karen Pryor Academy (plus more TBC).

A total of 200 tickets are available for the Saturday lecture day and 120 tickets for the Sunday practical day.

We are inviting a select number of relevant organisations to support Understand Horse Live with various advertising, sponsorship and trade stands packages:

### **ADVERTISING - £100**

- Full page colour advertisement in the A5 printed event programme

### **SPONSORSHIP - £300**

- Full page colour advertisement in the A5 printed event programme
- Announcement on social media (Facebook, Twitter, Instagram, LinkedIn)
- Logo on Understand Horses Live website event page
- Thankyou during introductions on Saturday and Sunday
- Presentation slide screened during breaks on Saturday
- Promotional flyer and/or small gift in the delegate goody bag (subject to approval).

Please note: advertising and sponsorship rates do not include free tickets / entry to the event lectures, demos and workshops.



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### TRADE STAND SPONSORSHIP - £500

- Saturday: roller banner in the entrance foyer outside the lecture theatre
- Sunday: 3m x 3m space in the trade stand area (optional table available)
- Full page colour advertisement in the A5 printed event programme
- Announcement on social media (Facebook, Twitter, Instagram, LinkedIn)
- Logo on Understand Horses Live website event page
- Thankyou during introductions on Saturday and Sunday
- Presentation slide screened during breaks on Saturday
- Promotional flyer and/or small gift in the delegate goody bag (subject to approval).

### TRADE STAND SPONSORSHIP WITH TICKETS - £850

- Two Understand Horse Live weekend tickets
- Saturday: roller banner in the entrance foyer outside the lecture theatre
- Sunday: 3m x 3m space in the trade stand area (optional table available)
- Full page colour advertisement in the A5 printed event programme
- Announcement on social media (Facebook, Twitter, Instagram, LinkedIn)
- Logo on Understand Horses Live website event page
- Thankyou during introductions on Saturday and Sunday
- Presentation slide screened during breaks on Saturday
- Promotional flyer and/or small gift in the delegate goody bag (subject to approval).

### Specifications & Deadlines

**Advertisement:** Full Page Trim Size: 148mm x 210mm, Full Page Type Area: 119mm x 184mm, Full Page Bleed Size: 154mm x 216mm (3mm on all sides). Artwork to be supplied as PDF with 3mm bleed and crop marks. CMYK (no RGB / Spot Colour), 300 dpi images, all fonts embedded, do not down sample images, do not password-protect PDFs. Deadline: 14/06/24.

**Logo:** jpg, png or pdf, white / transparent background, by 14/06/24.

**Presentation Slide:** Powerpoint in a 4:3 ratio, by 14/06/24.

**To book your advertising, sponsorship or trade stand, or for any further information, please contact David Taylor on 07990 575190 or [info@understandhorses.com](mailto:info@understandhorses.com)**

Visit [www.understandhorses.com](http://www.understandhorses.com) for more information about the event and to book tickets.