

BreyerFest Marketplace 2024



Don't miss BreyerFest, the year's largest Breyer fan festival, July 12-14, 2024! Join in the fun in person at the *BreyerFest: Against All Odds!* Marketplace at the Kentucky Horse Park in Lexington, KY. BreyerFest, now in its 35th year, is the intersection of the real horse world and the model horse hobby with spectacular equine entertainment, the largest model horse shows in the country, the real horses that inspired our models, and thousands of families and fans gathered for three fabulous days of horse fun. A truly unique experience, BreyerFest offers workshops, free seminars, and many hands-on Hobby demos bringing together all areas of the model horse world. BreyerFest is the perfect family festival. Guests spend the day meeting horses, taking pony rides, painting their very own Stablemates® model, visiting the petting zoo, and going SHOPPING!

Our 2024 Celebration Horse, Athenian Lady, is a Paint mare owned by Amanda Delgado, who embodies the spirit of our theme "Against All Odds." Athenian Lady went from a neglected and abused horse to winning multiple World Champion titles in Western Dressage. Joining our Celebration Horse will be other Breyer Portrait horses with inspiring tales: Always Chipper who went from being saved from an auction to competing at Pony Finals; Alan A Days Work, a mule who competes in the jumpers; and Gascon the Great, a rescued Paso Fino who competes in both breed and jumper shows.

The BreyerFest Marketplace is at the center of all the action! Once again for 2024, we will be offering retailers space on the concourse in the covered arena or in outdoor tented space in the adjacent parking lot (see map on page 6).

- Booth spaces in the 200 and 300 sections are **only** for sellers requesting double booth spaces (interior 10 x 20).
- Booth spaces in the 100 and 400 sections are **only** for sellers requesting single booth spaces (interior 10 x 10).
- Booth spaces in the exterior tent are the 500 section and are 10 x 20 (single booth) or 20 x 20 (double booth).

Please see the schematic on page 5 or the map on page 6 – there is not a detailed schematic for the tented space.

Due to a limited number of booths, we cannot reserve any spots in advance without payment in full. Reeves reserves the right to approve or deny any application, at our sole discretion, including, without limitation, to limit the number of vendors within certain retail category types. Feel free to direct questions to me at kmcdermott@reevesintl.com.

Please submit your completed application along with at least two (2) photos of the items you'll be selling. Applications that do not include photos will not be considered. Applications with payment and photos must be received by April 15, 2024; all applications will be reviewed after that date. Reminder: booth space will not be held without payment in full. Confirmations will be e-mailed out after April 22, 2024. Any applicants that have not been accepted will not be charged or will have their check payments returned to them.

See you in July!

Sincerely,

Kathryn McDermott
Assistant Events Manager

2024 BreyerFest® Vendor Booth Space Information

The BreyerFest Marketplace is located on the concourse of the Covered Arena **and** in the adjacent parking lot. Both areas are in the heart of the action at the Kentucky Horse Park in Lexington, Kentucky.

Show Dates and Hours

July 12-13	9:00 am-5:00 pm
July 14	9:00 am-4:00 pm

Vendor Set Up

July 11	8:00 am-5:00 pm
DO NOT ARRIVE PRIOR TO 8:00 AM ON JULY 11	
July 12	7:00 am-8:00 am
July 13	7:00 am-8:00 am
July 14	7:00 am-8:00 am

Vendor Break Down

July 14	4:00 pm-8:00 pm
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Breakdown must be complete by 8:00 pm on Sunday, July 14th.

Interior Covered Arena Concourse Booth Space Includes:

- Roomy 10 x 10 Booth Space in the Covered Arena
- Level concrete floor and permanent roof
- 3' tall side and back partitions, two (2) chairs, two (2) 8' tables
- Access to electric – bring your own extension cords/power strip

Exterior Tented Booth Space Includes:

- Spacious 10 x 20 Tented booth space
- Level pavement lot with tent roof and exterior sides
- 8' tall interior side partitions, two (2) chairs, two (2) 8' tables
- Access to electric – bring your own extension cords/power strip

Both Areas include:

- Two (2) Vendor Badges per booth (additional badges may be purchased at a maximum of 2 per booth)
- One (1) Parking Pass per vendor for early load-in and breakdown (additional passes may be purchased)
- Overnight Security on Thursday, Friday, and Saturday nights
- Concession stands, restrooms, ATMs, and drinking fountains located conveniently nearby
- Vendors with applications in prior to April 15, 2024 will be listed in the Official BreyerFest Program*
- Exposure on our website, www.BreyerHorses.com

Rates and Fees

10 x 10 Interior Booth:	\$650 (includes amenities listed above)
10 x 20 Exterior Booth	\$550 (includes amenities listed above)
Additional Tables:	\$15 each
Wi-Fi:	\$20
Additional Vendor Badges:	\$20 each (maximum of 2 additional per booth)
Additional Parking Pass:	\$20 each (maximum of 2 additional per vendor, includes preferred parking)
Vendor Pack:	\$765 (maximum of 1 per booth space)
Full-Page Program Ad*:	\$450
Half-Page Program Ad*:	\$275
¼ page Program Ad*:	\$175

*Full color only.

****During event hours, parking within the footprint of BreyerFest/near the Covered Arena is NOT allowed.****

NO TRAILERS, CARS, OR TRUCKS WILL BE PERMITTED AROUND THE COVERED ARENA OUTSIDE OF SET-UP HOURS OR DURING EVENT HOURS. ALL VEHICLES must be moved to the designated vendor parking area in the MAIN KHP LOT by 8 am each show day. Restocking must be done during set-up hours ONLY. Any violators will be ticketed and towed at the owner's expense.**

Event Rules

Statement of Purpose: BreyerFest® is held to promote and educate the public about Breyer® models and the hobby of collecting, showing, and customizing them. Therefore, vendors may not display, offer for sale, promote, or sell any model horse products that are not genuine Breyer, with the following exceptions: china, resin, or discontinued and retired models. Vendors may offer for sale equine-related products for the horse and rider, jewelry, clothing, and gift items for the home. Any promotional activity, signing, guest speaker, etc. must be pre-approved in writing by Reeves International, Inc. Please call with any questions. *Reeves International, Inc. reserves the sole right to make final decisions on suitability of merchandise offered for sale and may prohibit the selling of products or services deemed inappropriate, or refuse vendor space at any time, including during BreyerFest, regardless of whether the vendor has received prior written approval by Reeves or not.* Failure to adhere to any of the rules outlined herein could result in ejection from BreyerFest without refund.

Reeves International Inc. will not permit the sale of live animals or the display of live animals in the vendor area or outside tented area. **No Smoking is permitted in any area of BreyerFest, including outside spaces.**

Cancellation: If BreyerFest must be cancelled for any reason, this contract will be cancelled without liability. All booth fees will be refunded.

Refunds: Refunds will be issued only if written notification of exhibitor cancellation is provided prior to April 12, 2024.

Breyer Store and Model Pickup: Vendors will NOT be permitted to line up for the Breyer Store or pick up Special Run models before the front gates have been opened. Vendors wishing to line up for the store in the mornings MUST wait in the line outside the park with attendees. Vendors are not entitled to receive Celebration Models without a redemption ticket. Limited Edition items will be limited to ONE of each available option per PERSON per TRIP. No exceptions. Additionally, Breyer retailers in the Vendor Marketplace are not permitted to re-sell current year BreyerFest Limited Editions, Special Runs, Event Stablemates models, or Celebration Horses at BreyerFest.

Fixtures/Displays: Fixtures and/or displays must fit on the tables that are in the marked booth and may not extend into the aisles or outside the structure of the covered arena or exterior tented space. No tents, tables, chairs, or other items may be set up outside the perimeter of the concourse of the covered arena or the exterior tented space.

Vendor Pack: As a special offer to our loyal BreyerFest vendors, we offer BreyerFest Special Run Models as a complete set in the Vendor Pack. The Vendor Pack contains one of each Special Run model PLUS the Celebration Horse, and one of each of the Event Stablemates. **Vendor packs will NOT be delivered to your booth. Please pick up your Vendor Pack at the BREYER BOOTH between 2 pm and 4 pm on Sunday, July 14, 2024.** Vendor packs will not be shipped. Unclaimed vendor packs will not be refunded. Vendors may purchase one Vendor Pack per 10x10 interior or 10x20 exterior booth. Any split run (more than one colorway or finish available in each item number) or Surprise model will be randomly selected.

Security: A security guard will be provided at the Covered Arena on Thursday, Friday, and Saturday overnight, but merchandise is left overnight at your own risk.

Sales Tax: It is the sole responsibility of each vendor to collect and report applicable taxes to the appropriate authorities. Tax forms will be provided during the show by Kentucky officials.

Trademark: Unauthorized use of the names Breyer®, BreyerFest®, and any applicable logos is strictly prohibited without written permission from Breyer and Reeves International Inc. Proposals for licensing may be directed to Jaime Potkalesky, jpotkalesky@reevesintl.com, at Reeves International Inc.

Applications: Applications must be complete and be received by **April 15, 2024**. Acceptance of your application into the BreyerFest Marketplace constitutes your agreement to abide by the terms and conditions stated herein.

Exhibitors hold harmless Reeves International Inc., the Kentucky Horse Park, the State of Kentucky, their licenses or agents for any damage, injury losses, personal or otherwise.

2024 BreyerFest® Vendor Booth Application

Applications, product images, and payment in full must be **received by April 15, 2024**. All applications will be reviewed after that date. **There is a two (2) booth maximum**. A waiting list will be maintained as needed. **Confirmation of vendor space will be sent out by email after April 22, 2024 and printed materials will be available for pickup onsite at the KHP. THEY WILL NO LONGER BE MAILED.** Any applicants not accepted as sellers will not be charged or will have their booth fees (if a check was submitted) returned to them.

Please refer to the enclosed floor plan to select the spaces you would like to reserve. If your preference is to be outside, there is not a schematic for these tented spaces (500 section), simply write "tent" or "500s" in the space number section. Booth spaces in the 200 section and 300 section are reserved for double spaces (10 x 20) ONLY. Booth spaces in the 100 and 400 sections are reserved for single spaces (10 x 10) ONLY. **It is understood that if the space(s) you have chosen is not available, Reeves will assign comparable space in another location.** In any case, the applicant will be bound to pay for this space upon acceptance of this application by Reeves International, Inc.

Space Number:

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Quantity	Item	Price	Total
	10 x 10 Concourse Booth	\$650	
	10 x 20 Tented Booth	\$550	
	Addl. Tables	\$15 each	
	Wi-Fi	\$20 per vendor	
	Addl. Vendor Badges	\$20 each (maximum of 2 additional per booth)	
	Addl. Parking Passes	\$20 each (maximum of 2 additional per vendor)	
	Vendor Pack	\$765 (limit one pack per booth space)	
	Full Page Program Ad	\$450 each	
	Half Page Program Ad	\$275 each	
	Quarter Page Program Ad	\$175 each	
	Total Due		

Exhibitor Information:

Name of Business & Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Website: _____

List all the products you will be selling: _____

Are you an Authorized Breyer® retailer? Yes: No: Account number: _____

Were you a BreyerFest® vendor in 2023? Yes: No:

Names for Badges: (If names are not provided, a badge with the company name will be provided)

1. _____ 2. _____

Payment Methods:

Check # _____ **Please make payable to: Reeves International.**

AMEX Master Card Visa Card number: _____ Exp. Date _____ CVV Code: _____

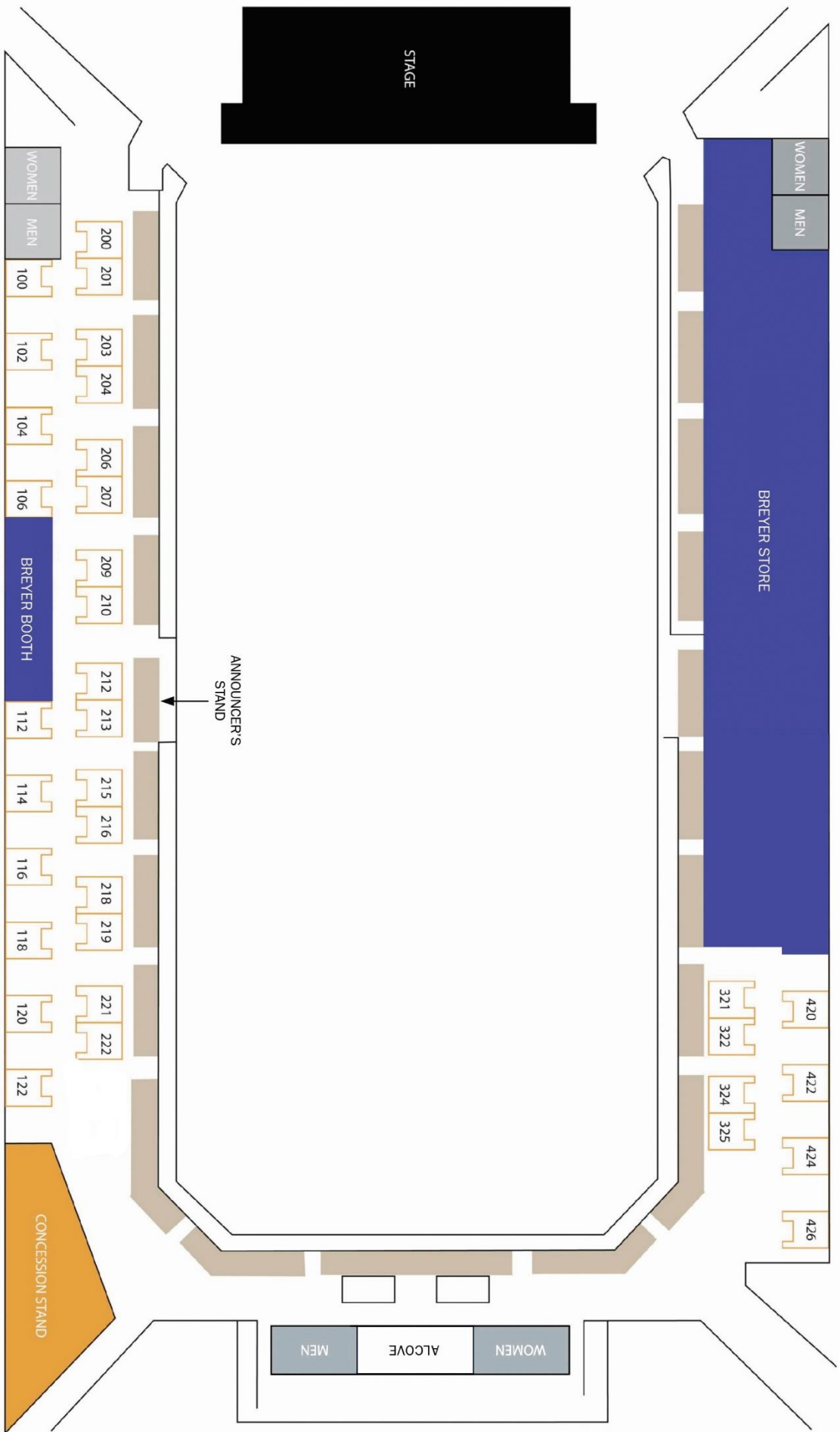
Name on Card (print) _____ Signature of cardholder: _____

Exhibitors hold harmless Reeves International, Inc., The Kentucky Horse Park, the State of Kentucky, their licensees or agents for any damage, injury, or losses, personal or otherwise. Reeves International, Inc. reserves the sole right to make final decisions on suitability of merchandise offered for sale and may prohibit the selling of products or services deemed inappropriate, or refuse vendor space at any time, regardless of whether vendor has received prior written approval by Reeves or not. **I understand and agree to abide by the rules and regulations set forth by this application.**

Signature: _____ Date _____

Please return to: kmcdermott@reevesintl.com OR Reeves International, Inc., BreyerFest Marketplace, 14 Industrial Rd., Pequannock, NJ 07440

Please note: Submission of this application does not constitute acceptance. Confirmation of booth space will be sent by email.



Location of Exterior Vendor Marketplace Tented Booths, 500s Section

