

Don't miss BreyerFest, the year's largest Breyer fan festival, July 12-14, 2024, when we will be celebrating *BreyerFest: Against All Odds!* This year's event, the 35th annual BreyerFest, will be hosted in-person **and** virtually and we are gearing up to bring guests an incredible experience. BreyerFest is the intersection of the real horse world and the model horse hobby with spectacular equine entertainment, stories of the real horses that inspired our models, and thousands of families and fans coming together all over the world for three fabulous days of horse play.



For this year's virtual component of the event, the applications for the virtual versions of the Artisans' Gallery, Swap Meet, and Marketplace are a single application, so please read carefully. So, if you're an equine artist, a retailer, or maybe just have a few models you are looking to sell, the virtual platform of BreyerFest is a great way for you to be visible to tons of Breyer fans!

On the application below, simply let us know in which area you'd like your online shop to be featured. **The virtual platform is not limited to virtual ticket holders. VIP, All-Access, and Online Traditional Access ticket holders are all welcome to be a part of the virtual Marketplace or Artisans' Gallery.**

Marketplace

The BreyerFest Marketplace is *the* place to showcase your online store for BreyerFest guests around the country and around the world! With this unique virtual platform that combines both the Vendor Marketplace and the Swap Meet, we are excited to showcase our retail partners and individual sellers. Participants will be listed in the BreyerFest[®] Program and on our BreyerFest Marketplace page on BreyerHorses.com during BreyerFest weekend.

Participants are welcome to sell jewelry, art, books, apparel, accessories, house wares, bath products, tack (for model horses or real horses), toys, or Breyer product. Products are not required to be equine-themed. **Apparel and accessories are not permitted to be Breyer- or BreyerFest-branded. Sellers are not permitted to sell current year Breyer Event Models, Special Runs, or Limited Edition models.** All applicants are required to submit at least two photos of the items they will be selling.

Upon acceptance to the Virtual Marketplace, participants must submit a short bio, no more than 75 words (bios that exceed this will be edited), as well a photo to be featured with your online listing. Please be sure that the URL you provide for your shop is active so that Breyer may check it.

Artisans' Gallery

The BreyerFest Virtual Artisans' Gallery showcases the best of the best in equine art. Participants will be listed in the BreyerFest[®] Program and on our BreyerFest Artisans' Gallery website on BreyerHorses.com.

Media may be original sculpture, bronze, wood, resin, clay, acrylic painting, watercolor painting, oil painting, pencil portraiture, custom tack, and customized Breyer models. Subject should be equine-related, but may also include other animal subjects as well. All applicants are required to submit at least two photos of their work for consideration.

Upon acceptance to the Virtual Artisans' Gallery, participants must submit a short bio, no more than 75 words (bios that exceed this will be edited), as well a photo to be featured with your online listing. Please be sure that the URL you provide for your shop is active so that Breyer may check it.

Important information for both areas:

- **You must be a BreyerFest VIP, All-Access, or Online Traditional Access ticket holder to apply to be a seller.** You must include your ticket order number on the application below.
- Sellers participating in the in-person BreyerFest Artisans' Gallery, Swap Meet, or Marketplace can add on the virtual listing for the \$50 add-on cost, noted in the chart below.
- Sellers are not permitted to sell current (2024) BreyerFest merchandise – this includes Special Runs, Limited Edition models, and Event Models.
- The final deadline for applications is April 15, 2024. Applications received after this date will not be processed.
- Confirmations will be emailed to participants beginning April 22, 2024.
- Final deadline for program ad artwork is May 10, 2024. Artwork received after this date will not be included in the event program.
- Following their acceptance, participants are required to provide any requested information for their listing in a timely manner in order to be included.
- 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.

Cost	Event Website Digital Listing	Pre-Event Promotion	Post-event Promotion	In-App Digital Ad**	1/8 Page ad in Program	¼ Page ad in Program
\$50 add-on*	✓	✓	✓	✗	✗	✗
\$100	✓	✓	✓	✓	✓	✗
\$175	✓	✓	✓	✓	✗	✓

*\$50 add-on cost is only available to participants who are **also** selling in-person at BreyerFest and have submitted an application for either the Marketplace, Swap Meet, or the Artisans' Gallery.

Advertising Specifications

1/8 page ads must meet the following specs:

- 3.5" wide x 2.25" high
- 1050 pixels wide x 675 pixels high
- 300 dpi
- Full color

1/4 page ads must meet the following specs:

- 3.5" wide x 5" high
- 1050 pixels wide x 1500 pixels high
- 300 dpi
- Full color

**Ad specs for in-app digital adds will be emailed to participants later in the spring. The app is currently still in development.



Participant Information:

Name of Business/Store (if applicable) & Primary Contact Person:

Mailing Address:

City, State, Zip:

Phone:

Email:

Website:

Which area would you like to participate in: Virtual Artisans' Gallery Virtual Marketplace

List **all** the products you will be selling:

Are you an Authorized Breyer® retailer? Yes: No:

Breyer Retailer Account number (must be provided): _____

What is your BreyerFest Ticket Order Number? _____

Payment:

Level of Participation: \$50 (add-on only) \$100 \$175

AMEX Master Card Visa

Card number: _____

Exp. Date _____ CVV Code: _____

Name on Card (print) _____

Signature of cardholder: _____

Participants hold harmless Reeves International, Inc., 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 participation at any time, regardless of whether participant 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 email to: Kathryn at kmcdermott@reevesintl.com DO NOT FAX THIS FORM TO REEVES.

Please note: Submission of this application does not constitute acceptance. Confirmation of acceptance will be sent by email after April 22, 2024. Do not mail in applications or checks.