



Professional Association of Therapeutic  
Horsemanship International

# Be an Exhibitor

2017 PATH Intl. Conference  
and Annual Meeting

November 8-11, 2017

San Antonio, TX

**T**he 2017 PATH Intl. Conference will feature an impressive array of educational sessions presented by industry experts. Ample time is given and encouraged for attendees to interact with exhibitors in the exhibit hall—the Leadership Solutions Center. Exhibitor FAQs, attendee CEUs, continental breakfast, and the chance to meet the industry's movers, shakers and decision-makers face to face make this a not-to-miss event for the answer providers, the solution leaders, in our industry. The PATH Intl. Conference and Annual Meeting is the largest event in the equine-assisted activities and therapies field. This is an outstanding opportunity for you to reach this niche market in one event.

**84% of PATH Intl. Members have a definite affinity for and would purchase from businesses that support PATH Intl. That makes exhibiting in our Leadership Solutions Center a win-win for PATH Intl. Members and your business.**

**Get your product or service in front of PATH Intl. Members now and be part of their solution!**



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## About PATH Intl.

PATH Intl. establishes the safety standards and best practices to promote ideal outcomes for both humans and equines in equine-assisted activities and therapies.

At PATH Intl. Member Centers, Certified Professionals help participants with special needs find health, strength and well-being through partnership with horses. The PATH Intl. Conference provides continuing education and fresh ideas for certified instructors

and professionals, innovative thinking and networking for administrators, and industry updates for all those involved in EAAT. Join PATH Intl. in this exciting work. **Exhibit at the conference and connect with those who change lives through the power of the horse.**



### PATH Intl. Centers

7,672 equines

37.2% spend more than \$25,000 a year on goods and services related to their business

38.7% manage 10 or more program horses

75% of the time, center employees are asked to recommend a product or service

**Shouldn't you be reaching these members and attendees?**

## Remember the Alamo! Explore this fascinating venue while attending the PATH Intl. Conference



The River Walk on the San Antonio River is the largest urban ecosystem in the nation. Only steps away from the Alamo and with 15 miles of sidewalks and paths, it provides a serene way to navigate the city. Ride a river cruiser, kayak, rent a bike with San Antonio's bike share program, or go on foot to museums, the historic district, the five 300-year-old Spanish missions, hotels, shops and restaurants. Possibly even take a tour of the Lone Star Brewery.

The must-see tour, however, is the 4.2 acre complex: The Alamo. Symbolizing courage and sacrifice for the cause of liberty, the Texan Army under Sam Houston (who shouted, "Remember the Alamo!") routed General Santa Anna in April 1836, approximately six weeks after the Alamo fell.

Through special exhibitor deals,  
reach not only conference attendees  
but the entire PATH Intl. membership  
and friends of EAAT before and after  
the conference.

## Benefits

### At the conference:

- One 8' x 10' draped space with 6 foot table and 2 chairs, exhibitor admission for two representatives, and ID sign (\$150)
- Listing in the exhibitor section of the room locator (\$100)
- Linked listing with logo and profile page in the PATH Intl. Conference app
- 25% discount on one conference registration (up to \$182, depending on registration)
- Two tickets to attend the PATH Intl. Horse Expo (\$160)
- Opportunity to include promotional piece in conference registration bags (value added)
- Exposure to hundreds of conference attendees at "solution breaks" built in to the session schedule (priceless)



- The continental breakfast on Thursday will be in the solutions center.

### Extended reach before and after the conference:

- Linked listing on PATH Intl. website exhibitor page (\$500)
- Listing in *PATH Intl. eNews* and conference eblasts prior to the conference (value added)
- 50% discount on one advertisement in the Winter 2017 issue of *PATH Intl. Strides* (up to \$350, depending on ad size) and 25% discount on one advertisement in any of the three remaining 2017 issues.



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### Pricing

Reserve by March 31	\$600*
Reserve by May 15	\$700*
After May 15	\$800*

PATH Intl. Members receive  
an additional \$100 discount

\*Price does not include electricity or  
wi-fi. A form for those items will be sent  
later as details are confirmed with the  
host site hotel.

**Yes!** Sign me up for \_\_\_\_\_ booth(s)!

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Payment

Amount \$ \_\_\_\_\_

☐ Check (make payable to PATH Intl.)

☐ Visa

☐ MasterCard

☐ American Express

☐ Discover

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV# \_\_\_\_\_

Signature \_\_\_\_\_

### Please return to:

Cher Smith  
PATH Intl.  
PO Box 33150  
Denver, CO 80233  
Or fax to (303) 252-4610  
Or email to [csmith@pathintl.org](mailto:csmith@pathintl.org)