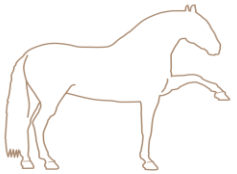


IBERICON

EQUESTRIAN TRADE SHOW & SHOPPING EXTRAVAGANZA



IBERIAN HORSE
SHOWCASE



IBERICON • IBERIAN CUP • FIESTA OCALA
IBERIAN HORSE SPECTACULAR



Don't miss the opportunity to be part of the IBERIAN HORSE SHOWCASE, the first of its kind on U.S. soil.

A 3-day event designed to highlight and celebrate the ancient and majestic breeds of the Pure Raza Espanola (PRE) and the Pure Blood Lusitano (PSL).

This groundbreaking event will assuredly continue to grow and become an iconic large-scale affair year after year.

World Equestrian Center

Ocala, Florida

October 17-20, 2024

IBERICON – INDOOR VENDOR AREA (ARENA 5)

10X20 Booth	\$500
10x10 Booth	\$300
Tabletop	\$150

Iberian Horse Spectacular Program Advertising Rates (4-color printing)

Full-Page:	\$475
½ Page:	\$300
¼ Page:	\$175

** (10% discount for multiple ads)*

Bundle & Save – Booth Vendors receive a discount for Advertising in the Iberian Horse Spectacular Program

Full Page:	\$375 (save \$100)
½ Page:	\$250 (save \$50)
¼ Page:	\$150 (save \$25)

The Iberian Horse Spectacular Program will be distributed to all attendees at both shows.

Payment Terms for Vendors and Advertisers

Non-refundable deposit of 50% due by: July 15, 2024

Balance due by: September 1, 2024

**(5% discount if paid in full by: July 1, 2024)*



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IBERIAN CUP


IBERICON – Equestrian Trade Show & Shopping Extravaganza, will consist of a 3-day line-up of special events for owners, riders, exhibitors, and horse enthusiasts. **IBERICON** provides a gathering place for everyone to shop, eat, and enjoy various forms of entertainment, all centered around the Iberian horse. **IBERICON** will offer FREE Horsemanship demonstrations, workshops, and engaging lectures by renowned coaches and trainers who will share their expertise with the public. These activities will bring crowds into the **IBERICON** vendor area.

IBERIAN HORSE SPECTACULAR - “Myth & Legend” is an exciting equestrian theatrical production that will present a visually stimulating spectacle starring professional riders and magnificent Iberian horses decked out in resplendent costumes, surrounded by beautiful music and a story that reveals a pantheon of heroes from myth & legend spanning the history of horses.

IBERIAN CUP - Sponsored by Hampton Green Farm, the **IBERIAN CUP** is an FEI-level high score competition open to all papered Iberian horses and held during the USEF-rated national Dressage show at WEC (October 19-20). Winners at all FEI Young Horse, Prix St. George and Grand Prix levels are awarded.

The inaugural year (2023) of the IBERIAN HORSE SHOWCASE was a huge success!

This year, the IBERIAN HORSE SPECTACULAR has added an additional performance and expanded its seating. In 2023, the event was over-subscribed with 1,700 people seeking admission.