



AETA
AMERICAN
EQUESTRIAN
TRADE ASSOCIATION



**DALLAS
MARKET
CENTER**



Antares

EXHIBITOR OPPORTUNITIES

AETA International Trade Show

JANUARY 19 – 22, 2027



Ego 7

Exhibiting at the **AETA INTERNATIONAL TRADE SHOW** **JANUARY 19 - 22, 2027**

The AETA International Trade Show is the ***premier English lifestyle trade event*** showcasing English industry products from leading manufacturers to retailers from around the world. our host is the Dallas Market Center, a family-owned marketplace spanning more than 5 million square feet, hosting more than a dozen trade events annually, serving 200,000 buyers visiting from all 50 states and more than 30 countries.

AETA COMPLEMENTS THE WESA SHOW & APPAREL MARKETS

Taking place two times a year alongside WESA's International Western & English Apparel & Equipment Markets these shows create the ***world's largest marketplace of English, Western and rural lifestyle brands*** conveniently located under one roof at Dallas Market Center.

AETA & WESA shows overlap DMC's Apparel & Accessories Markets as well to pull in additional buyers from top retailers.



NOTABLE EXHIBITORS

70°

Antares Sellier

Chestnut Bay Apparel

Criniere Life

DeNiroBootCo

Ego7

Equinavia

Fabbri Boots

Freejump

GhoDho

Grewal Equestrian Apparel & Tack

Horse Pilot

Kensington Protective

Kerrits

Kismet

KL Select

Kunkle Gloves

LILO Active Collections

Lumiere Equestrian

Phoenix West Stable Products

PS of Sweden

R.J. Classics

Samshield

Schockemohle

Sixteen Cypress

Stacey Bradley Designs

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Our group has been continually impressed with the attention and care provided by the Dallas Market Center. Interactions are always professional and timely with a responsive and friendly staff. The facility itself is light, clean, and easy to navigate. We always look forward to our time at the Dallas Market Center!

VIVIAN SCHMIDT

German Equestrian

AMAZING RETAILERS

Delivering retailers from coast to coast and internationally.

Atlanta Saddlery (GA)

Mary's Tack and Feed (CA)

Rick's Saddle Shop (NJ)

The Farmhouse Tack (SC)

Charlotte's Saddlery (TX)

SmartPak Equine (MA)

Whip N Spur Tack Shop (FL)

St. Croix Saddlery (MN)

Equine Exchange Tack Shop (PA)

Tack Shack of Ocala (FL)

Green Hawk Equestrian Sport (Canada)

Rider Basics / Wildflower Stables (Mexico)

Canterbury Equestrian (New Zealand)

Calgary Saddlery (Canada)

Horseland Kelmscott (Australia)

Waxhaw Tack Exchange (NC)



ONE PRICE INCLUDES BOOTH STANDARDS + UNPARALLED AMENITIES

- ◆ Booth including standard equipment package (tables, chairs, track lighting and either hang bars, shelves or tables for display)
- ◆ Meal vouchers for each day of the show
- ◆ Complimentary drayage and the ability to move-in/out on your own with no labor/union fees
- ◆ Complimentary hospitalities on the AETA show floor (coffee, breakfast, and cocktails)
- ◆ At Registration there is a dedicated AETA check-in line with custom AETA lanyards
- ◆ The entire Dallas Market Center team is here to help you succeed! We have a dedicated Retail Development team that works directly with retailers to encourage attendance (through phone calls, hotel incentives and more).

LeMieux



FREQUENTLY ASKED QUESTIONS

DOES DMC OFFER STORAGE BETWEEN MARKETS?

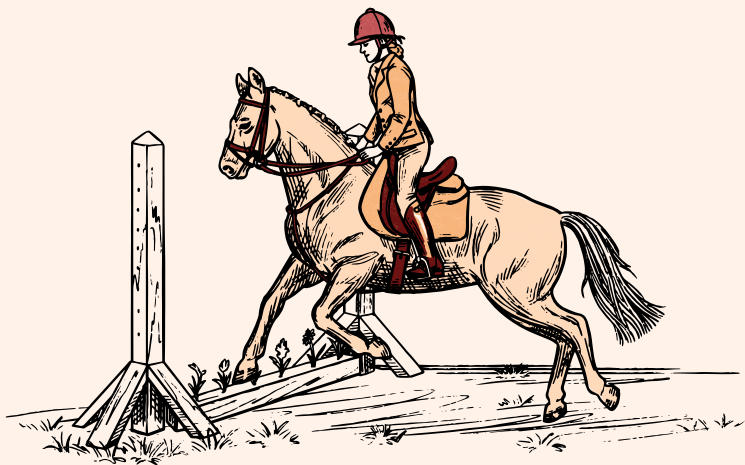
DMC offers free storage of booth fixtures between shows as long as you leave your lease for the next show and a 35% deposit which goes towards your booth cost.

CAN I SHIP PRODUCT & BOOTH PRIOR TO THE SHOW?

Yes, you can ship booth & product prior to the show and it will be in your booth when you arrive at no additional cost. Find the shipping address on your booth confirmation email.

ARE THERE HOTELS CLOSE TO DALLAS MARKET CENTER?

Yes, there are several hotels within walking distance and even more on shuttle routes. Our travel team has secured discounted prices at several hotels and you can book through <https://connectionshousing.us/dallasmarketcenter/>.



INTERESTED IN **EXHIBITING?**

CAMILLE BOOTH

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Manager of Leasing

