

Show Time Line

Time line for planning a show

- Facility should be booked as early as possible, normally 1 yr before.
- Judges should be contacted and contract signed as soon as possible. Judges start planning their year before January.
- Show approval forms need to be sent in to the ApHC by January 15th.
- Awards should be ordered in a timely manner to allow for any customizing.

Advertising:

- Take advantage of club discount for advertising in the AJ.
- Use VOCUS for mass emails and blasts to membership and magazines, etc.
- Social media – websites, facebook.
- Local magazines, newspapers.
- Posters in Local businesses.
- Word of mouth.

Award Ideas: (Anything that has your club name or logo on is great promotion for your show.)

- MT. Silversmiths offers a discount to clubs thru the ApHC. (buckles, saddle pad plates, bridle buckles, etc.
- Embroidered Jackets, vests.
- Director chairs
- Halter bags, boot bags, etc.
- Engraved mugs, glasses, etc.