

# No Other Event Offers You Access To This Many Farriers In One Location!

## 15th Annual International Hoof-Care Summit

January 23-26, 2018

(Trade Show Days, January 24 and 25)

Duke Energy Center and Hilton Netherland Plaza in Cincinnati, Ohio



*Last year's Summit drew a record number of attendees from 45 states and 18 countries.*



*The three Trade Show sessions with 9½ uninterrupted trade show hours offer suppliers more time and opportunities to interact with Summit attendees.*

### Capture Our Trade Show's Superb BUYING POWER

Data from last winter's International Hoof-Care Summit indicates the typical attendee purchases more than \$18,000 in footcare supplies each year — with some farriers purchasing \$80,000 annually.

For the past 14 winters, the intensive, 67-hour educational program offered at the International Hoof-Care Summit has attracted footcare professionals from around the world. Centrally located for easy driving and readily accessible by air, Cincinnati has served as an ideal site for this in-depth learning opportunity that focuses on every aspect of equine footcare.

For hoof-care suppliers, the Summit represents an unequalled opportunity for face-to-face selling to farriers and equine veterinarians. During last winter's event, attendees learned about the latest innovative products from 133 farrier industry suppliers. They expected the new ideas picked up at last winter's Summit to expand their yearly income by \$5,161.

Featuring 4 days of nonstop footcare education, next winter's 15th Summit is built on the theme of **"Sound Strategies For Better Footcare."** It will include 67 hours of in-depth presentations, discussions and 9½ hours of Trade Show.

### DEDICATED TRADE SHOW TIME

Unlike other equine footcare conferences, the Summit's three Trade Show sessions are held over 9½ uninterrupted hours — an amount of time attendees and suppliers agree is perfect for checking out everything in the way of footcare products. Our Trade Show offers attendees the first opportunity of 2018 to see and touch many footcare products before making major purchasing decisions.

**"Considering all the information you can gain from the Summit, it's money well spent. I've learned more in the past 2 days than the previous lifetime of local clinics I've attended. I look forward to putting what I learned to work on Monday morning and beyond."**

— Trevor Hall, Crooked River Ranch, Ore.



### HERE'S THE 2018 TRADE SHOW SCHEDULE...

- ◆ **Tuesday, Jan. 23, 10 a.m. to 6 p.m., and Wednesday, Jan. 24, 8 to 9 a.m.** These setup times allow you to set up your exhibit on Tuesday, or the first thing on Wednesday morning, without needing to arrive a day or two in advance for this event.
- ◆ **Wednesday, Jan. 24, 10 a.m. to 1 p.m.** This first Trade Show session offers uninterrupted selling time — no other farrier educational sessions are scheduled at the same time. Attendees can purchase lunch in the Trade Show area to make the most effective use of their time while visiting with more than 130 suppliers in the Trade Show.

### Super Promotion Of Exhibitor Products

1. The latest in hoofcare products from 2018 International Hoof-Care Summit exhibitors will be showcased in the 2018 January/February issue of *American Farriers Journal*.
2. As a bonus for exhibitors, in-depth descriptions of products and services offered by 2018 Summit Trade Show exhibitors will be posted on the *American Farriers Journal* website in early January. This will offer Summit attendees an opportunity to preview what they will see from over 130 exhibitors and help them more effectively utilize the 9½ hours of Trade Show time while visiting with suppliers and evaluating products.

After the opening Trade Show session, we'll host a **FREE** "exhibitors-only" lunch and educational session running from 1:30 to 3:00 p.m.

- ◆ **Wednesday, Jan. 24, 3:30 to 6:30 p.m.** This second Trade Show session again offers uninterrupted selling time.
- ◆ **Thursday, Jan. 25, 8 to 10:00 a.m.** During this "vendors-only" session, suppliers will have an opportunity to talk one-on-one with other manufacturers, wholesalers and retailers.
- ◆ **Thursday, Jan. 25, 10:00 a.m. to 1:30 p.m.** Following the morning general session, this is the final Trade Show opportunity for attendees to check out the latest hoof-care products. Lunch will again be available in the Trade Show area.

With a 1:30 p.m. Trade Show close, you can pack up and get an early start for home or stay over for the in-depth educational sessions that are always **FREE** to exhibitors.

### Experience The Summit First-Hand

Visit [www.ihcs2018.com](http://www.ihcs2018.com) to see an amazing video that showcases the sights and sounds from the biggest event in the equine hoofcare world. Learn why leading members of the equine hoofcare community come back to the International Hoof-Care Summit year after year.

**"I loved the trade show. So much to see and great people to visit with. The connections were awesome. I can't wait until next year."**

— *Dr. Katie Curry, Duplo Composite Horseshoes*

**DON'T WAIT!**  
**2017 Summit Trade Show was SOLD OUT**  
 If you are interested in 2018 Booth Space, and would like to be added to the waiting list, inquiries may be sent to **Sarah McQuin** at [smcquin@lessitermedia.com](mailto:smcquin@lessitermedia.com) or call Sarah at 262-777-2416

