

By Kelly Drobac, Associate Editor

Times are changing and change is good. This year, changes were made to some of the equine industry's trade shows. More shows were added and some shows were cancelled. Other shows were trying to figure out how to make a change for the better with their show and to the benefit of those in the industry.

One thing remains the same this year; WESA-Denver is the biggest show and strongest market in the equine trade industry. This market is huge for the industry and each year tries to step up its game from the previous year to get people coming back, and it does.

Hopper Expositions cancelled its Hopper Indy show and threw all of its support behind AETA's International Trade Fair. AETA is now being held twice annually in Baltimore and showing steady growth for both shows.

Change isn't just happening with the U.S. trade shows. SPOGA, held in Germany, launched its new SPOGA Horse Spring in February 2008. The added show was an instant success and is already expanding.

Tully Markets launched a new show in Ft. Worth, Texas, at the request of manufacturers and representatives in the Western trade industry. The family-run show was well attended, with many looking forward to returning.

IEBA Expo organizers who put on a market at the Greater Richmond Convention Center for the past three years have recently removed show dates and other information from their web site and replaced them with a survey asking what exhibitors and buyers want. The show appears to be in need of direction right now.

Each of the trade shows in this industry offers something unique. Previews of six major markets, four in the U.S. and two abroad, follow in order of show dates with details about each show. At the end of this article is a complete market calendar of all industry markets, including contact information and web sites.

DESTINATION:

Trade Show

A look at where to go
with this year's trade shows