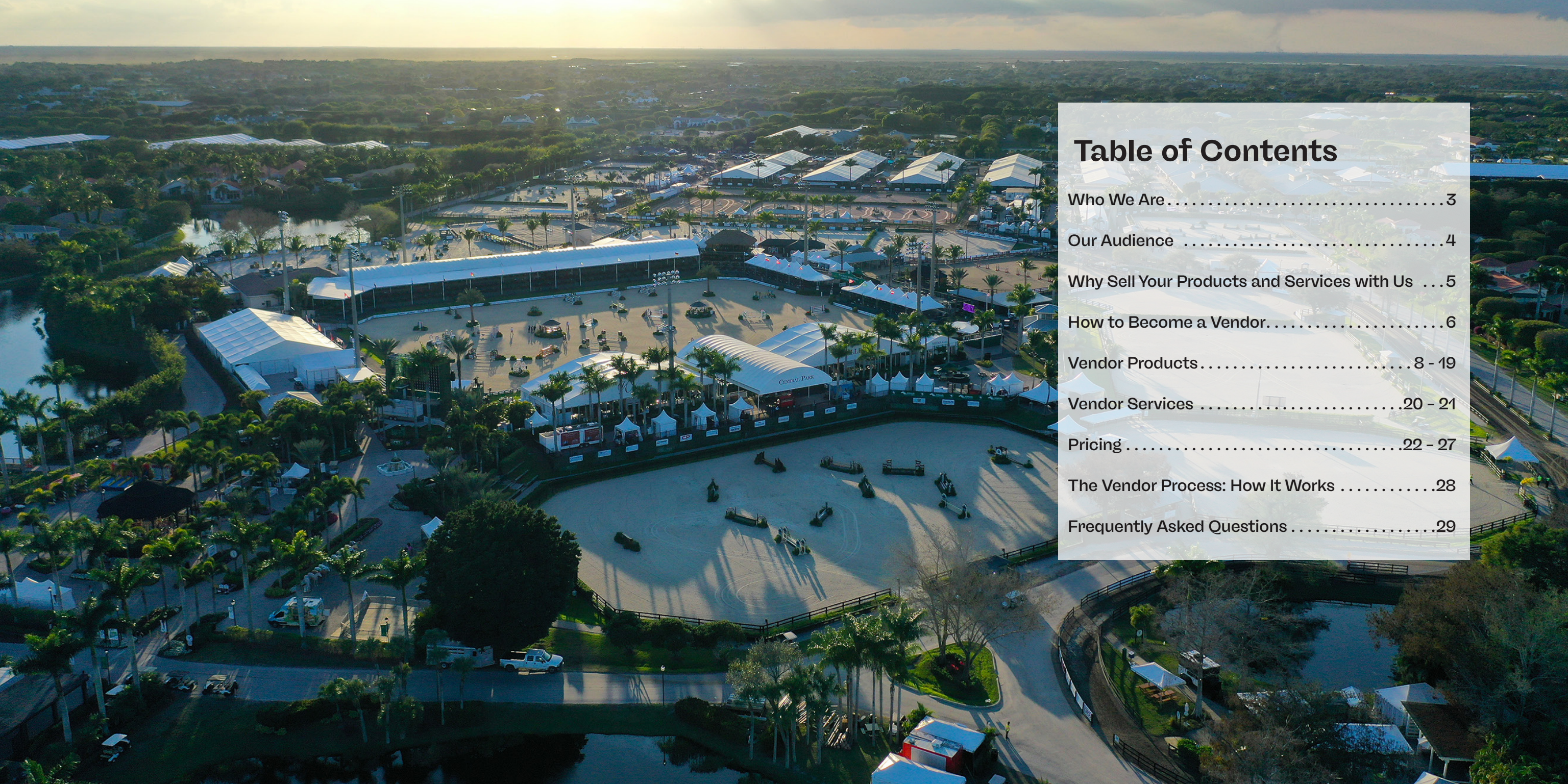




Wellington  
International

2024

RETAIL OPPORTUNITIES



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## Who We Are

Wellington International is considered the most recognizable equestrian sporting venue in North America. Nestled in the heart of an almost 8,000-acre equestrian paradise, the venue is best known as the home of the Winter Equestrian Festival (WEF), the longest-running equestrian festival from January through April every year.

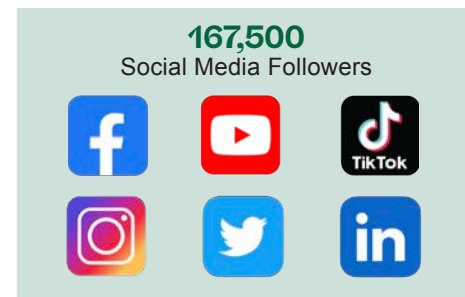
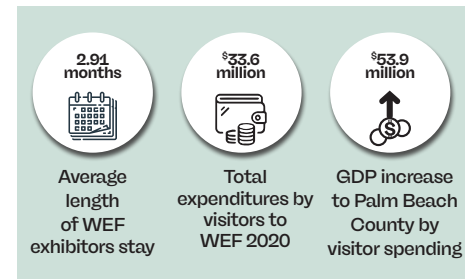
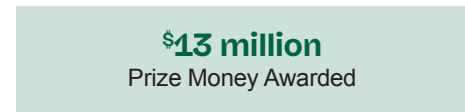
The Wellington International community is comprised of more than 36 nationalities and offers unparalleled opportunities to leverage international exposure to a captivated and motivated audience. The showground is easily accessed from three international airports and several major metropolitan hubs.

Professional and amateur competitions take place 5 days a week and are always free and open to the public. The 13 weeks of WEF competition draw over 8,000 horses to Wellington and its visitors represent 50 states and 36 foreign countries.

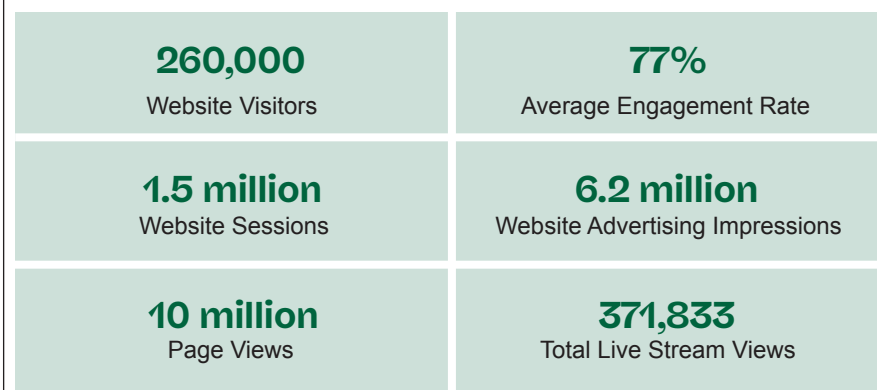
Wellington International also features additional offerings including VIP hospitality and multiple event spaces that make it a place where you can easily work, play, ride, and escape!



## Winter Equestrian Festival by the Numbers



## Wellington International Website Metrics



## Why Sell Your Products and Services With Us?

The Winter Equestrian Festival offers vendors the opportunity to showcase their brand and business to a unique demographic of visitors and exhibitors.

Wellington International welcomes a variety of brands as vendors at the Winter Equestrian Festival. Although many brands are equestrian based, we highly encourage non-equestrian retailers to join us to provide a diverse shopping experience for our exhibitors and visitors.

There is ample space for all types of vendors and sizes of retail structures across our showgrounds. These shops can range from canvas tents to attractive hybrid tent structures. There is also the option for you to bring your own trailer.

- ✿ WEF has a wide customer demographic (riders, owners, trainers, and visitors), from 50 states, and more than 36 countries with mid-to-high household incomes. For marquee events, we attract an average of 7,500 guests.
- ✿ WEF provides overseas companies with an affordable route to break into the U.S. market.
- ✿ Multiple levels of vendor locations and varied types of structure options are available, offering something for businesses of all types.
- ✿ For the online retailer, WEF offers the opportunity to have a 'brick and mortar' location where the vendor can engage with customers face to face.

# How to Become a Vendor at Wellington International

## Application Process:

Vendors must complete an application and sign a contract. Applications are open from June 2023 to September 2023.

A non-refundable service fee is due at the time of application. If the application is accepted, the service fee is applied to the total vendor fees. Applying does not guarantee acceptance to the event.

Along with the application and contract, vendors must provide Wellington International with Federal Tax ID number. Please see the Rules and Regulations for full details.

After the vendor application review process is complete, the vendor receives acceptance notification via email.



# VENDOR PRODUCTS





PREMIUM – INTERNATIONAL CLUB LOBBY



PREMIUM – TIKI TERRACE

### International Club Lobby

The International Club offers its members a luxurious and elegant hospitality experience while watching world-class show jumping in the International Arena. As a vendor in the International Club Lobby, you have access to our high-end clientele. Your shop is the first experience these customers see as they enter The Club, which provides you the opportunity to capture an abundance of sales and leads.

### Tiki Terrace

Framing the ever-popular Tiki Hut restaurant on the southeast corner of the International Arena while also overlooking the Mogavero Arena, the Tiki Terrace is an attractive location for vendors. Shoppers have multiple access routes to this area which supplies increased footfall for vendors: on their way to the International Club, from the famous Wellington International bridge or from the stairs leading to the rest of the showgrounds.



BRIDGE DECKS

### Bridge Decks

Located on either side of the famous Wellington International bridge, the Bridge Decks offer vendors prime shopping real estate. The top-class competition, including the renowned Saturday Night Lights, taking place in the International Arena, attracts many shoppers for vendors to market their products and services.



BRIDLE PATHS

### Bridle Paths

Bridle Paths act as the main arteries of Wellington International and thread their way around the entire showgrounds. Vendor locations on bridle paths include Ring 9 & 10, the Mogavero Arena, International Arena, Warm-Up Ring 6, and Pony Island. These locations have a high visibility to the passing rider or visitors exploring the facility.





### Vendor Village

Considered the epicenter of shopping at Wellington International, Vendor Village is a central location for every type of attendee. Vendor Village is located amidst competition rings, horse show offices and barns, and provides a great place to shop, eat, and relax. The size of vendor units can be easily adjusted to the vendor's needs. This location can also accommodate trailers, upon request and availability.

### Hunter Hill

Hunter Hill is the only vendor area that boasts views of three popular arenas. Overlooking the two hunter rings (Grand Hunter and Rost) and International Arena, this location provides vendors with diverse traffic. New amenities added each year only increase the popularity of this location to a broad group of vendors.





SPONSOR-BRANDED UNITS



HYBRID STRUCTURES



*Wellington International can accommodate these different styles of units to fit vendors' needs:*

- Sponsor-Branded Units
- Hybrid Structures
- Vendor-Owned "Tiny Homes"



VENDOR-OWNED "TINY HOMES"



TRAILER ROW

### Trailer Row

Vendors have the option to bring their own trailer to be positioned on Trailer Row. In this location there is an electrical hook up available and the opportunity to have a display area set up outside the trailer.

### Farm Stand

Farm Stand is a collective of vendors hosting rotating pop-ups in an outdoor marketplace alongside our food trucks. The little oasis by the water is just a few steps to the right once you come into the main entrance, between the Grand Hunter Ring and Pony Island.



FARM STAND

### The Barns

For vendors that specialize in equine care, equipment, and all those last-minute items, there is no setting more ideal than amidst the barns. Select locations are available for vendors that have trailers and self-contained set-ups which cater to equestrians, grooms, and managers. Inquire about whether your business is the right fit for these options.



THE BARNs



# VENDOR SERVICES

## Catering

Wellington International's catering partner, White Horse Catering, is available for vendors who wish to supply refreshments or host a social event for shoppers. A full drinks list and menu will be provided in the Vendor Welcome Packet upon arrival as will the procedure on how to order the services.

## Marketing and Signage

We are committed to the success of our Wellington International merchants. We offer comprehensive promotional packages available to vendors for an additional fee. Please click the link below. Marketing information will be provided upon vendor's acceptance.

# PRICING



## Tiki Terrace, Bridge Decks, Bridle Paths, Oasis

Price includes tent with side curtains, floor, walls, electric and Wi-Fi



10' x 10' \$1,804/week \$21,474/season



10' x 20' \$2,319/week \$27,605/season



10' x 15' \$1,783/week \$20,664/season



10' x 20' \$1,964/week \$22,772/season



20' x 20' \$3,436/week \$40,892/season



10' x 20' Hybrid \$2,917/week \$35,000/season



20' x 20' \$2,815/week \$32,537/season



10' x 40' \$4,663/week \$54,164/season

# Hunter Hill

Price includes tent with side curtains, floor, walls, electric and Wi-Fi



10' x 10' \$1,373/week \$13,727/season



10' x 15' \$1,635/week \$16,349/season



10' x 20' \$1,801/week \$18,006/season



15' x 15' \$2,007/week \$20,762/season

# Trailers

(various locations)

## Weekly Price

200 sq. feet or less

\$1,470/week

\$4<sup>20</sup> per add'l sq ft. per week

## Season Price (13 wks)

200 sq. feet or less

\$16,380/season

\$3<sup>15</sup> per add'l sq ft. per week

## OTHER FEES:

Electric per hook-up

20 amp \$55/week

30 amp \$100/week

50 amp \$110/week

Add'l sq footage \$4<sup>20</sup>/week\*

## FEES & SALES TAX ADDITIONAL

\*Decks and/or tented areas outside tent/trailer are considered additional square footage



## The Vendor Process: How It Works

- ✦ Review the Vendor Sales brochure to research the location of your vendor unit. Take note of the different pricing.
- ✦ Complete the WEF 2024 Vendor Application and include the \$200 non-refundable application fee.
- ✦ If accepted, you will receive an email with a license and invoice attached. To secure the unit, vendor must provide a signed license, Certificate of Liability Insurance, and payment. (Please see Rules and Regulations for payment schedule). Vendor unit is not reserved until all 3 items are received. Vendors must remit payment according to the schedule provided. Any missed payments will result in late fees or a revoked license agreement.
- ✦ A Wellington International vendor representative will email back a fully executed license. Use this license to acquire a Village of Wellington BTR and Palm Beach County tax receipt.
- ✦ Receive a load-in email from Wellington International vendor team with date, time, and location (as a meeting point). Please see Rules and Regulations for full load-in guidelines.

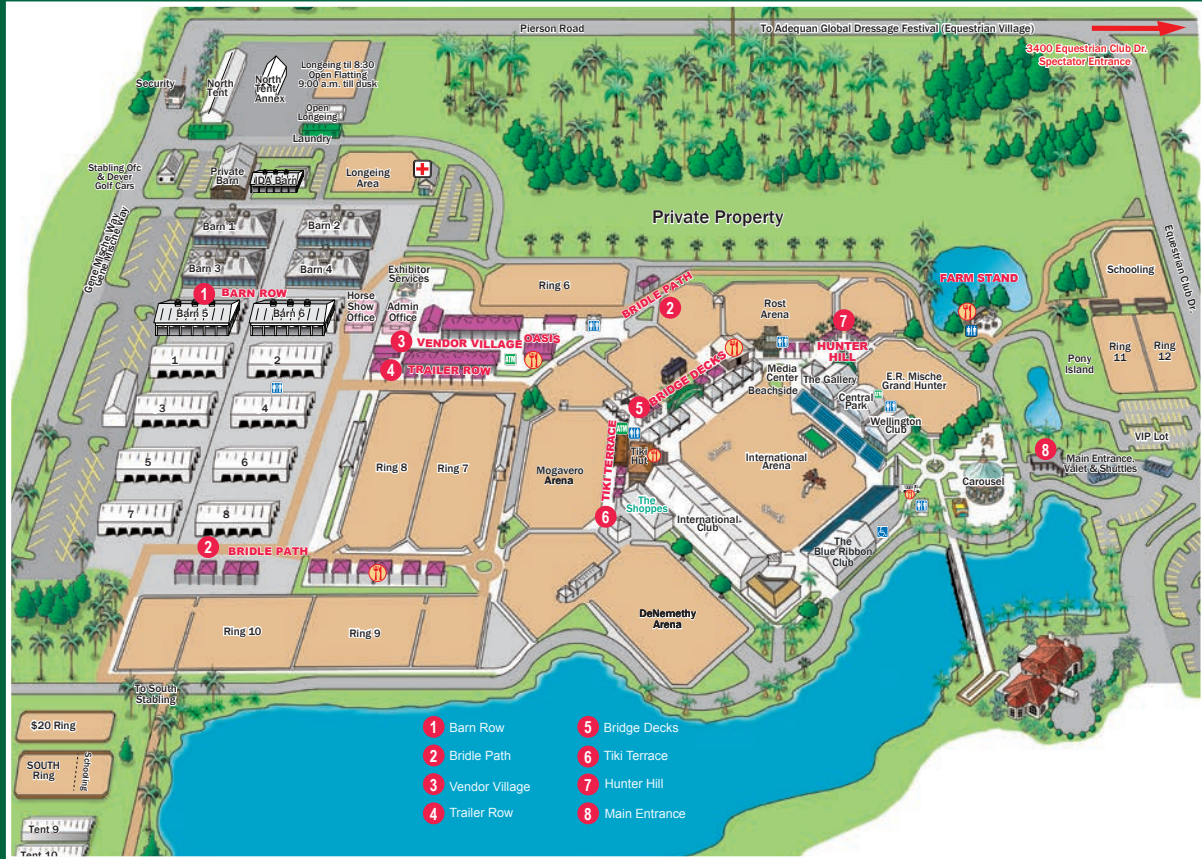
Load in and enjoy WEF!

See site map with vendor locations on back page

## Frequently Asked Questions

1. *Does the space come with light fixtures?*  
Vendor must provide their own light fixtures.
2. *Does the space come with flooring?*  
Spaces have wooden floors covered with linoleum.
3. *Will I be provided with electricity?*  
A single 20 amp electricity hook-up outdoor rated cable is provided for those in tents/hybrid spaces. Vendors with trailers must provide their own outdoor rated 30 amp or 50 amp cable. See vendor application for fees.
4. *What items are restricted from sale at WEF?*  
All restricted sale items are noted in the vendor lease/license. Please read carefully.
5. *Can I hire a laborer to assist in booth installation?*  
Vendors must provide their own labor for booth installation and breakdown. Wellington International does not provide labor.
6. *Is there on-site parking?*  
There is on-site parking for vendors. Vendor parking passes are included with the Vendor Welcome Packet. The number of vendor parking passes are allocated according to vendor square footage. Please see Rules and Regulations for full details.
7. *Can I ship product in, if so, where do I send it?*  
Vendors are permitted to ship products to location. Please see Rules and Regulations for full details and the address to be used. As there is limited storage space, Wellington International encourages vendors to use "Just In Time" logistics and/or to seek off-site storage.
9. *Are there security cameras?*  
Wellington International has roaming 24-hour security, however, vendors are encouraged to install their own security cameras in their vendor spaces and communicate any suspicious activity to Wellington International employees.
10. *Do you offer inventory storage?*  
Wellington International does NOT offer inventory storage. Vendors are encouraged to seek off-site storage for their inventory.





For more information:  
[vendor@wellingtoninternational.com](mailto:vendor@wellingtoninternational.com)  
[wellingtoninternational.com](http://wellingtoninternational.com)