



GOBIERNO DEL  
ESTADO DE MÉXICO



GOBIERNO QUE TRABAJA Y LOGRA  
**enGRANDE**

# EXPO CABALLOS



Horse Expo

February 29 to March 4, 2012

CIECEM, Lerma, Mexico





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ESTADO DE MÉXICO

EXPO  
CABALLOS



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## I.- EXECUTIVE SUMMARY

"HORSE EXPO" is the quintessential icon event of the equestrian industry in the Valley of Toluca, is seen as the most serious and important response of Mexico, promoting the equestrian culture of our country and the dissemination of the different breeds of horses and zootechnical function, consistently exceeding the expectations of the various equestrian clubs and associations, horsemen, breeders, athletes, coaches, specialists in equine veterinarians, blacksmiths, artists and fans. Supported by public and private institutions, businessmen, traders and the general public, in a context of globalization, competitiveness, comfort and fully biosecurity



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## Business Economic Units

- February 29 and March 1 I. Abdominal Surgery International Congress
- March 1 II. FANI Awards.
- March 2 to 4 III. Exhibition of horse breeds. }  
IV. Trade Expo. }  
V. Exhibitions. }  
VI. Expo cuisine. }  
VII. Expo equine services. }  
VIII. Latin Horse Forum }



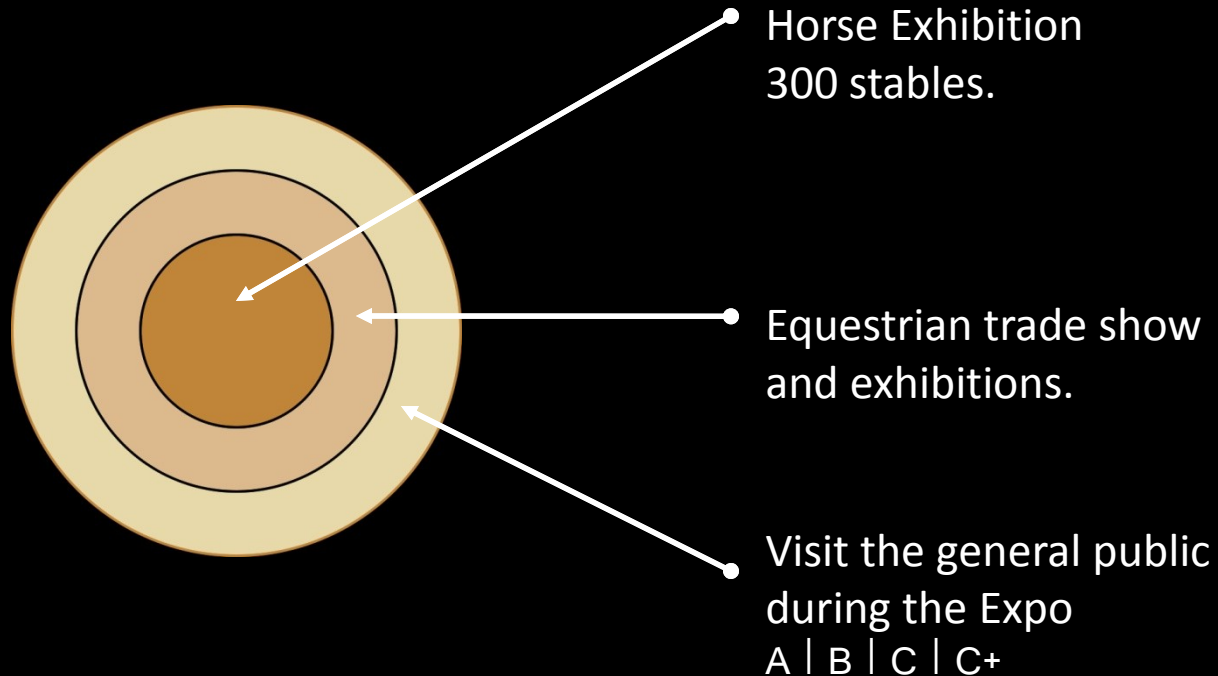


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## II.- STRUCTURE OF THE EXPO



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### III.- EXPO ACTIVITIES



acrobatic



training



jump



Raining



Charrería



Cure



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### III.- EXPO ACTIVITIES



ironwork



Escaramuzas



Dancing horses



Polo



Jump in Freedom



Volting

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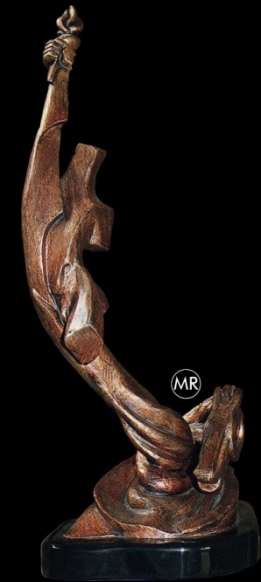
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#### IV .- AWARDS CEREMONY "FANNY".

A gala dinner for 400 to 500 VIP guests celebrated on March 1 MUMCI classroom, which recognizes the work, dedication and all contributions to the racing industry and horse world in general in the country and for the first time with international awards.



*"FANNI" Caballo en Otomí.*

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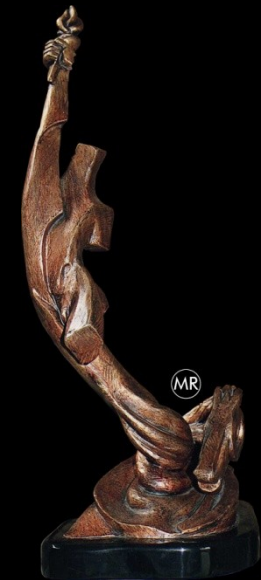
## WINNERS

2010

- Mexican Association Breeders and Horses Quarter Horses, received by Mr. Antonio Lobeto Tames.
- M.V.Z. Ramiro Calderón Villa.
- Mr. Víctor Manuel Saucedo Carrillo.
- Ing. José Manuel Alavez González.
- Mrr. Antonio Aguilar,

2011

- Alicia Ávila de Fernández.
- Alfonso Adame Barocio.
- Moisés Goñi Reyes.
- Rafael Moreno Valle.
- María Masri Daba.
- Alberto Valdés Ramos.
- Manuel Mendivil Yocupicio.
- Gerardo Tazzer Valencia.
- Margarita Nava Sánchez.
- Julio y Alberto Müller Mascareñas.
- Cristina Álvarez Malo.



"FANI" Horse in Otomi.

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## V.- SUPPORT

Participating governmental institutions.

- **SEDENA**(Ministry of National Defense)
- State Government of Mexico (Ministry of Agricultural Development)
  
- I. Ministry of Tourism, Government of the State of Mexico.
- II. Equine Product System National Committee.
- III. Ministry of Tourism
- IV. System for the Integral Development of the Family. (DIF Mexico State and participating municipalities
- V. City Council of Lerma.





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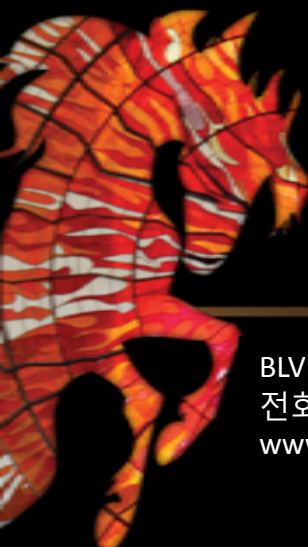
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## V.- SUPPORT

Equestrian Associations participants.

- Mexican Equestrian Federation.
- Mexican Association of Breeders and Horses Quarter Horses.
- National Association of Breeders of Pure Spanish Horses in Mexico.
- Dancers Horse Association of Mexico.
- Horse Mexican Association of reins.
- Thoroughbred Breeders Spanish in Mexico.
- Mexican Association of Race Horse Breeders Azteca.
- Mexican Association Pinto Horse.
- Appaloosa Horse Association of Mexico.
- Mexican Association of Reining.
- Mexican Association of Working Equitation.



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Participating associations.  
(Continued)

- Mexican Association of Arabian Horses.
- Mexican Federation
- Rodeo International Rodeo Committee. (San Antonio, Texas)
- Mexican Federation of Polo



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## V. - ABDOMINAL SURGERY CONGRESS



- Autonomous University of Mexico State. (Faculty of Veterinary Medicine)
- National University Autonomous of Mexico (Cuautitlan College of Professional Studies)
- Mexican Association of Equine Veterinary Medical Specialists





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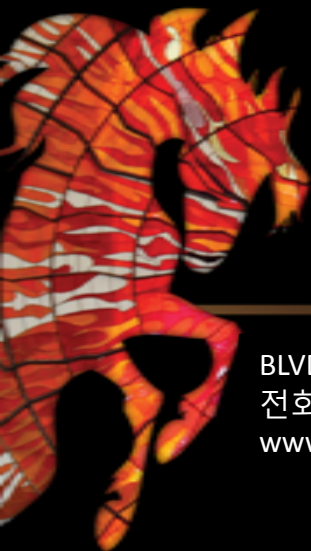
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The Congress will feature speakers from USA, Spain and Mexico that will provide professional equine world Selected technical and scientific experience to match the best in the world.

There will also be a special guest and Operation SEDENA live through videoconference from the Veterinary Hospital of the UNAM.



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## VI.- MEDIA PLAN

### MASS COMMUNICATION



- Advertising in print media. (The Sun of Toluca, Millennium and Journal, among others)
- Magazines and specialized publications.
- Posters and Flyers.
- Spectacular.

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# EXPO CABALLOS



- Personalized invitations to government, business, academic and union.
- Complimentary passes to students entry-level public and private schools.
- Complimentary passes for children in radio and television stations.
- Press Conferences.
- Banners. (Main avenues of access to CIECEM)
- Spots in Radio and Television premium schedules.
- Event Brochure. (Print and Digital)
- Event Web. ([www.expocaballos.com.mx](http://www.expocaballos.com.mx) | [www.ciecem.com](http://www.ciecem.com))
- Corporate and Institutional Webs participants.
- Direct Marketing Newsletters \*\*
- Social Networks. (Facebook and Twitter)
- Public relations and agreements with media: We have developed a public relations activity, in order to appear frequently in magazines, traditional and electronic media.

\*\* The company maintains a strict NO SPAM policy.

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## VII.- HORSE LATIN FORUM

### BUSINESS CENTER

- BUSINESS OPERATIONS
- ROOMS V.I.P.

### NATIONAL

- REPRESENTATIONS
- GOVERNMENT
- INSTITUTIONS

### INTERNATIONAL

- BUSINESS OPERATIONS
- EVENTS
- IMPORT
- EXPORT
- HEALTH



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## IX.- EXHIBITION SPACE

### V.I.P. STANDS

- Free area of 6 x 6 mts.:

Carpeted space, 2 tables 6 chairs, 2 dual-phase contact 110V/1000 W.



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## IX.- EXHIBITION SPACE

### STAND

- Stand 3 x 3 mts. with 1 table and 2 chairs:

Side and rear screens, independent lighting, guardrail, sign, double-phase contact 110V/1000 W.



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## X.- SPONSORSHIPS

Brand presence:

- All printed stationery and print advertising campaign.
- All the advertising campaign on radio and television.
- Electronic advertising campaign through the web portal and social networking event.
- 1 Stand V.I.P. Access during the Expo and the International Congress of Abdominal Surgery.
- Access to the gala dinner for the 3 rd FANI ® AWARDS CEREMONY.
- 16 badges for entrance to the Horse Expo and the International Congress.

**Investment: MX \$ 250,000.00**



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## XI.- MEMORY



Press Conference



Opening Ceremony



Presentation of Awards  
"FANI"



Composition Contest



Crafts



Exhibition



Equestrian art

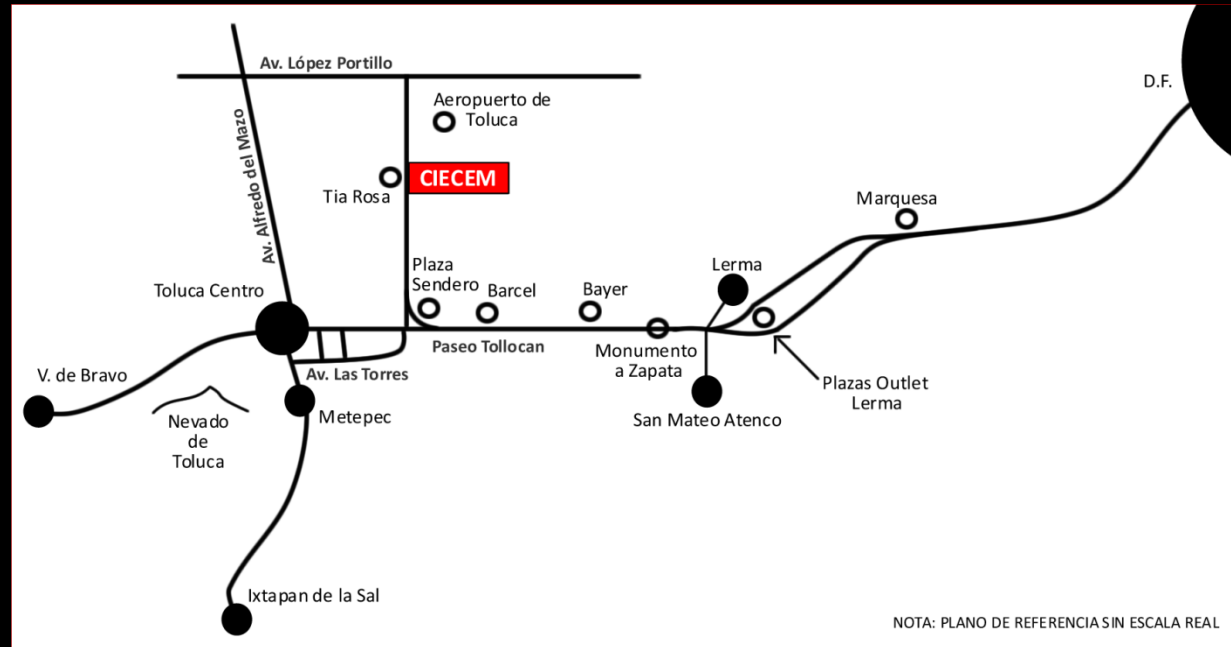


Food Zone

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## Location Sketch



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