2015 Region Conferences

Region 1 – April 17-19, Middletown, CT
Region 2 – August 28-30, State College, PA
Region 3 – March 6-8, Laurinburg, NC
Region 5 – July 31-August 2, Jasper, AL
Region 6 – March 13-15, Sioux Falls, SD
Region 7 – March 26-29, Baldwin City, KS
Region 8 – July 31-August 2, College Station, TX
Region 9 – May 29-31, Bozeman, MT
Region 10 – April 10-12, Phoenix, Z
Region 11 – May 29-31, Elk Grove, CA

Audience: The ever-growing group of professionals in equine-assisted activities and therapies (EAAT)

Overview: The 2015 PATH Intl. region conferences will feature an impressive array of educational sessions presented by industry experts.

PATH Intl. provides the ever-so-important safety standards and best practices for ideal outcomes for both human and horse.

Children and adults with the following special needs benefit from EAAT thanks to PATH Intl.: Muscular Dystrophy, Down Syndrome, Autism Spectrum Disorder, MS, Spinal Cord Injuries, Learning Disabilities, Visual Impairment, Brain Injuries, Amputations, Post-Traumatic Stress Disorder (PTSD) and many others.
84% of our members have a definite affinity for and would purchase from companies that support PATH Intl.

At PATH Intl., we’re helping humans heal thanks to interaction with horses. We’ve developed protocols to raise the bar for even better outcomes for equine-assisted activities and therapies (EAAT) for individuals with special needs.

### PATH Intl. Audience

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,544</td>
<td>Certified instructors</td>
</tr>
<tr>
<td>852</td>
<td>Member centers</td>
</tr>
<tr>
<td>7,657</td>
<td>Individual members</td>
</tr>
<tr>
<td>52,644</td>
<td>Volunteers</td>
</tr>
<tr>
<td>58,326</td>
<td>Participants served</td>
</tr>
</tbody>
</table>

### Centers

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,733</td>
<td>Equines</td>
</tr>
<tr>
<td>37.2%</td>
<td>Spend over $25,000/year on goods and services related to their business</td>
</tr>
<tr>
<td>38.7%</td>
<td>Manage 10+ program horses</td>
</tr>
<tr>
<td>77%</td>
<td>People served are children under the age of 18</td>
</tr>
</tbody>
</table>

### Volunteers

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>97.7%</td>
<td>Female</td>
</tr>
<tr>
<td>63.7%</td>
<td>Own their own horses; an additional 23% partner with the EAAT facility</td>
</tr>
<tr>
<td>36%</td>
<td>Own three or more horses</td>
</tr>
<tr>
<td>63%</td>
<td>Participate in trail riding</td>
</tr>
</tbody>
</table>

### Purchasing Habits

**Centers**

- 75% of the time, centers’ employees are asked to recommend product/service
- 50% frequently make their purchases at retail shops
- 37% frequently purchase online

**Volunteers**

- 76% indicate their most frequent purchases are through retail stores
- 53% make monthly purchases online
- 75% make 1–4 purchases online per month
- 84% indicate they have a definite affinity for and would purchase from companies that support PATH Intl. when presented with comparable products and prices

### Pricing

**Standard price**

$100

### Benefits

- One table and 2 chairs
- Listing in PATH Intl. region specific conference emails.
- Meals can be purchased at cost.
2015 Exhibitors

Reserve Your Space Now

Company Name______________________________________________
Contact Name _________________________________________________
Address ______________________________________________________
City _____________________________ ST _______ Zip ______________
Phone ____________________________ Fax _________________________
Email _________________________________________________________
Website ______________________________________________________
Twitter feed _________________________________________________
Facebook page ______________________________________________

$_________ Exhibitor Booth Package(s)

For Region Conference:
  Region 6
  March 13-15
  Holiday Inn Sioux Falls City Center
  100 W 8th Street
  Sioux Falls, SD 57107
  (605) 339-2000

Payment Options

___Check enclosed
(Please make check payable to: PATH Intl.)

___Visa ___MasterCard ___American Express ___Discover

Account # ______________________________________________________
Exp. Date _____________________________________________________
Signature _____________________________________________________

Please return to:
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PATH Intl.
PO Box 33150
Denver, CO 80233
Or fax to (303) 252-4610, attn.: Jaime Covington
Or email to jcovington@pathintl.org