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# What is .. H-SPAN ..?

It is a digital channel providing coverage and exposure of information and important issues affecting and spanning the horse industry worldwide.

**H-SPAN** is a continuing service provided by **HorseTV** for the benefit of the international horse community. The mission is to inform, educate, empower and unite the industry worldwide, by sharing the important and critical information presented at many local and regional meetings held through the country and world.

## Who can benefit from H-SPAN exposure and global coverage?

- 501(c)(3) Welfare Groups (Rescue, Therapeutic, Adoption, etc.)
- Veterinary Associations
- Breed Associations
- Governing and Regulatory Bodies.
- Competitive Discipline Associations
- Research Organizations
- Town Hall Meetings, Roundtable Discussions, Presentations

The Equine Economy in the 21st Century

THE EQUINE ECONOMY IN THE 21ST CENTURY  
PANEL-6 Equine Facilities: Marketing the Experience  
H-SPAN KENTUCKY INTERNATIONAL EQUINE SUMMIT 2008

00:06 19:12

PLAY email get link get code

**Denny Hales**  
Executive V.P. Ohio Quarter Horse Associatio...

**Corey Johnsen**  
President, Kentucky Downs  
"Spectators and Guests: Recasin..."

**Spectators and Guests: Re...**  
Q and A with: Alan Balch, Denny Hales, Corey Johnsen

**John Nicholson**  
Executive Director, Kentucky Horse Par...

**Glenn Petty**  
Manager, Gov. James B. Hunt, Jr.

**HorseTV** understands and supports the importance and need to disseminate current and state-of-the-art information which is of interest to the global equestrian audience eager for this knowledge -- and is therefore pleased to **offer production services at cost** for program inclusion in its **H-SPAN** network.

**H-SPAN** expands the coverage of seminars, symposiums, clinics and other continuing education forums to an audience well beyond those in attendance.

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### **A Solution to a Limited Audience**

A lot of time, planning and speaker coordination goes into creating meetings and seminars, but the fact remains that more often than not, the audience may be a small group of individuals who have the means, time and availability to attend an event.

Through **H-SPAN** coverage, an organization can selectively share the information and messages with only its membership or a global audience. Whether a local, regional, or national meeting or event, H-SPAN has you covered.

Shouldn't your information be shared with the global equestrian community? **HorseTV** can help you reach that community with **H-SPAN**.

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### **Increased Value for Sponsors**

Sponsors are often the lifeblood of underwriting the costs of meetings and seminars, but with a limited audience at the event, the value of their sponsorship may also be minimized. Through **H-SPAN** coverage, sponsors can be acknowledged to a greatly increased audience, increasing the depth and breadth of their support for your function, and substantially increasing the value of their support.

**H-SPAN DELIVERS LIVE, INTERACTIVE, MODERATED AND ARCHIVED  
EQUINE RELATED SYMPOSIUMS, DEBATES, MEETINGS AND  
EDUCATIONAL PRESENTATIONS TWENTY-FOUR HOURS A DAY.**

**THESE PROGRAMS CAN BE PRESENTED FREE-OF-CHARGE OR ON A  
PAY-PER-VIEW BASIS, AT YOUR DISCRETION.**

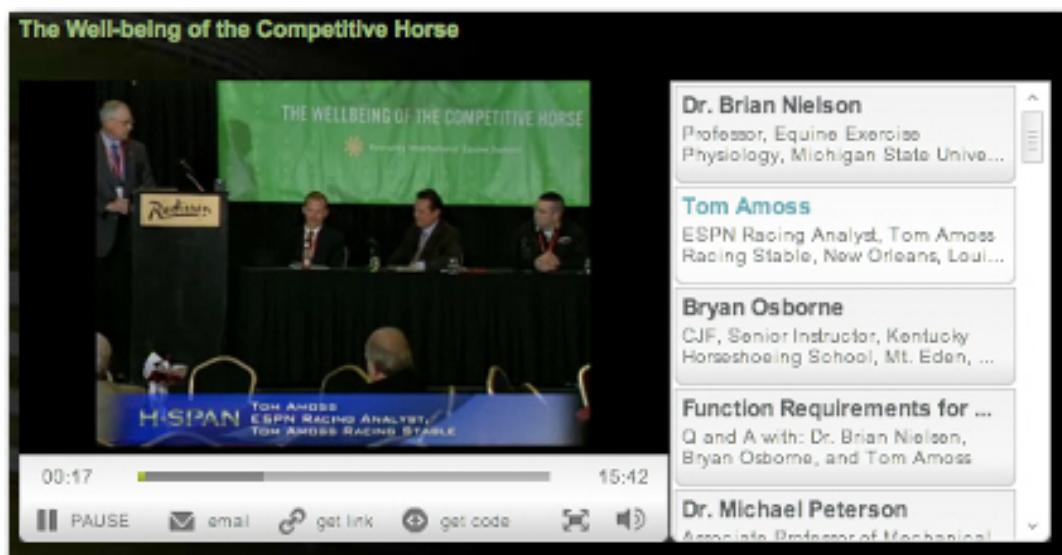
**ALL REVENUES LESS TECHNICAL COSTS ARE RETAINED  
BY YOUR ORGANIZATION.**

Because HorseTV shares your passion for sharing equine information with the largest audience possible, we makes our production services available **at cost**. Fees for producing your event or program covers travel to and from the event, travel related expenses, capturing the speakers and presentations on video, editing the production, all title graphics, color correction, audio balancing, and broadcast on the **H-SPAN** network to a global audience.

HorseTV makes your event highly affordable for sponsors to underwrite, or affordable for your event budget. It is an exceptional value to exponentially increase the reach of your event.

### The Value Proposition

- \* HorseTV will provide our production services at cost, to cover and record your event, meeting, seminar, etc., and then broadcast it to a global audience through our H-SPAN network.
- \* The event will be showcased for a minimum of six months, then permanently archived for continued viewing.
- \* HorseTV and your organization will coordinate mutual press releases and e-mail blasts to drive traffic to the H-SPAN program.
- \* Unless broadcast as a Live Event, HorseTV will provide expedited production of the event, so the finished production will generally be available for viewing in a timely manner.
- \* Sponsors who underwrite the cost of the H-SPAN production will receive generous exposure of their sponsorship, including sponsor-provided commercials, videos and PSA's etc., which are provided.
- \* Should the event coordinator or Sponsor request the program on DVD, HorseTV can coordinate DVD authoring and replication at additional cost, which would be determined by the length of the program and the number of copies created. Prices can be provided once the program length and number of copies and packaging can be determined.



## READY TO BOOK YOUR EVENT?

**Call us Today** to discuss your next meeting's dates, location and logistics, and we'll develop a quote based solely on the costs to produce your event. You'll be pleasantly surprised how cost effective it can be to distribute your event to the broadest audience possible . . . With **H-SPAN**.

**H-SPAN** . . . An Equine Industry Tool for groups and organizations to distribute valuable information and to promote exceptional value to Sponsors and Underwriters.

### Current H-SPAN coverage and programs include:

- American Horse Council- National Issues Forum / June 2009
- Kentucky Horse Park Foundation
- National Horse Youth Leaders Symposium
- North American Riders Group
- Kentucky International Equine Summit

**Book your meeting, seminar, symposium or event now** to reserve your upcoming dates, and increase your reach and audience for the information you need to share.

**We can provide the exposure your event requires!**

# H-SPAN

***Informing, Educating, Empowering and Uniting  
the global horse industry.***

Call HorseTV today, or email: [JonM@HorseTV.com](mailto:JonM@HorseTV.com) about your upcoming event.

We'll help spread your message to a local . . . or global audience.

972 - 633 - 1133

Visit H-SPAN at [HorseTV.com](http://HorseTV.com)