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## **Exciting New Partnership Announced for the Canadian International Farm Show!**

For Immediate Release

Mississauga, Ontario – Management and staff of the Canadian International Farm Show (CIFS) are pleased to announce a new facet to Canada’s largest indoor farm Show, the **Horse Depot** – presented by the Ontario Equestrian Federation.

The dictionary defines equine as horses, and everything to do with horses and the Horse Depot will not disappoint. This section of Canada’s largest indoor farm show will showcase all the products and services that horse owners are on the hunt for!

“We are pleased to launch this section of the CIFS in 2013,” says Show Manager Rob Etmanski. “This type of section will blend well with the current exhibitor base that we have for farm equipment, products and services,” said Etmanski.

“This new demographic of customers will also open up more sales potential for our current exhibitor base, because there is so much cross-over and will provide guaranteed exposure for any new exhibitors in this section or any facet of this event,” said Etmanski.

The CIFS welcomes over 23,000 buyers on an annual basis and this partnership with the Ontario Equestrian Federation will surely entice even more AG industry professionals to source out this event for their farm related purchases.

The Ontario Equestrian Federation (OEF) represents more than 21,000 individual members who come from all sectors of the horse industry. Their membership base includes professionals, amateurs, competitors and recreational enthusiasts of all ages and disciplines.

“The Ontario Equestrian Federation is pleased to be a presenting sponsor for the upcoming Canadian International Farm Show,” says Allan Ehrlick, president of the Ontario Equestrian Federation.

“Products, services and educational seminars geared to the unique needs of stable operators and small farm owners make this a must-attend event.”

“The Ontario Equestrian Federation is working closely with the Canadian International Farm Show to develop an equestrian exhibit that is informative and relevant to small farm and stable owners,” says Ehrlick. “Our hope is that everyone who walks through those doors leaves with the knowledge and resources they need to make the most of their equine operation, no matter how big or small it might be.”

**Exhibit categories for the Horse Depot will include and are not limited to:**

<ul style="list-style-type: none"><li>• feed</li><li>• tack/harnesses</li><li>• clothing</li><li>• grooming supplies</li><li>• fencing</li><li>• trailers</li><li>• riding groups</li><li>• tractors</li></ul>	<ul style="list-style-type: none"><li>• farriers</li><li>• veterinarian services</li><li>• insurance</li><li>• breeders</li><li>• associations</li><li>• outbuildings/barns</li><li>• hay bailers</li></ul> <p>... and the list goes on!</p>
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