

# NCHA Best of the West Premier Shopping Experience

Held in Conjunction with the National Cutting Horse Association Triple Crown Events

**Cutting** is one of America's richest equine sports. Over \$42 million in prize money is awarded annually to participants. A contestant has 2:30 to separate then work two or three cows from a herd gathered against the back fence of the arena. The rider has to make at least one "deep cut" riding into the back of the herd, selecting a cow, and driving it away from the herd. Once the cow is separated, the rider sets the rein hand down, then allows the horse to work. The cutting horse mirrors the cow's movements to prevent it from returning to the herd. Once the cow stops or turns away, the contestant returns to the herd for another cow. The cutting horse is credited for entering the herd quietly, making a clean cut, and demonstrating athleticism, courage and style. Five judges using a 60-80 point scale make deductions for violations of rules or errors in style and/or technique. They consider herd work, eye appeal, degree of difficulty, courage and penalties. The final score is determined by eliminating the highest and lowest scores and totaling the middle three scores.

**NCHA Futurity** is the first leg of the NCHA Triple Crown of Cutting. The Futurity is an exclusive contest for 3 year olds in their first NCHA competition. It is the sport's oldest and most prestigious event. With a purse of over \$4 million, it is known as the "Jewel of the Triple Crown". The Futurity is conducted over 22 days in November and December in the heart of the Holiday shopping season.

**NCHA Super Stakes & Super Stakes Classic** is the second leg of the NCHA Triple Crown. It is an exclusive competition for America's best 4, 5 & 6-year-old cutting horses with a purse of \$3 million. It is contested over 20 days in March and April.

**NCHA Summer Spectacular** is the final leg of the NCHA Triple Crown of Cutting. Also for 4, 5 & 6-year-olds, the Summer Cutting Spectacular is contested over 20 days in July. It offers a total purse of over \$2 million. The NYCHA Convention and Scholarship Cutting are held in conjunction with the Spectacular which brings the youth of the NCHA to the Western Mercantile in full force.

## National Cutting Horse Association Triple Crown of Cutting Marketplace

62 Days of Selling in Conjunction with  
Three of America's Richest Equine Competitions:

NCHA Futurity

NCHA Super Stakes & Super Stakes Classic

NCHA Summer Cutting Spectacular

Held at the conveniently located  
Will Rogers Memorial Center  
Amon G. Carter Jr. Exhibit Hall  
in Fort Worth, Texas

National Cutting Horse Association  
260 Bailey Avenue, Fort Worth, TX 76107  
817.244.6188 | [www.nchacutting.com](http://www.nchacutting.com)

## NCHA Triple Crown Event Dates and Pricing

### 2016 Super Stakes

March 24 – April 16

\$610 per 10 x 10 foot booth

### 2016 Summer Spectacular

July 16 – August 6

\$610 per 10 x 10 foot booth

### 2016 Futurity

November 17 – December 10

\$975 per 10 x 10 foot booth

## Triple Crown Premium Vendors

Reserve all three shows in one calendar  
year and receive discounted booth  
and parking prices.

Contact NCHA Tradeshow Manager,  
Paula Abney for details.

817-366-1429

[paula.ncha@gmail.com](mailto:paula.ncha@gmail.com)



# Our Boot Prints Are Everywhere.

Based in Fort Worth TX, the NCHA was founded in 1946 to promote cutting competition, standardize contest rules, and preserve the heritage of the sport. With over 20,000 members the NCHA is organized into 8 regions and 25 areas and has 139 U.S. and foreign affiliates. Over 1,450 NCHA-approved competitions are staged domestically and internationally each year offering total purses of over \$42 million.



The NCHA Best of the West Premier Shopping Experience is a one of a kind destination for some of the most affluent shoppers in America. A well-established retail exhibit offering a unique collection of fine quality merchandise and services for affluent individuals leading a western lifestyle.

Held at the renowned and conveniently located Will Rogers Memorial Center in Fort Worth, Texas, up to 100,000 sq. ft. of raw space is transformed into one of the most complete and unique collections of goods and services for the western lifestyle available under one roof anywhere in the world.

The Triple Crown of Cutting events attract the world's best horses and riders and focus the eyes of the sport on the action in Fort Worth. Visitors include competitors, trainers, owners, breeders, veterinarians, judges, sponsors, news media, TV production crews, and passionate fans whose life revolves around cutting horses and the equine and agricultural industry.

Major horse sales are conducted during each show by Western Bloodstock. Millions of dollars exchange hands every year in these sales that attract over 1,500 highly affluent consignors and buyers from around the world.

## **NCHA MEMBER'S ARE AFFLUENT**

On average, they have an annual income of \$177,000 (19% average \$250k+), an investment portfolio of \$230,000, and a net worth of \$1.5 million. Together the membership has over \$3.5 billion of total annual purchasing power.

## **THEY'RE RURAL**

78% live in a rural environment. On average, they have 128 acres of land (14% own 500+), 66 head of cattle, 10 horses (21% own 16+), and 16% spend \$25,000+ every time they purchase a horse.

## **THEY HAVE LARGE, CLOSE FAMILIES**

75% are married, 69% are age 55 and under, 42% have 3+ people in the household (9% have a household size of 5+).

## **THEY LEAD AN ACTIVE WESTERN LIFESTYLE**

77% have at least two people in the household involved with horses, 39% have children involved with horses, and 13% have grandchildren involved with horses.

## **Reserve Your Space Now.**

Both interior and exterior exhibit spaces are available. Call now for more information on our Premium Vendor Package for discounts when booking all three Triple Crown shows in one calendar year.

### **PAULA ABNEY**

NCHA Tradeshow Manager

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817-366-1429

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