

EQUESTRICON 2018



STAFF HANDBOOK

Last Revised – October 17, 2018, Kathryn Sharp



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INTRODUCTION

WELCOME !

We would like to thank you for your participation at Equestricon with special thanks given to those people that have volunteered their time on a busy weekday to be here with us. We've worked hard on this event. For some of us, it's been more work than we possibly imagined, but part of that effort was ensuring that we thought of every possible contingency and planned for most circumstances. We hope the information contained herein will facilitate a smoothly function and fun convention!

MISSION STATEMENT !

Equestricon is a first and only of its kind premiere horse racing lifestyle event designed to celebrate the sport of racing with its fans. Equestricon is an international horse racing convention, fan festival, and trade show that will bring together fans, stakeholders, industry insiders, and horseplayers to participate in a lively atmosphere of engagement, discussion, and entertainment.

EXPECTATIONS AND QUALIFICATIONS !

As a member of the Equestricon staff team, you represent Equestricon. You will be held at a higher standard of expectations than an average attendee. You are expected to follow all convention policies while on- and off- duty and perform your responsibilities to the best of your ability.

To be a successful member of the Equestricon staff team, you must hold certain set of interpersonal skills. We expect you to be able to communicate well with both attendees and staff, alike, and be able to solve the standard challenges faced by a con staffer. By reading through this handbook, you will become well equipped to handle many of the challenges that you may face during the convention.

Of course, the most important qualification to have is a passion for horse racing and its industry. As the first ever horse racing fan convention, Equestricon strives to bring a premiere atmosphere to celebrate the sport of kings; having staff that share in the passion will help bring about the best possible convention for all of the attendees.



BASIC INFORMATION

CUSTOMER SERVICE I

Customer Service is an important part of being a staffer at Equestricon. Throughout the convention, you will be working with and communicating with many of the attendees. One of your top priorities is the safety and wellbeing of the attendees. With these things in mind, we expect that you will be able to apply some basic customer service techniques while working.

First and foremost, be polite and pleasant. While happy staff may not yield happy attendees, chaotic staff will definitely negatively impact the attendees. If things get chaotic, stay calm to give our attendees a peace of mind. When addressing crowds, please speak clearly and calmly.

We are anticipating a lot of attendees at Equestricon this year. The Kentucky International Convention Center (KICC) may get crowded throughout the day. To prevent uncomfortable congestion, please discourage attendees from leaving bags on seats, as seating is limited, blocking entrances, and sitting on the ground. Please do not allow attendees to loiter in high traffic areas, especially during queue times.

Please familiarize yourself with the convention map and schedule so that you can provide attendees with the appropriate information upon being asked. Please know where public restrooms are available so that you can give quick directions.

When interacting with attendees who have questions, follow the guidelines of the Five A's:

- **Acknowledge** – if an attendee comes to you with a problem, acknowledge it as such and be prepared to listen to the attendee
- **Apologize** – even if you or the convention were not at fault, offer a sincere apology
- **Accept** – accept responsibility of the problem, and accept responsibility to rectify the situation
- **Adjust** – negotiate with the attendee to fix the problem
- **Assure** – guarantee to the attendee that you will follow through



ARRIVAL & ATTIRE |

Staff should come to the convention wearing black pants and shoes and, if possible, a plain maroon or berry-colored shirt. If a plain maroon, purple, or berry-colored shirt is not available, please wear a plain (non-branded) shirt in any color. When you arrive at the convention, go directly to the Staff Check-in desk in the KICC Prefunction near the Boardrooms. There, you will be given an orange hat, a berry-colored "Staff" shirt (if size available), an orange lanyard and orange Staff badge. Staff Badges and hats **MUST** be worn at all times.

WHO TO ASK |

Should you need to ask a question or seek guidance on any particular issue, or if you feel a situation has escalated beyond your control, please do not hesitate to reach out to any member of the **Equestricon Operations Team**, who are staff in plain clothes and an orange STAFF badge. These staff members are well-versed in the convention as well as with the personalities expected to appear.

You can also feel free to ask any of the event organizers: **Kathryn Sharp, Justin Nicholson, or Dan Tordjman.**



Kathryn Sharp, Co-Founder

Areas of Specialty: Registration, Sponsor Inquiries, Vendor Relations



Dan Tordjman, Co-Founder

Areas of Specialty: Media Requests, Speaker Relations



Justin Nicholson, Co-Founder

Areas of Specialty: Tech, Wifi and Infrastructure, Registration



STAFF POSITIONS

REGISTRATION STAFF I

(Sunday – Tuesday)

As a volunteer or staff member of the registration team, you will be one of the first individuals that our attendees will interact with at Equestricon. You will be responsible for much of the paperwork and money that makes Equestricon possible on the day of.

The registration senior staff will explain, in more detail, how the registration system works. You may be working in one, or several, of the different registration areas; those areas are the Quick Service Lines (for Speaker, Sponsor, Post Draw or VIP Passes), the Will Call line, and the Ticket Sales line (Same Day Purchase).

If you are working the VIP Quick Service Line, follow this checklist:

1. Greet the attendee.
2. Ask the attendee for his or her name, company or pre-registration confirmation page, which will contain a QR code that you can scan.
 - a. If they do not have their confirmation page, then please ask them for their name, which you can use to pull up the pre-registration for the attendee.
3. Once you've found the person's name or company in the TAK software, please ask them if they would like to pick up their item in its entirety or only a part. If someone's name does not match the software, but they say they are picking up from a certain company, only give them the number of passes for the party checking in. Do not give them all the passes in that order.
4. Retrieve a badge that corresponds with the ticket type they've been given. Either scan the badge or manually enter to assign the badge to the customer.
5. Once assigned, a green button labeled 'Scan In' will appear, and you may provide the credential and a lanyard to the customer.
6. If the person is a VIP Experience Passholder, you will retrieve a VIP Bag for them. If they are a Festival Insider Passholder, you will retrieve a bag labeled "Festival Insider" and give it to them.



7. Once you hand the badge to the customer, please direct them to register at one of the lobby kiosks in order to take full advantage of all the convention has to offer. This part is not required, but is strongly suggested for all attendees.
8. Hand the attendee a program and a floorplan, ask if they have any questions, and if they don't, send them on his or her way to enjoying Equestricon.

VIP, SPEAKER & SPONSOR REGISTRATION I

(Sunday-Tuesday)

Registration assistants at the VIP, Speaker & Sponsor Registration desk will be handling check-in for Equestricon's high-profile and distinguished guests. Please be courteous and discreet with all guests. Guest will provide their name and if their pass type is a:

VIP or Festival Insider: Provide them with their badge, assist them with registration on the kiosk, and also retrieve a VIP Gift Bag to give them. Festival Insider bags will have a Festival Insider tag on them.

Speaker: Provide them with their speaker pass and assist them at the Registration Kiosk. Speakers are entitled one guest pass. Please ask them if they plan to utilize their guest pass and if so, please collect the information for the pass and process as a complimentary order. Speakers DO NOT receive a gift bag.

Sponsor: Sponsors may send their guests to sponsor check in or Will Call. If they come to this area, just make sure they feel valued and process their credentials as regular passes. Not all passes will be VIP or Festival Insider, but we still want them to feel special treatment in this area.

Post Draw: Post Draw attendees are ultra-VIP attendees and guests of the Breeders' Cup. Please consult the check-in list for all Post Draw attendees to make sure that they are included on the list. These guests DO NOT receive gift bags.



WILL CALL & ONSITE SALES I

If you are working the **Will Call Check-in line**, follow the same instructions as above, WITHOUT the Gift Bag.

If you are working the On-site Ticket Sales Line, follow this checklist:

1. Greet the attendee.
2. Ask them which type of ticket they would like to purchase. Using TAK, create an order on their behalf and process the order.
3. When the order displays, please fill in all remaining information and process the order either by swiping their card, or entering their card information manually.
4. If paying CASH, enter the amount tendered and ask the Registration Captain for the register key.
5. If attendee wishes to purchase a particular type of pass and seems to have a number of questions that are prolonging their ticket purchase, please direct them in a friendly manner to a captain "to walk them through it" so as not slow the line.
6. Provide attendee with the wristband and remind them that wristband is good for only the day for which it was purchased. If you provide them with a badge, let them know it is good for both days.
7. Provide attendee with program (if available), and floorplan.
8. Send the attendee on his or her way to enjoying Equestricon.

Please be familiar with the events that are occurring throughout the weekend, location of major events, and location of rooms, bathrooms, hotel lobby, and any other important spaces for quick reference for attendees. You will be asked many questions while you are working with the attendee.

WELCOMING STAFF I

(Sunday - Tuesday)

Outside of the registration staff, the welcoming staff will be one of the earliest staff members that attendees will see. Your job is very simple, welcome the attendees to the convention and



direct those that have not gotten their badges to go to their appropriate registration desk. You must be well acquainted with the convention layout and schedule, being able to direct people to whatever location they are looking to go to. You will be one of the faces of the convention, so keep a positive attitude whenever you are on staff. If you have a question, you may flag anyone Operations staff member in an orange STAFF badge that is NOT in a berry-colored shirt.

REGISTRATION KIOSK/LOBBY STAFF I

(Sunday – Tuesday)

As part of the information booth staff, you will be tasked with answering questions that attendees may have as well as being in constant communications with the Operations team. Attendees will come up to you with questions, and you must be prepared to have an answer, many of which may be found in the Frequently Asked Questions section of this handbook or the website at www.equestricon.com/faq. Prior to starting your first shift, please ensure that you have a thorough grasp of convention information, such as hours of operations, the schedule, the map, and the types of badges.

You will be responsible for directing guests who have purchased passes but not yet registered them to the Registration Kiosks. The registration process is very simple and straightforward (name, email, and a few demographic questions). If you have time, please walk them through this process as quickly as possible. The most important piece is the “opt-in” option at the bottom. While not required, the opt-in will allow us to receive communications from the companies they interact with, to receive and share photos, and to enter to win prizes.

If no one is registering their badge, you may also be able to ask the line onsite if they have any questions. This will facilitate and speed up the registration/purchasing process.

PANEL ROOM STAFF I

(Monday – Tuesday)

While you are on duty in a panel room, your primary job is to check badges at the door, answer any questions about the location of panels and the names of panelists, and ensure that the panelists are content prior to beginning the panel. You will also be expected to do light cleanup between panels. Once panelists have arrived, ensure that they are aware that water is available to them, that microphones are operational, that any AV technology (such as projectors and sound) is properly supplied, and that the room set up is sufficient for the panelist. If there are any AV problems, notify a member of the senior AV staff who will assist in



preparing the panel room for the panelists. Do not allow any attendees to enter the room until all panelists are there and give you the go ahead; it is better to start a panel late due to technical issues than allow attendees in early to sit through such technical issues.

Some panels may be more highly attended than others. If there is a line developing for a popular panel, work with Floating staff for crowd control and once you allow attendees into the room, ask for assistance from Floating staff for seating assistance, ensure that every seat near the front is filled.

Please also alert the moderator in a discreet and polite way if they have 5 minutes remaining or if they are going over their allotted time.

STAY LUCKY LOUNGE GREETER I

(Monday - Tuesday)

If you are stationed at the Stay Lucky Lounge, your job will be to welcome guests as they enter and encourage them to interact with the Stay Lucky App onsite. You may also need to fulfill prizes (bottle openers) for any guests carrying a purple EQCON prize voucher.

BREEDERS' CUP STAGE & LOUNGE GREETER I

(Monday - Tuesday)

If you are stationed at the Breeders' Cup Stage & Lounge, your job may be any of the following: greet visitors and invite them to sit in the lounge area, direct them to signage for information about who is speaking and when they are speaking, tidy up in the lounge as needed, and check that only guests with badges, and not wristbands, are in this area. You may be asked to scan badges at certain times in the day.

WOODBINE TECH HUB GREETER/VR ASSIST I

(Monday - Tuesday)

If you are stationed at the Tech Hub, your job may be any of the following: greet visitors and tell them about the many activities taking place in the tech hub, assist attendees with the Virtual Reality experience, assist attendees with the video console games experience, recommend they participate in the Woodbine Photo Booth, Play the Breeders' Cup arcade game, tidy up in the charging station lounge as needed, assist with the silks design app and contest entry.



If you are stationed at the Woodbine Tech Hub, you will also be tasked with preventing any equipment from leaving the arcade. You are also tasked to assist with any questions in the area and ensuring all equipment in the room is working. Equipment includes two console games (Wii and PS3), one arcade game, one silks design display (on iPad), and a charging station. For the VR, make sure to position the fan in front of the user as appropriate. Please be sure to wipe down the headset with a anti-bacterial cloth between uses. Tidy up and make sure the area is free of garbage and that phones being charged remain supervised.

LEGENDS HUB GREETER/CROWD CONTROL I

(Monday - Tuesday)

If you are stationed at the Legends Hub, your job will be to perform a badge check of everyone entering the stanchion line, keeping track of attendance at autograph sessions, and doing routine crowd control before and during autograph sessions. For the Justify signing, attendees must make a donation to the PDJF to get in line for autographs ; they are eligible for one signature per signer. All pass holders must be in line 30 minutes prior to the end of the signing time block to be guaranteed an autograph; please alert anyone joining the line within 30 minutes that they may not be guaranteed an autograph. For crowd control during the autograph sessions, please make sure that all attendees have their item for signing ready; make sure the line does not block any doors, walkways, or adds to congestion; ensure that no one is cutting the line, jumping the line, or causing any disturbances.

SAGAMORE PADDOCK BAR EVENTS GREETER/TICKET SCANNER I

(Monday - Tuesday)

Please welcome attendees to the Paddock Bar, direct them to the bar and the schedule of events. If during a scheduled event, please welcome to "X" event sponsored by "Y". It is very important to mention the sponsor's name. Ticket scanners should ask attendees to scan their badge. If they ask why, you can share with them that sponsored areas receive information of any opted-in attendees. They are not REQUIRED to scan in, but the default of staff members should be to scan all attendees.

AUTHORS' AND LEGENDS HUBS GREETER I

(Monday - Tuesday)

If you are stationed at the Authors' Hub, please make sure authors run their signings and book sales in a timely manner, assist them with table set up and breakdown, greet visitors and tell them which author is in the hub or direct them to the signage with a listing of upcoming authors. Some authors' books will be for sale and others will be free. Please communicate



with the author signing to make sure you are aware of their situation so you can inform attendees correctly.

MEDIA LIAISON I

(Monday - Tuesday)

As a media liaison, your job will be assisting members of the media and press in any way possible. Many members of the media may want to get photos during panels and seminars, interviews with speakers, and images around the convention. Your job is to coordinate priority seating during panels, times for interviews, and anything else that members of the media may need. You will be there point person throughout the convention and the liaison between the media and the Equestricon founders and Board Members. The Media Check-in Desk is in the KICC Prefunction outside the Media Center, which is in Boardroom A. **Please note that Equestricon credentials do NOT entitle holders to access the Post Draw, as Breeders' Cup Credentials are required for that.**

MEDIA CHECK-IN DESK I

(Sunday - Tuesday)

If you are stationed at the Media Check-in Desk, you should be prepared to provide registered Media with their credentials. If any unregistered Media check-in, please contact the Media Liaison for approval of new credentials, which you can create using the computer and label printer provided. If media make any interview requests, please refer them to the Media Liaison Victoria Garofalo. Please do your best to keep Media out of the Exhibitor Lounge and to keep the Media Room generally tidy, without interfering with Media's belongings.

FLOATING I

(Monday - Tuesday)

As a member for the floating staff, your job is to patrol the central areas of the convention center. You will doing plenty of "crowd control," allowing for a steady flow of traffic and minimal levels of congestion, if any. You may also be asked questions by attendees; please keep in mind the FAQ, as well as locations of events, restrooms, meeting rooms, and food (if you do not know the answer, contact the Operations Room so that someone can get you the answer in a timely manner). Please keep your eyes open for anything suspicious or out of the ordinary. If someone asks where an event is taking place, please (to the best of your ability) walk them to the appropriate place or person yourself. You may also be asked to run



information between different departments, so have familiarity of where everything in the venue is.

PRIZE APP ATTENDANT I

(Monday - Tuesday)

The Prize App Attendant is responsible for supervising the attendee experience at the Equestricon Prize Kiosks. To enter, guests will tap their RFID badges, register (if they haven't already), and "scratch" the screen with their fingertips (NOT fingernails!) to reveal their prize.

If the prize reads that they should retrieve their prize at the fulfillment kiosk, you should show them their options onsite. **If it tells them to retrieve their prize at a certain booth,** you should write the booth number on the purple EQCON voucher and tell them they may redeem their prize by presenting that voucher at the booth number provided.

If someone wins the GRAND PRIZE, congratulate them enthusiastically, and look for the nearest Equestricon Operations team member, who will speak with them about prize redemption directly. If you are not able to easily find an Equestricon Operations manager, please CLEARLY write down their name, phone number, and email for future communications.

MERCHANDISE SALES I

(Monday-Tuesday)

The Merchandise Sales Associate's primary responsibility will be to sell Equestricon merchandise using PayPal equipment provided. When a guest wishes to purchase an item(s), please add it to the "cart" in PayPal and process the payment using the swipe or chip reader available. Please keep the merchandise nicely displayed and neatly organized. If you need to take a break, please contact a supervisor so they can make sure someone is supervising the merchandise booth at all times.

MAIN ENTRANCE BADGE CHECKERS I

(Monday-Tuesday)

Main Entrance Badge Checkers will be stationed at the entrances and will be a friendly face to welcome attendees to the convention and scan their badges for entry. Please smile and say "Welcome to Equestricon!" when attendees walk up. Familiarize yourself with the event and the floorplan and be prepared to answer any questions. If there is an issue with someone's badge, flag a member of the Equestricon Operations team who can help.



TICKET SALES ASSOCIATE I

(Sunday-Tuesday)

Ticket Sales Associates will be responsible for selling Equestricon tickets onsite. Please familiarize yourself with all the ticket tiers and what each ticket offers. See instructions above for ticket sales. When a guest walks up to the desk, greet them with a friendly "Welcome to Equestricon! How can I help you?". If you need assistance, Equestricon Operations staff will be on hand to assist with any questions you cannot answer.

WILL CALL ASSOCIATE I

(Sunday-Tuesday)

Will Call Associates will be responsible for providing badges to guests who have already purchased tickets. When a guest walks up, kindly greet them with "Welcome to Equestricon! How can I help you?". Follow the instructions above for assisting guests with claiming and registering their badges. If you need assistance, Equestricon Operations staff will be on hand to assist with any questions you cannot answer.

EMERGENCY CODE SYSTEM

CODE BROWN: MISSING PERSON I

A missing (or lost) person emergency will be called if a con-goer comes up to you and says that they cannot find a certain person. If this happens, use a radio and announce a "Code Brown" three times; then pause for five seconds before following with a description of the missing person. Do not say the person's name over the radio; pass that information by word of mouth only. When a "Code Brown" is in effect, all staff will put the convention area on lockdown by securing all exits (in conjunction with convention center staff), while all other staff will search the entire convention area. All exits must be secured immediately and the search should begin in less than a few minutes. If the search is unsuccessful, a board member will contact local police as another search is performed.



Once the police arrive, the staff member who called a "Code Brown" will provide information to them with the person who initiated the search. If the missing person is found, take him/her to the Operations Room or another specified meeting area.

CODE VIOLET: PHYSICAL CONFRONTATION I

A "Code Violet" will only be announced if there is a physical confrontation between attendees and/or staff. If you are able to end the confrontation verbally by yourself, do so before calling a "Code Violet" over the radio. If the altercation does turn violent, announce a "Code Violet" three times over a radio; then pause for five seconds before identifying location. A member of the senior staff will then determine who would respond and send them there immediately. If any weapons are involved or someone is injured, have a senior staff member call the police and keep the involved persons in the area until they arrive.

CODE GREEN: MEDICAL EMERGENCY I

A "Code Green" will only be announced if an attendee or staff member is seriously injured. Some examples of afflictions that would call for a "Code Green" would be heavy bleeding, broken bones, unconsciousness, vomiting, or chest pain. If a person is seriously injured, announce "Code Green" over a radio; pause for five seconds before following with a description of the issue; stay with the person during the whole time. A member of the senior staff will inform you if 911 should be called. It should be noted that there may be hotel/convention center staff that are certified in First Aid Training and CPR Training. Do not issue first aid unless you have a valid medical certification (First Aid Training, CPR Training, etc.). Do not call a "Code Green" for a minor injury, such as a nosebleed or a blister.

CODE WHITE: THEFT I

A "Code White" will only be called if someone was to personally tell you that an item of his or hers has been stolen. If an attendee approaches you claiming an item has been stolen, first ask the attendee if the item was indeed stolen and not just misplaced. If a vendor or artist from the Artist Alley claims some of their merchandise was stolen, call a "Code White" using a radio or alerting a member of the Equestricon Operations team; pause for five seconds before following with a description of the stolen object(s) and the suspect's description if possible.

When a "Code White" is called, staff will secure all exits to possibly prevent the stolen item from leaving the area. Additional or spare staff will then search for the item or the suspect. If the suspect is found, have the person report to the Operations Room. There, the suspect will



be questioned; if the suspect refuses to be questioned, the police will be called. Do not search the suspect or physically restrain them.

CODE RED: FIRE I

If a fire is spotted, contact the convention center staff AS SOON AS POSSIBLE. Report a "Code Red" over the radio by repeating it three times. If a fire alarm has been pulled, then all attendees and staff must evacuate the area; your job will be to assist the convention center staff to evacuate the area quickly and calmly. A safe zone will be designated prior to the start of the convention.



FREQUENTLY ASKED QUESTIONS

ABOUT EQUESTRICON I

What is Equestricon?

- Equestricon is an international horse racing convention, trade show and fan festival that will bring together racing fans and industry stakeholders at all levels to participate in a lively atmosphere of engagement, discussion, and entertainment.

Who is Organizing Equestricon and Why Are They Doing It?

- Equestricon is being organized by young racehorse owners and breeders Justin Nicholson and Kathryn Sharp, and writer, handicapper, and racing ambassador Dan Tordjman. The founders are also consulting with a talented advisory board, composed of respected members of the industry. The organizers of Equestricon as well as its advisory board members have built careers in the racing industry and are passionate about ensuring that it continues to thrive for many years to come. Equestricon was founded to contribute to that pursuit.

Who Should Attend Equestricon?

- Equestricon is intended to be an event for everyone, featuring fan-centric activities geared toward families and casual fans, as well as seminars and panels for participants looking to learn more about handicapping, ownership and increased participation at every level of the sport. Whatever level of interest or involvement you have in racing when you enter Equestricon, we hope you will feel even more attached to the sport when you leave!

When and Where is Equestricon?

- Festival experiences will take place in and around Louisville throughout the week. The Equestricon General Session will be held October 29th and 30th at the Kentucky International Convention Center (KICC) in downtown Louisville.

What Will Happen on Each Day of Equestricon?

- Equestricon is a three-day event. The first day of the convention will kick off with events in and around Louisville. Monday and Tuesday will be the main convention



days, with a fun and entertaining program lineup including exhibitions, demonstrations and panel discussions. For those planning to attend Equestricon, please bear in mind that the bulk of the programming will take place on Monday and Tuesday.

Who Will I See at Equestricon?

- You will see owners, breeders, trainers, jockeys, representatives from farms, veterinarians, sales companies, racing journalists, social media personalities and innovators from all corners of the sport. The projected guest list at Equestricon will also include legendary racing personalities who will be available during several autograph sessions.

Where Can I View the Equestricon Schedule?

- The Equestricon schedule may be viewed online at www.equestricon.com.

What Kind of Social Events Can I Attend at Equestricon?

- On each day of the convention there will be opportunities to attend networking and social events, meet and greets, social media gatherings, and more. VIP guests will have access to additional programming and events.

What are Equestricon's Onsite Scheduled Hours at the Kentucky International Convention Center (KICC)?

- Our hours are subject to change depending on programming:
Sunday, October 28th - 10:00am - 5:00pm (Ticket Pickup and Sales ONLY)
Monday, October 29th - 10:00am - 8:00pm (Post Draw 4pm-6pm)
Tuesday, October 30th - 9:00am - 6:00pm

Is the Convention Two Days or Three Days?

- It's a three-day convention but the Equestricon "general session" (which comprises the panel portion of the convention and the trade show/expo at the Kentucky International Convention Center (KICC)) is two days (Monday and Tuesday).

Where Can I Get Something to Eat at Equestricon?



- Guests at Equestricon have a wide range of dining options to choose from in Louisville. Please reference the Local Info page under the 'Visit' tab. Attendees will be able to purchase drinks and light concessions in the Main Exhibit Hall and at Oak & Brew in the Main Lobby. Exhibitors will also have access to Equestricon refreshment lounges near the exhibit floor.

GENERAL QUESTIONS

What Activities are Happening on Sunday?

- On Sunday, Equestricon hosts the Dillards Fashion at the Races Brunch at the Louisville Marriott Downtown. On Sunday evening Merle's Whiskey Kitchen is hosting a free mixer with discounted drinks for Equestricon attendees.

What Activities are Happening on Monday?

- Monday's events start at 10am. Major highlights include the Breeders' Cup Post Draw (4-6pm), the Trainers Meet & Greet (1-4pm) and a Q&A with Breeders' Cup connections from 2-3:30pm.

What Activities are Happening on Tuesday?

- Closing day of the first ever Equestricon begins at 9am. Highlights of the day include the Team Justify Autograph Session (11a-1p), the Jockeys Autograph Signings and Meet + Greet (2-5p) and the bulk of our panel and workshop programming.

Am I Able to Attend the Post Draw?

- All attendees (except Tuesday Single-Day Passes) have access to the Breeders' Cup Post Draw in the Main Ballroom. However, ONLY guests with Post Draw Badges, Breeders' Cup Media Credentials, and Festival Insider Passes may access the hospitality area and lounge immediately in front of the Breeders' Cup Stage.

Am I Able to Take Photos at the Con?

- Photos are welcome anywhere throughout the convention, including during panels and signings. Please refrain from flash photography during panels.

If I Only Have a General Admission Pass, What Can I Do?



- Those with General Admission passes will have access to the Main Exhibit Hall, including access to all exhibitors and activities. They will also have access to the Equestricade arcade, networking opportunities, and book signings and meet and greets in the Paddock Bar.

How Do I Get an Autograph at One of the Signings?

- Autograph Signings will occur in the Legends Hub for a small donation to the PDJF. Passholders are allowed one signature per legend per signing per donation but may have different items signed by each legend.

What Food & Beverage Options are Available at the Con?

- There is a quick-service concessions and bar in the Main Ballroom and at Oak & Brew in the pre-function space. There are also water coolers in the Lower Level Prefunction (NOT available to wristband attendees). If they are an exhibitor, they have access to the Exhibitor refreshment lounge.

My Phone is Dying – What Can I Do?

- There are charging stations available in the Woodbine Tech Lounge and the Centennial Charging Station in the Main Convention Hall.

How Do I Tweet About this Convention?

- First, write about how much fun you are having at Equestricon; second, use the hashtag #EQCon18.

How Do I Enter to Win a Free Trip to Australia?

- There is an on-site contest for a chance to win a free trip to Royal Randwick in Sydney Australia. Any Equestricon ticket holder is able to enter by scanning their badge or wristband at the Prize Kiosk inside the Woodbine Tech Hub. Each attendee may only enter ONCE over the two days.

Is there Transportation To and From Churchill Downs?

- No, transportation is not provided, but there are many taxi and ride-sharing services available in Louisville.



REGISTRATION & TICKETS |

Where Can I Purchase/Pick Up Tickets?

- Ticket packages may be accessed at www.equestricon.frontgatetickets.com prior to the festival. Single Day Trade Show Only passes will be available for purchase throughout the weekend at the registration desk. There will be limited Two-Day All-Access Passes available onsite, and will be available while supplies last. For those who have pre-registered, Single Day Trade Show and All-Access passes can be picked up in the Prefunction WILL CALL Line and Festival Insider & VIP Passes can be picked up in the VIP Quick Service Line.

Where and When Can I Pick Up My Event Pass?

- Passes will be available for pickup at the Kentucky International Convention Center on the following days and hours:
Sunday, October 28th from 10:00am to 5:00pm
Monday, October 29th from 9:00am to 8:00pm
Tuesday, October 30th from 8:00am to 6:00pm

How Much Does It Cost to Attend Equestricon?

- Ticket pricing for Equestricon varies depending on packages and add-ons. Single Day Trade Show Only starts at \$16. Two-Day All-Access Passes start at \$78, VIP Passes are available at

Does Equestricon Offer One-Day Passes?

- No. All Equestricon passes are two-day passes, with the exception of the Legends of Racing Hub Autograph Pass add-on, which can be purchased for a single day or both days along with your General Admission ticket.

Can I Register For and Attend an “Add-On” Activity with Just a General Admission Ticket?

- All remaining add-ons are available for all ticket purchasers at this time.

If I have a Two-Day All-Access Pass, do I need to register for panels?

- Panels and Workshops do not require pre-registration, and seating is available on a first-come, first-served basis.



What is the Cancellation and Refund Policy?

- Ticket purchases are non-refundable. Ticket upgrades may be available onsite for an additional fee. Please see a Front Gate Tickets representative if you have additional questions.

Can I Transfer My Registration If I Can't Make Equestricon?

- Registrations are non-transferable.

Do I Have to Provide My Information/Register my RFID Badge?

- No, registration is not required for entry, but you may need to provide your information to interact with certain elements of the convention, like entering sweepstakes, sharing your photo, or playing to win prizes.

Who Can I Contact If I Have Questions About Equestricon Registration?

- Please contact support@equestricon.org with registration questions. Your email will receive a response within 24 business hours.

Is there an ATM on site?

- There is no ATM on site at Equestricon.



TICKET TYPES AND ADD-ONS

Single Day Trade Show - \$16 Includes access to the Trade Show Floor ONLY for the day on which it was purchased. Does not include any panels, talks, or workshops

Two-Day All Access Pass - \$80 Includes two days of unlimited access to panels, workshops, seminars, speaker series, and more!

Equestricon VIP Experience Pass - \$400 Includes unlimited panels, workshops, etc. PLUS VIP Gift Bag, VIP Check-in, Access to VIP Section of Jukebox the Ghost Concert on Tuesday, Oct 30th at Mercury Ballroom

Breeders' Cup Festival Insider Pass - \$1,250 Includes VIP Experience Pass PLUS daily and nightly Breeders' Cup Week events, and a premium hospitality bonus at the races on Friday and Saturday! Details available at equestricon.com

Mimosas & Millinery Workshop - \$195 Includes workshop on Wednesday, October 31st from 9am-1pm. Workshop participants will walk away with a fascinator of their own making.

Equestricon at the Track - \$80 Experience all the racing action at Churchill Downs on Wednesday Oct 31st in the company of Twinpires guest handicappers! Food and beverage included.