



AETA

INTERNATIONAL TRADE SHOW

UPCOMING

January 21-24



DALLAS
MARKET
CENTER

Exhibiting at the AETA INTERNATIONAL TRADE SHOW JANUARY 21 - 24, 2026

The AETA International Trade Show is the **premier English lifestyle trade event** showcasing English industry products from leading manufacturers to retailers from around the world. Your host is the Dallas Market Center, a family-owned marketplace spanning more than 5 million square feet, hosting more than a dozen trade events annually, serving 200,000 buyers visiting from all 50 states and more than 30 countries.

AETA COMPLEMENTS THE WESA SHOW & APPAREL MARKETS

Taking place two times a year alongside WESA's International Western & English Apparel & Equipment Markets these shows create the **world's largest marketplace of English, Western and rural lifestyle brands** conveniently located under one roof at Dallas Market Center.

AETA & WESA shows overlap DMC's Apparel & Accessories Markets as well to pull in additional buyers from top retailers.



NOTABLE EXHIBITORS

70% of June exhibitors are returning for January 2026. Exhibitors include:

Antares Sellier	German Equestrian	Michel McNabb Jewelry
Ariat International	Hannah Childs Lifestyle	Next One Equestrian
At Home With Ray	HKM Sports Equipment	R.J. Classics
Chestnut Bay Apparel	KL Select	Ruelo International
DeNiro Boot Company	Kensington Protective	Samshield
Ego7 & Kep Italia	Kerrits	Stacy Bradley Designs
Equinavia	LeMieux Ltd.	Tucker Tweed Equestrian
French EQ	LILLO Collections	And many more...



"The service provided by the Dallas Market Center has been nothing short of outstanding. The Show provided a friendly, professional yet relaxed atmosphere – which is paramount for us when exhibiting premium products."

Victoria Mansell

Sales, Marketing & Design Director - Samshield

AMAZING RETAILERS

Delivering retailers from coast to coast and internationally.

Atlanta Saddlery – GA	Mary's Tack & Feed – CA
Calabasas Saddlery – CA	San Diego Saddlery – CA
Charlotte's Saddlery – TX	SmartPak Equine – MA
Dover Saddlery – MA	St. Croix Saddlery – MN
Equine Exchange Tack Shop – PA	Tack Shack of Ocala – FL
Greenhawk Equestrian Sport – Canada	Vision Saddlery – Canada
Horseland Kelmscott – Australia	Waxhaw Tack Exchange – NC

ONE PRICE INCLUDES BOOTH STANDARDS + UNPARALLED AMENITIES

- Booth including standard equipment package (tables, chairs, track lighting and either hang bars, shelves or tables for display)
- Meal vouchers for each day of the show
- Complimentary drayage and the ability to move-in/out on your own with no labor/union fees
- Complimentary hospitalities on the AETA show floor (coffee, breakfast, and cocktails)
- At Registration there is a dedicated AETA check-in line with custom AETA lanyards
- The entire DMC team is here to help you succeed! We have a dedicated Retail Development team that works directly with retailers to encourage attendance (through phone calls, hotel incentives and more).



FREQUENTLY ASKED QUESTIONS

DOES DMC OFFER STORAGE BETWEEN MARKETS?

DMC offers free storage of booth fixtures between shows as long as you leave your lease for the next show and a 35% deposit which goes towards your booth cost.

CAN I SHIP PRODUCT AND BOOTH PRIOR TO THE SHOW?

Yes, you can ship booth & product prior to the show and it will be in your booth when you arrive at no additional cost. Find the shipping address on your booth confirmation email.

ARE THERE HOTELS CLOSE TO DALLAS MARKET CENTER?

Yes, there are several hotels within walking distance and even more on shuttle routes. Our travel team has secured discounted prices at several hotels and you can book through <https://connectionshousing.us/dallasmarketcenter/>.



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