



## **Dear Choice Events Customers and Friends,**

**Unfortunately, we will not be able to host our upcoming Fort Lauderdale event as planned. We want to briefly explain why, provide information regarding refunds and alternative opportunities, and express our sincere gratitude to those who have supported our mission.**

**We believe the long-term health of our industry is being challenged by division, market saturation, and rising costs. With those concerns in mind, last fall we began discussions with another Event Producer in an effort to combine our two events into one and create the best possible experience for athletes and families.**

**Although we worked hard and presented several proposals in hopes of reaching a final agreement, we were ultimately unable to do so. As a result, we are not in a position to move forward with that combined event. At this late stage, we also do not believe we can independently produce an event in Fort Lauderdale that would reflect the quality, care, and experience our customers reasonably expect from our brand.**

**Even so, the impact on our clients, athletes, and families is of great concern to us. In an effort to minimize that impact we will refund all registration fees received. We are also pleased to share that another event is scheduled to take place in Fort Lauderdale on those same dates, and we can provide contact information if you would like to inquire directly with that event producer.**

**Our entire staff believes that doing what is best for the industry will ultimately prove to be what is best for our business. Our team includes the Vice Chairman of the USASF Board of Directors, a founding and lifetime member of the USASF, and a USASF Event Producer with more than 20 years of experience. As strongly as we may speak, we understand that actions matter most.**

**Despite five years of effort and more than \$1 million invested, we have not yet been able to create the type of South Florida event we believe you deserve. We tried to address those challenges by putting pride aside and doing the difficult work necessary to join forces with another producer, but that effort was ultimately unsuccessful. We have no desire to contribute to the very issues we are trying to help solve. For those reasons, we will not hold our planned event this April, nor will we return to South Florida next year.**

**We are grateful for, and humbled by, the support we have received over the past five years, including from the City of Fort Lauderdale and the staff of the Broward County Convention Center.**

**We hope you will keep us among your top choices in 2027 for the following proposed schedule:**

- WINNERS CHOICE Live! — Foxwoods Resort, Mashantucket, CT — January 16–18, 2027**
- BRING IT! — Mohegan Sun Resort, Uncasville, CT — March 6–7, 2027**
- BRING IT! — World Equestrian Center, Ocala, FL — April 3–4, 2027**

**With gratitude,  
Choice Events**