

EQUITANA

EQUITANA SPONSORING

18. bis 24. March 2027 | Trade Fair Center Essen

EQUITANA KEY FACTS



The world's leading horse
trade fair



Founded in 1972



Biennial Trade Show
in March, 7 Days



Big networking community



A mix of industry professionals and
members of the public including trainers,
stable owners, sports directors, and
influencer



Exhibition Centre Essen
9 Halls, 30.000 qm

EQUITANA

TRADE SHOW 2025



100.000 visitors



580 Exhibitors



**Around 70 trainers &
620 horses**



27,9 Mio reach
via Social Media



10.080 International visitors

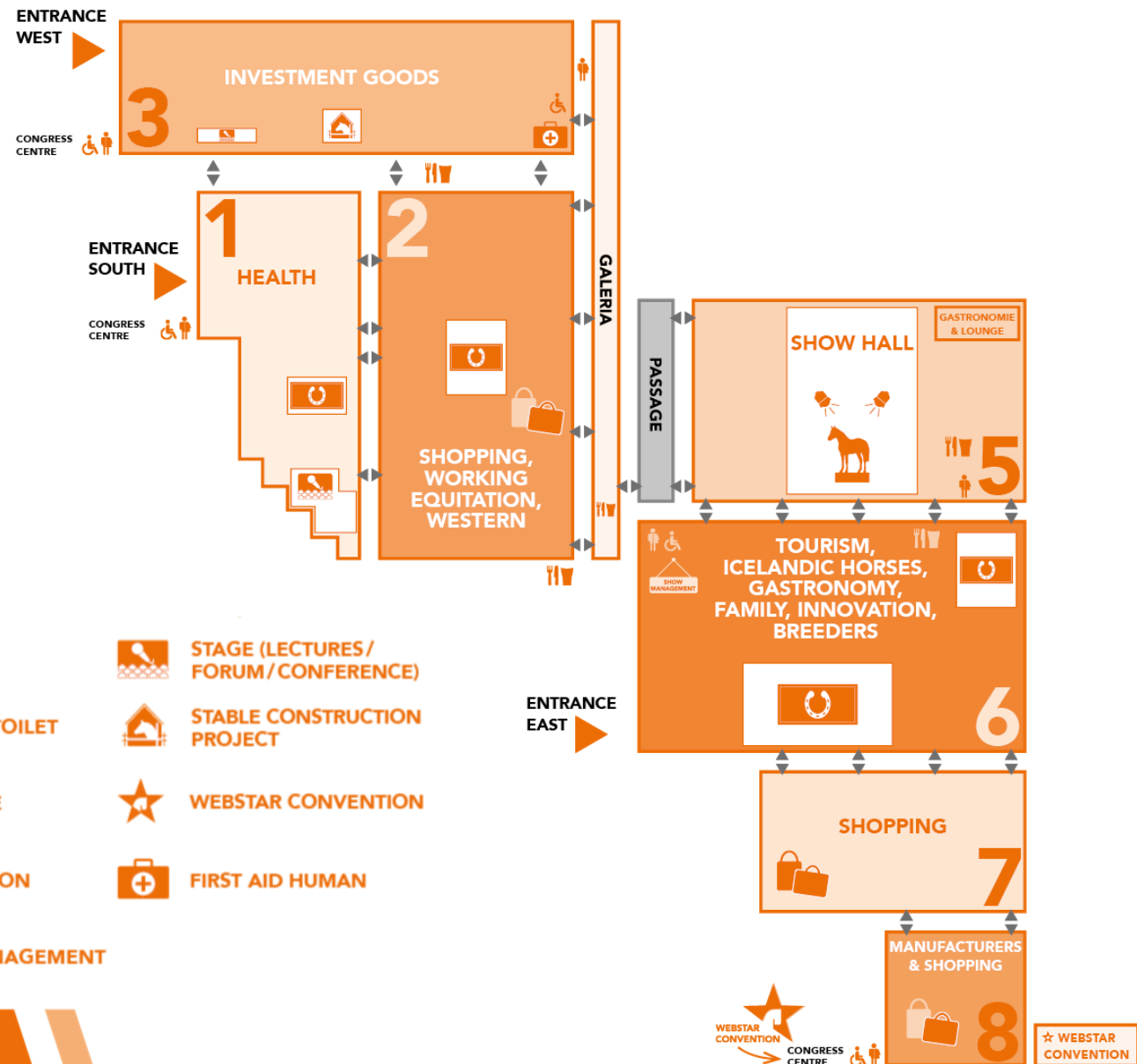


over 250 hours
Program and Lessons

FLOOR PLAN 2027

LEGEND

	SHOW HALL		TOILET		STAGE (LECTURES / FORUM / CONFERENCE)
	RIDING RINGS (SHOW)		DISABLED TOILET		STABLE CONSTRUCTION PROJECT
	SHOPPING		WARDROBE		WEBSTAR CONVENTION
	CATERING		INFORMATION		FIRST AID HUMAN
			SHOW MANAGEMENT		



Objectives Your Possibilities



promote



connect



thrive

Maximum visibility in the main show arena Your brand at the heart of the event - visible multiple times each day.

- **9 x 15 m LED-Screen** in Hall 5
- 2 broadcasts per day à ca. 30 seconds
- **High attention** during program breaks
- Simultaneous digital perimeter board branding
- **Ideal for brand, product, or campaign awareness**

Price: €4.620

9 x 15m



Your Promotion Team in Action

Connect directly with your target audience

- Available throughout the entire event or on weekends only
- **Personal interaction** with visitors
- Up to 2 promoters per team
- **Ideal for sampling, product consulting, or lead generation**

Price: €3,150 (Weekend only: €2,520)



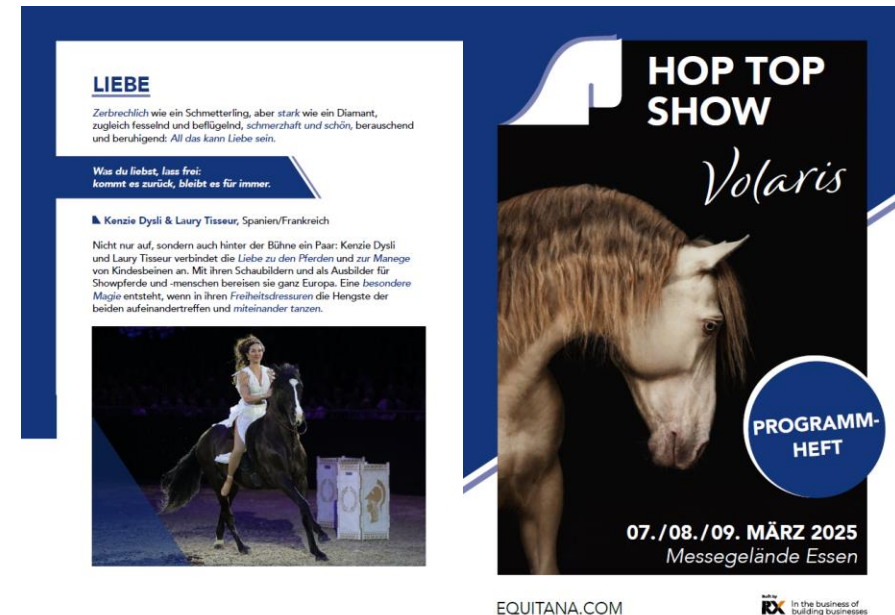
It's showtime

Showcase your brand in the official HOP TOP Show programme

- Full-page advertisement (inside page)
- or exclusive back cover
- Print run: **12,000 copies**
- High readership and targeted audience engagement

Price: Inside 1/1: 1.155€

Exclusive backcover: 1.260€



Reach Your Ideal Customers

Place your brochures directly in front of your target audience

- VIP grandstand: up to **168 guests per day**
- Visitor grandstand: approx. **3,000 contacts per day**
- Available for training evenings as a standalone option
- Brochure insert in **VIP & Comfort Welcome Packages**
- High-quality audience and valuable customer contacts

Price: VIP Grandstand €1.155 per day
Visitor Grandstand €9.135€ per day



Always in Sight

Dynamic brand visibility through digital perimeter branding

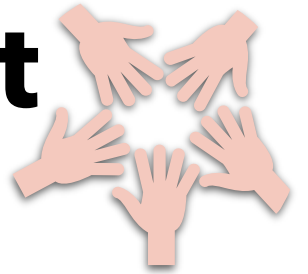
- **Available in Hall 5 for individual days or the full event**
- 4 x 1 m digital perimeter board
- Rotation during non-sponsored programme segments
- Additional branding in the smaller show rings available
- **Continuous visual brand presence**

Price: Main show arena: €4,000 (full event) | €2,750 per day
Small show rings: €1,575 (full event)

4 x 1m



connect



Be Part of the Daytime Programme

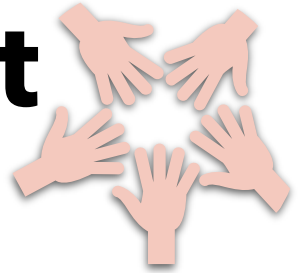
Present your brand as the main sponsor of a dedicated programme highlight

- **Full-circle branding (backdrop, perimeter boards & light)**
- **Naming across all communication channels**
- Integration into the official programme
- Optional participant branding
- Includes one VIP table per day
- **Ideal for clinics, training sessions, and competitions**

Price: €3.500



connect

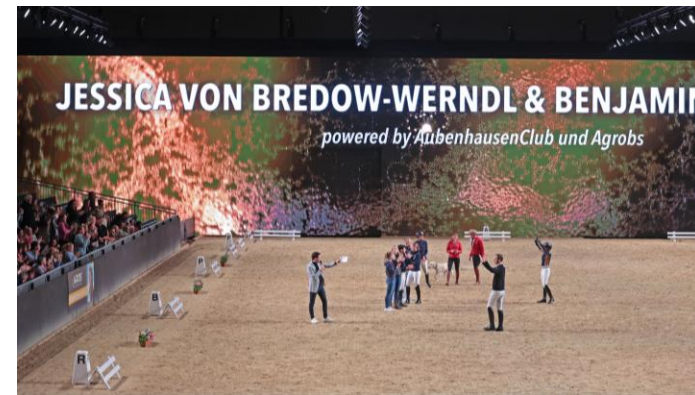


Be Part of the Evening Programme

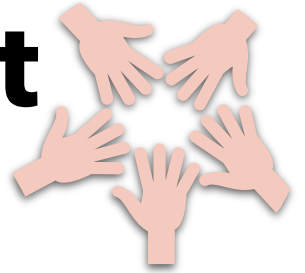
Present your brand as the main sponsor of the day's emotional highlight

- **Logo integrated on event tickets**
- **Full-circle branding** in Hall 5
- VIP presence, including Welcome Packages
- Two VIP tables for the evening
- 20 complimentary admission tickets
- **Ideal for training evenings and evening shows**

Price: €5.000



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EQUITANA Ambassador Programme

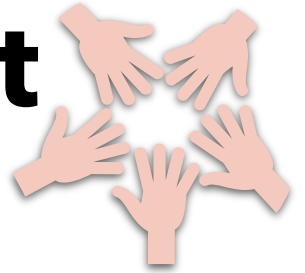
Position your brand alongside leading industry ambassadors

- **Co-create clinics, competitions, and live shows**
- Collaboration with **renowned riders and influencers**
- **Full-circle branding and naming rights**
- Strong **media exposure**
- Includes one VIP table per day

Price: €2.500 (excluding ambassador fees)



connect



Take Centre Stage

Become the exclusive main sponsor of the Exhibitor Evening

- Logo on the photo wall and event tickets
- 20 complimentary tickets (worth €35 each)
- **Dedicated exhibition area**
- **Entrance branding (beach flags)**
- **Branded bar and napkins**
- Includes one VIP table

Price: €10.500



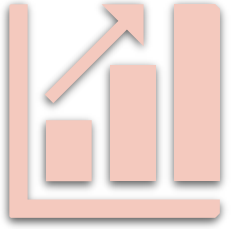
Your Brand in Every Hand Showcase your logo on every event ticket

- Trade fair: reach up to **120,000 visitors**
- HOP TOP Show: exclusive ticket placement
- **High visibility before and throughout the event**

Price: trade fair ticket €8.400
Hop Top show ticket €4.620



thrive

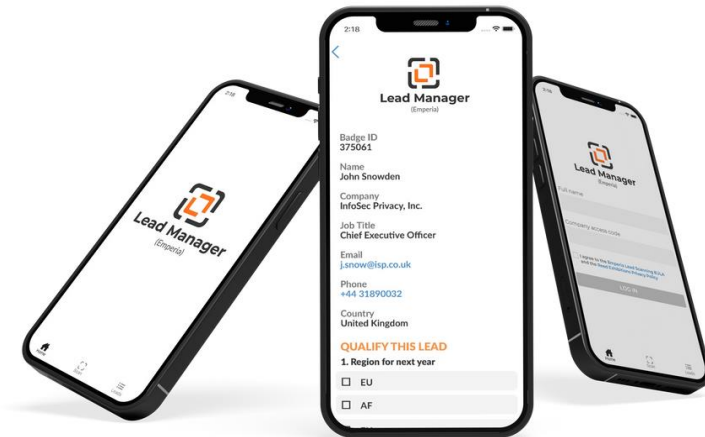


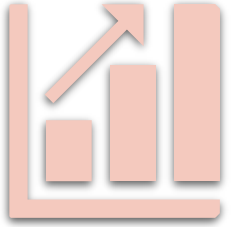
More Leads = More Business

Generate qualified leads with the Lead Booster

- Increase traffic to your exhibition stand
- **Engage potential new customers**
- **Measurable results**
- Ideal sales support

Price: €970





Position Yourself as a Thought Leader

Sponsor a themed area and associate your brand with valuable industry content

- **Health World or Expert Forum**
- **Naming rights and branding across all communications**
- Presence in the official programme
- One VIP table for the entire event
- **Strong content credibility**

Price: Health World €11.000
Expert Forum €5.250



HOP TOP SHOW

Evening Highlight

- Official evening show & emotional highlight of EQUITANA
- Combination of show & storytelling
- International riders & visually stunning acts

Strategic significance

- Strong brand anchor & international appeal
- Reaches new target groups beyond equestrian sports

Target groups

- Horse enthusiasts & families
- International guests, VIPs & media

Role in the event

- Transforms the trade show into an experience & lifestyle platform
- Increases visitor satisfaction & differentiation



Key New Features & Formats at **EQUITANA 2027**

- **VIP Lounge (NEW)**
 - Exclusive networking hub for decision-makers & investors
 - Strengthens B2B positioning & premium partnerships
- **Sales Horse Stable Alley (NEW)**
 - On-site marketplace for horse trading
 - Direct interaction between breeders & buyers
- **Media Lounge & Live Podcast Studio (NEW)**
 - Content hub for media & influencers
 - Increases reach & digital visibility
- **Digital Live Stable Construction Project**
 - Live model stable construction on-site
 - High practical value for investors & operators
- **Lifestyle Area (NEW)**
 - Focus on fashion, outdoor, and lifestyle products
 - Attracts new visitor groups



EQUITANA



contact: sales@equitana.com