

Conditions of participation - spoga horse FASHION WALK 2026

1. General information

The spoga horse FASHION WALK 2026 is hosted by the organiser Koelnmesse GmbH in cooperation with the *diefarbenull* agency. The fashion show will take place throughout the entire trade fair twice daily on the THE STAGE main stage, Hall 7.

The show

The show is an approx. 30-minute fashion show consisting of a maximum of 12 time slots. Each time slot represents a unit, which is used by a participating exhibitor to present its brand or outfits/collection.

Time slot - what does that mean in practice?

- Duration: each time slot is 1:45 minutes
- Content: a minimum of 4 to a maximum of 6 complete outfits of a brand are presented in each time slot. These encompass outerwear and undergarments, shoes/boots as well as socks
- Presentation: the outfits are shown in the form chosen by the participants - as classic catwalk presentation or with dance choreography elements

Composition of the show:

- Each show combines the time slots of all participating exhibitors, so that a total of up to 12 brands can present their fashion
- The outfits are presented by the professional models provided by the organiser (incl. female, male and child models)
- The show hosting and choreography are organised in advance by *diefarbenull*, in order to ensure a harmonious and professional programme

The fashion show will be shown or repeated a total of six times on THE STAGE.

Showtimes

- Saturday & Sunday: 11:00 a.m. and 5:00 p.m.
- Monday: 11:00 a.m. and 4:00 p.m.

Models and outfit requirements

The organiser will most likely provide 10 models (including 1 male model, 1 child model).

Model sizes (German standard):

- Ladies: 36-38
- Men: 48-50
- Children: 128 - 152

Child models: due to legal provisions or organisational restrictions, they are restricted to a maximum of 4 time slots per show

Fitting day - fitting and coordination (obligatory)

Participation in the fitting day is obligatory in order to ensure a smooth-running show. The organisers reserve the right to exclude participants when they fail to appear for the FASHION WALK and to nonetheless charge the full participation fee.

Issue of the outfits

Date: Thursday, 05.02.2026

Place: backstage area of THE STAGE, Hall 7

Outfit handover: no later than 3:00 p.m., delivered on clothes rails

Schedule

Following the handing over of the outfits, all participants will be assigned an individual appointment for the fitting between 4:00 and 7:00 p.m.

The precise outfit coordination takes place with *diefarbenull* on location.

Instructions for the handing over of outfits:

Provision of 2-3 different sizes per outfit for each model

Alterations and adjustments are only possible during the fitting

The outfits can show signs of use after the show

Picking up the outfits

Date: Monday, 09.02.2026

Place: backstage area of THE STAGE, Hall 7

Outfit return: after 5:00 p.m., clothing rails are also to be returned

General information on presentation on location

Provision of the outfits: the 12 participant outfits must be provided free of charge during the trade fair.

Security measures: all participant outfits will be secured and guarded in a lockable room. However, the organiser recommends that participants take out theft or damage insurance at their own expense.

2. Application deadline/deadline for submitting photo material

The **application deadline** for participation in the spoga horse FASHION WALK is **26 November 2025** (midnight CET).

The application is submitted **online** with a provided form. In the event of overbooking, arrival in the mailbox decides on the order of complete applications.

The **deadline for submission** of photos and a description of the brand outfits authorised for participation is **10 December 2025** (midnight CET).

Photos of the outfits (mobile phone photos are sufficient) to: spogahorse@diefarbenull.de

In addition to the photos, a description of the outfits with the following information:

- Components and style (e.g. tournament outfit)
- Colour design (e.g. tonal)
- Model information (e.g. quilted, knee length, vest)

Note: the submitted photos and descriptions serve the exclusive purpose of organisational coordination and will not be published without consultation.

3. Eligibility to participate

Eligible to participate are companies participating as exhibitors in spoga horse 2026 that have submitted a valid application prior to the application deadline.

Limitations

Only products from the category of the official index of goods "Clothing for riders" will be permitted.

Textile care products are excluded

Submission and validity of an outfit:

- A complete outfit consists of at least: Outerwear, Undergarments, Socks, Shoes or Boots
- Presentation of individual products (e.g. only boots) is not permitted, as the focus is on complete outfits in order to ensure a harmonious fashion show.
- The products do not violate the laws for the protection of intellectual property or industrial property rights in the widest possible sense. The product must comply with the legal stipulations applicable in Europe and, provided that a certification or CE label exists for the product, must completely correspond with the submitted product or the underlying conditions of the CE label at the time of the event.
- The organisers reserve the right to only accept applications for outfits that fulfil the terms of participation and for which complete participation documents have been presented.
- The organisers reserve the right to check the final approval of the submitted outfit and to deny participation in the Fashion Walk in the event of unsuitability.

Multiple submission: additional brands may be submitted. However, each brand requires a separate time slot and an independent application.

Allocation of the slots

The time slots are allocated according to the principle of "first come, first served".

In the event of overbooking, the point in time of arrival of the complete application is decisive.

4. Participation fee

The participation fee is 1,999 Euro net **per timeslot**.

The participation fee will be sent as an invoice to the submitting contact person following the event.

5. Presentation, media and press work

With the application for the spoga horse FASHION WALK, the participant declares its consent to the publication of the submitted image material as well as of the presentation and details on the competition entries in accordance with the submitted descriptions by the press and media partners of the organiser from 7 February 2026 onwards. The participant shall ensure that it is the originator of the provided image material and outfits or holds the rights to the published images and outfits. The organiser and its press and media partners shall be exempted from all claims by third parties resulting from the image material.

Streaming information:

The entire THE STAGE programme incl. the fashion show will be streamed live and be made available at no charge "on demand" via the livestream provider for equestrian sports and husbandry

events, *ClipMyHorse*, for 14 days following the event. Participants expressly acknowledge and agree to this with their application.

6. Liability

6.1 Subject to the following provisions, and irrespective of the legal basis, the organiser is liable for all damages caused by the intentional or grossly negligent conduct of its legal representatives, employees or vicarious agents.

6.2 In the case of damages that are caused by the organiser's legal representatives, employees or vicarious agents in neither an intentional nor grossly negligent manner, the organiser is only liable if a substantial contractual obligation ("cardinal obligation") is violated. A substantial contractual obligation is one that is of particular importance with respect to the attainment of the contractual purpose, and upon the fulfilment of which the user may place special reliance. In such a case, the limitation of liability shall apply with respect to the damage to be compensated. This limitation of liability does not apply to injury to life, body or health or in the event of compelling legal provisions relating to liability.

6.3 Insofar as the liability of the organiser is excluded or restricted in accordance with the above paragraphs, this also applies to the benefit of the organiser's employees or sponsors in the event of their direct deployment by the participant.

6.4 The aforementioned limitation of liability does not apply to liability under the German Product Liability Act.

7. Property rights

The participant affirms that he/she has unlimited exploitation rights to the items (=outfits), especially regarding any product information, photographs, image components and other data. The participant is responsible for ensuring that the items submitted by him and all related documents and other data submitted in connection therewith - e.g. photographs, plans, sketches, models, etc. - are free from third party rights. Exhibits that violate an industrial property right, such as a trademark, utility model, patent, copyright or similar, are excluded from participation. Upon application, every participant must inform the organiser whether any legal proceedings - disputes relating to competition law, patent law, trademark law or copyright law that are associated with the submitted item - are pending with respect to the item. The same applies to any corresponding extrajudicial disputes. Should the organiser be held liable by third parties, claiming that the participant violated their rights, the participant shall indemnify the organiser from any such claims. The participant shall be liable for any damages, especially third party claims resulting from a violation of these conditions, and shall indemnify the organiser from any such claims to the same extent. This obligation of indemnification also applies in particular to violations of copyright and trademark law. Photographs processed electronically or with analogue methods may not contain elements that are subject to the rights or claims of third parties - e.g. image components from magazines, books, purchased CDs, etc. Here, too, the liability shall lie exclusively with the participant. These obligations for the comprehensive indemnification of the organiser are also deemed to continue to exist if the affected objects, product information, photographs, image components, etc. have already been withdrawn.

Special note:

The organiser is not obliged to effectuate the deletion of any data in the cache of websites belonging to other providers, particularly from search engine providers after relevant links have been created. Should the organiser be made liable by third parties on the grounds that their rights were violated by the participant's data in the cache of websites belonging to other providers, especially of search engine providers after corresponding links have been created, then the participant shall exempt the organiser from any such claims. The participant shall be liable for any

damages, especially third-party claims resulting from a violation of these conditions, and shall indemnify the organiser from any such claims to the same extent.

8. General information concerning the proceedings of the spoga horse FASHION WALK 2026

8.1 Legal recourse is excluded.

8.2 Employees of Koelnmesse GmbH and of Koelnmesse subsidiaries are excluded from participation.

8.3 The law of the Federal Republic of Germany shall apply to the exclusion of the UN Convention on Contracts for the International Sale of Goods (CISG).

8.4 Should any provision of these general conditions of participation be or become invalid or unenforceable, then this shall not affect the validity of the remaining provisions of the general conditions of participation. The organiser and the participant shall undertake to replace the invalid provision by such valid provision that comes closest to the legal and economic intent of the invalid provision.

8.5 These conditions can be changed at any time without further notification.

8.6 The German version of these general conditions of participation is binding.

Overview of important dates

26.11.2025	Application deadline
as of 27.11.2025	Contact by the <i>diefarbenull</i> agency
10.12.2025	Submission of company logo
10.12.2025	Submission of photos & outfit information
05.02.2026	Issuing of outfits until 3:00 p.m., fitting between 4:00-7:00 p.m.
07. - 09.02.2026	spogahorse on the Cologne fair grounds
09.02.2026	Outfit pick-up as of 5:00 p.m.

How to contact us

Organisation - Koelnmesse GmbH, Karen Pudlat - k.pudlat@koelnmesse.de

Presentation - Agency *diefarbenull*: spogahorse@diefarbenull.de