

Early bird discount  
until 26 August 2022



# PASSION AND PROFESSION

The leading **B2B trade fair**  
for the global horse industry.

04.–06.02.2023

# spoga horse.



## SPOGA HORSE - THE LEADING ANNUAL TRADE SHOW

spoga horse has only been taking place once a year since 2020. This date follows the order cycle of the industry and will start next year with a new innovative concept.



## spoga horse – place to be.

spoga horse is by far the number 1 and leading trade fair for the industry: nowhere else are you going to meet so many qualified buyers and decision-makers.

No other trade fair presents the same amount of new products and innovations and discusses that many decisive trends. This full coverage of international equestrian sport is unique world-wide. The global horse industry is on site.

This fair is perfectly tailored to the needs of national and international trade visitors.

The event is an ideal symbiosis of exhibition, conference and networking. This includes presentations of the latest market-driving trends and innovations, discussions and lectures on current industry topics, as well as an exciting supporting programme.

spoga horse also offers you the unique opportunity to network with our international visitors and the chance to acquire new customers and maintain existing contacts.





# Forum of the industry.

## SPOGA HORSE - THE INTERNATIONAL MEETING POINT

The internationality and high concentration of decision-makers are fundamental to the spoga horse success story. Anyone who wants to market their product beyond national borders is in the right place at this marketplace. The future is being shaped here - together.

## EXHIBITORS - THE OVERVIEW OF THE INDUSTRY

More than 430 international manufacturers from over 30 countries present their new products and most innovative supplies at spoga horse and thus determine the trends of the future.

Present your new products to the worldwide horse industry. You have the perfect stage for you to showcase your range here in Cologne.

You can present your products to the international trade visitors in different product worlds.

**spoga horse is being staged live  
in Cologne from 04. - 06.02.2023  
and via spoga horse @home.**

- ✦ **CLOTHING FOR RIDERS**
- ✦ **EQUESTRIAN SPORT ACCESSORIES**
- ✦ **CARE, HEALTH AND FEED**
- ✦ **SADDLES AND LEATHERWEAR**
- ✦ **STABLE, Paddock AND TRANSPORT**
- ✦ **GIFT ITEMS**
- ✦ **SPECIAL TOPICS**
- ✦ **SERVICES**



# The visitors - the basis for your business.



The trade visitors at spoga horse come from more than 100 countries. You won't find a better platform to present your assortment to the international audience and to increase your order business.

## THE QUALITY AND RANGE OF THE TRADE VISITORS AT SPOGA HORSE IS UNIQUE.

- 76% of all visitors are TOP decision-makers
- 64% come from outside Germany
- 92% recommend visiting spoga horse to others

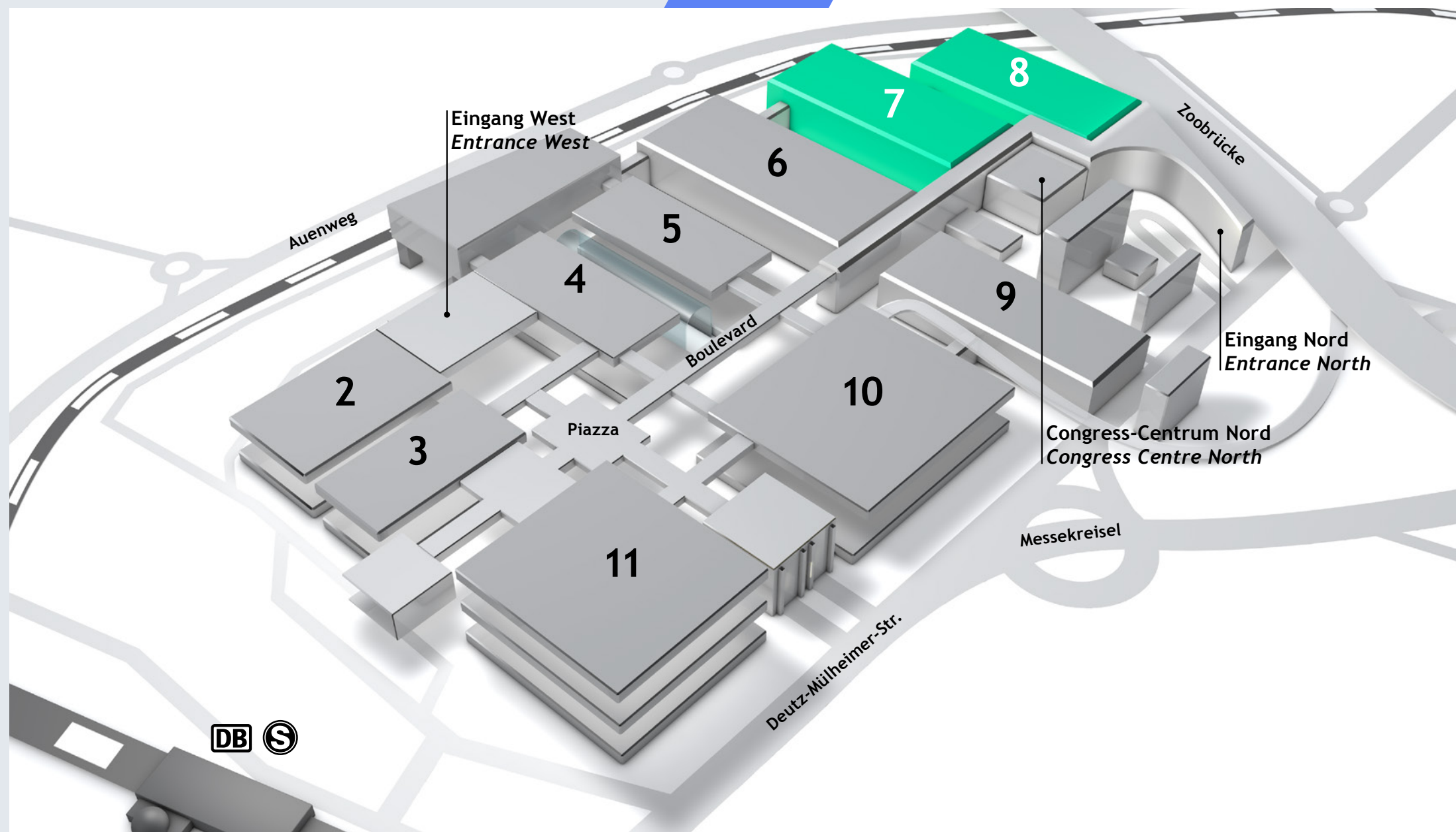
## SPOGA HORSE TRADE VISITORS COME FROM ALL RELEVANT INDUSTRY SECTORS.

- Specialist retailers/wholesalers
- Retail trade
- Wholesale trade
- Department stores
- Online retail
- Import/Export
- Discounters
- Associations/institutions
- Professional



# Floor plan.

**COLOGNE**  
04.-06.02.2023



# spoga horse 2023 – the event programme.

## THE STAGE

A new and big, multifunctional stage will offer plenty of room and space for product presentations and discussion panels. Whether the spoga horse FASHION WALK, the presentation of the winners of the spoga horse TOP INNOVATIONS, discussions about the overarching trend topic or current talks in the eCommerce forum.

## SPOGA HORSE TOP INNOVATIONS

The future starts here. The best innovations of the industry are presented at spoga horse. The 30 most innovative products of a season are nominated by a renowned and independent

jury and the 5 most innovative products win the competition. These innovative products will be presented to the entire spoga horse audience on the BOULEVARD OF INNOVATIONS - with its central location at the trade fair. Make sure you are on board with your products!

## POS INSPIRATION

In the scope of the different themes, we offer national and international dealers creative ideas on current trends and present them in a colourful, cosmopolitan way. Gain insights and inspiration for your own shop.



## “FUTURE IN MOTION”

An overriding trend theme will accompany spoga horse in future and will thus offer a framework for discussion on current developments and innovations. The theme FUTURE IN MOTION highlights the fact that the rapid developments within the industry go hand in hand so to say with the rapid developments across the globe. spoga horse 2022 has established itself as THE platform which enables such developments to be addressed jointly.

**future in  
motion**

## SPOGA HORSE NIGHT

A joint industry evening on the penultimate day of the trade fair with music and refreshments certainly shouldn't be missing either. The exchange experienced on such evenings is incomparable to anything else in the world.

Be there and register for the FASHION WALK and the spoga horse TOP INNOVATIONS!  
For further information visit  
[www.spogahorse.com/events](http://www.spogahorse.com/events)

# Registration.

## HAVE WE SPARKED YOUR INTEREST?

Please find further important information for your planning below.

**Further information**

Feel free to drop by on **our website** and find out more about spoga horse 2023.

**To the website**

## YOUNG, INNOVATIVE COMPANIES

Companies that are new to the market will also find a place at spoga horse. Take a look at the programme for young innovative companies on our website and benefit from up to 60% cost absorption by BAFA.

## MARKETING VILLAGE

Media companies, organisers or service providers can draw attention to themselves here. With a small presence without own staff you can make sure you are visible to the visitors and exhibitors of spoga horse.

**Further information**



# Prices.

## STAND PRICES

- **200 €/sqm** at the early bird rate up until 26 August 2022
- **225 €/sqm** at the regular rate since 27 August 2022 onwards

We will also be glad to take care of the stand construction for you. Get to know our complete stand packages comprising of the area, electricity and stand construction and acquire your exhibition stand stress-free:

## STAND BUILD UP

- **Economy** from 136.20 €/sqm
- **Smart** from 143.00 €/sqm
- **Premium** from 214.00 €/sqm



**NEW NOW: DIGITAL AND BORDERLESS**

# spoga horse @home.

The digital event platform for targeted  
business and networking -  
worldwide and with extensive exposure!

All info: [spogahorse.com/home](https://spogahorse.com/home)



All on-site  
exhibitors  
automatically  
have a digital trade  
fair presence

## MORE EXPOSURE FOR YOUR SUCCESS

[WWW.SPOGAHORSE.COM](https://www.spogahorse.com)

## YOUR BENEFITS

**AT SPOGA HORSE @HOME BE THERE  
DIGITALLY FROM FEBRUARY TO APRIL 2023!**

- Added interest in your existing or new products and brands.
- Global presence and networking beyond the days of the trade fair.
- Little additional investment for international reach.
- Media attention and expansion of your community.
- Efficient lead generation via the Showroom, the event programme as well as via the Product Stage and the networking function.
- Professional digital presence also for one's own channels.
- Digital access to the largest global industry network of spoga horse.

**Also possible:** A purely  
digital participation.

For further information see [spogahorse.com](https://spogahorse.com)

# Contact.



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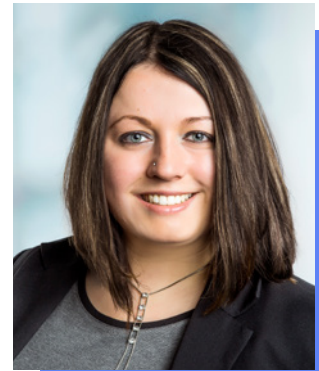


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