



EUROHORSE GIVES YOU THE MOST HORSEPOWER FOR YOUR MONEY.

**WELCOME TO NORTHERN EUROPE'S BIGGEST
VENUE FOR ALL HORSE LOVERS**

**22-25 FEBRUARY, 2024
THE SWEDISH EXHIBITION &
CONGRESS CENTRE, GOTHENBURG**



EUROHORSE®



EUROHORSE IS THE ABSOLUTE HIGH POINT OF THE YEAR FOR ALL HORSE AND EQUESTRIAN SPORTS ENTHUSIASTS

Visitors gather here from all over the country, primarily from southern and central Sweden. In addition to sharing a genuine interest in horses, they are dedicated, committed and have plenty of purchasing power.



In 2023 the average visitor bought items for about **2700 SEK.**

We had **76 330** visitors and **200** exhibitors from **13** countries.

FACTS

90% of exhibitors scored their overall impression as very good/good

92% of exhibitors plan to exhibit next time

85% of the exhibitors met their goals with their participation

THE AVERAGE VISITOR

bought items for about **2 700 SEK**

87% rated their overall impression as very good/good

94% bought something at EuroHorse

26% plan to buy items after their visit



WHY EXHIBIT AT EUROHORSE 2024?

- Do good business at a fair where visitor purchasing power increases year on year
- Gain exposure for your brand and strengthen it directly within your target group
- Check out the competition: meet colleagues from the industry
- 80 000 equestrian enthusiasts at the venue
- Everything under one roof: fair, competitions, hotel and restaurants



SWEDEN – ONE OF EUROPE'S MOST HORSE-DENSE COUNTRIES

Sweden is one of the most horse-dense countries in Europe. The country has enjoyed significant success in equestrian sports, contributing to a widespread interest in horses. Sweden has a large number of business activities relating to horses and equestrianism, including shops (goods and equipment), vets, trainers, feed and bedding, horse shoeing, accommodation, breeding and rearing, transportation and events. Horse-related products are in high demand, and the Swedish horse industry makes a direct socio-economic contribution of 31.3 billion (SEK) (2016). In a report from 2004, the corresponding figure was estimated at 20 billion. This increase in sales is not only ascribable to a rise in the number of horses, but also to the fact that each horse generates higher spending/sales today than previously.



BRIEF FACTS

- Sweden has a horse population of roughly 360 000
- The horses are in approximately 75 000 locations
- The Swedish horse industry's direct socio-economic contribution is SEK 31.3 billion
- The impact of Sweden's horse industry represents 0.5% of the GNP
- The industry generates 16 900 year-round jobs
- With the inclusion of knock-on effects, turnover amounts to SEK 72.0 billion and 38,000 year-round jobs

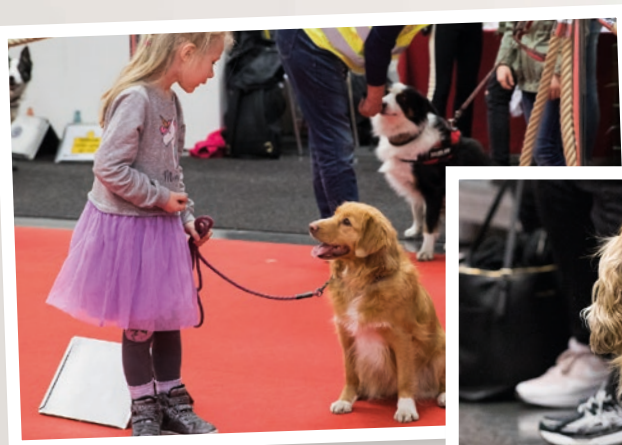
Source: *Hästnäringen i siffror (The horse industry in figures) (2018)*.
For more information visit: www.hastnaringen-i-siffror.se

HORSE OWNERS

65% of our visitors own horses. This is a strong target group, and a large share of them plan their purchases before visiting EuroHorse.

NEARLY HALF OF THE VISITORS HAVE DOGS

42% of visitors at EuroHorse have a dog. There is strong interest in our dog-related products and services, and we have a large area for dog displays.





WATCH OUR VIDEO



**LIZA ALVAREZ,
LANTMÄNNEN KRAFFT**

– We received a lot of interest at the fair. Especially for our new product Gastromash, which balances the gastrointestinal tract. For us, as Sweden's largest feed supplier, EuroHorse is a very important meeting place. Our target audience is here, they can ask their questions directly to our feed advisors, and we can establish long-term customer relationships here. We will of course be back next year.

**LOUISE FAGERSEN,
FAGER DESIGN**

– We sell customised bits in various materials, including titanium, and launched an exciting combination bit at this year's fair. Every horse is different, and we work with pressure points when developing the bits. We also showed a new clothing collection in a stylish design. The interest was huge, and we are more than satisfied.

**JENNY PETERSON,
JENNY P**

– This year we launched functional make-up for girls working with horses – foundation, powder, lip gloss, concealer, eyeliner, mascara. You can be active in it, sweat and still feel fresh. It's special to exhibit here at the fair. People are walking around and are happy, it's a party atmosphere. We've had an enormous amount of interest. Everything is great!

**ROBERT KOS,
STIERNA EQUESTRIAN SPORTSWEAR**

– We target outdoor riders and sell technical riding clothes with very high density. Whatever the weather, you always stay dry. Every day is a great riding day, we say. This year's EuroHorse has been very good. There has been pent-up demand. We have had an unusually large number of visitors and are very pleased.

**INA FORSSÉN,
POMME EQUESTRIAN**

– It's important for us to meet our customers face to face, as we sell online. EuroHorse gives us that opportunity. We are a young company that sells customised riding clothes with a modern look: flexible, very stretchy materials, with a focus on function. For example, high-waisted riding trousers. This year's fair was perfect for us.

**CECILIA LORENZ,
WESTERN TACK & FASHION**

– For us it was the first year at EuroHorse – but not the last! We've sold lots of hats, boots and riding jeans. Especially from exclusive brands like Ariat and Rock & Roll Denim. It has exceeded all expectations, absolutely marvellous. We were quick to book space for next year.

ARENA ADVERTISEMENTS

DIGITAL SCREEN ABOVE THE MAIN ENTRANCE (ENTRANCE 5 – OUTDOOR)

- One slide in a loop
- Price: SEK 50 000
- One exhibitor has exclusive rights

DIGITAL SCREEN AT THE MAIN ENTRANCE (ENTRANCE 5)

- One image in a loop
- Price: SEK 25 000
- Max three exhibitors

THE CLOAK ROOM IN THE MAIN ENTRANCE (ENTRANCE 5)

- One printed poster
- Price: SEK 20 000
- One exhibitor has exclusive rights

THE ARCADE CORRIDOR PILLARS

- One image in a loop
- Price: SEK 15 000
- Max three exhibitors

ADVERTISING - TOILET DOORS

- All toilet doors
- Price: SEK 15 000
- Size: A4, placed in frames on the doors
- One exhibitor has exclusive rights

MOBILE SCREENS INSIDE THE EXHIBITION

- One image in a loop on 4 different screens
- Price: SEK 15 000
- Max three exhibitors

SWING DOORS – MAIN ENTRANCE (ENTRANCE 5) – LARGE

- Promoting your company with stickers
- Price SEK 35 000
- One exhibitor has exclusive rights

SWING DOORS – MAIN ENTRANCE (ENTRANCE 5) – SMALL

- Promoting your company with stickers
- Price SEK 25 000
- One exhibitor has exclusive rights

GIVE AWAYS, PRODUCT DISTRIBUTION

- Your company's give away is distributed in one of the entrances to the visitors
- Price SEK 10 000
- One exhibitor has exclusive rights



Production costs and advertising tax may be added

RESERVE YOUR PLACE TODAY AT EUROHORSE 2024

If you want a really good location at EuroHorse on 22–25 February 2024, make sure you book your stand in time. Contact us today!



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