

PARTNER PFERD

show expo sport

16-19 January 2025



LEIPZIGER
MESSE

EN♦GARDE
Marketing

EXHIBITOR INFORMATION

Welcome to the **27th edition of PARTNER PFERD** in Leipzig - one of the largest indoor events in the world. This experiential trade fair offers a unique blend of top-level international tournament sports with world-cup qualifiers in jumping and driving, entertaining special shows, a comprehensive exhibition with informative forums and an exciting children's adventure world as well as an action ring with all kinds of equine demonstrations.

COME AND JOIN US AND BE PART OF THIS TOP-CLASS EVENT

The advantages of PARTNER PFERD:

Personal customer service • Attracting new customers • Direct sales (B2C) • Presenting your products and services

THE THREE ATTRACTIONS AT PARTNER PFERD



It's Showtime!

- Varied show programme
- Sparkasse Sports Gala on 17.01.2025
- Leipzig Horse Night on 18.01.2025



50,000 m² of exhibition space:

- Multifaceted exhibition & accompanying programme:
- Forums, „Reiterstübchen“ and special exhibitions
 - Action Ring • Children's Adventure World



Sporting highlights:

- Sparkasse Leipzig Grand prix
- Longines FEI Jumping World Cup™
- FEI Driving World Cup™

OUR TOP REASONS

- Impressive mix of shows, expo and sport
- Experiential trade fair concept with a varied programme of events offering a platform for tournament riders, hobby riders and horse-lovers of all ages and disciplines
- The perfect place to present your products and services supported by comprehensive first-class services and an excellent infrastructure

EXHIBITOR STATEMENTS 2024

Amazingly Successful Exhibition Stand

"As an online college that offers advanced training for riders, veterinarians and therapists, our first appearance at PARTNER PFERD has been a complete success. The professional visitors showed great interest and we received plenty of bookings."

Claudia Weingand, CEO, Osteo Dressage, Dischingen (Bavaria)

Nothing Beats a Personal Conversation

"As a company based in Munich, we have mostly focused on the south of Germany so far, but we have also been to the north, and now we are in the east for the first time. We were able to connect well with the customers here and are thrilled with all the personal conversations we have had. After all, there is not really anything to replace them."

Cora Welsch, Product Manager, Riders Deal/Riders Choice, Munich

Totally Satisfied

"We love the atmosphere and have been getting together with professional visitors and equestrian sports enthusiasts here for years. For us, our stand at PARTNER PFERD works beautifully and we couldn't be happier."

Christoph Dewender, Owner, Aquinesse Reitsport, Bochum

High Proportion of Professional Visitors

"As a long-time exhibitor, we know PARTNER PFERD very well and appreciate its combination of international and national sport with a social programme and shopping experience."

Katharina Jakob, Marketing Director for the Stiefel brand, Innopha GmbH, Wadern (Saarland)





IMPRESSIVE TERMS AND RATES!

Exhibition space until 31 August 2024 (Early-bird rates)

Row stand EUR 102.00/m²

Corner stand EUR 104.00/m²

Peninsula stand EUR 109.00/m²

Island stand EUR 112.00/m²

from 1 September 2024 (Placement begins)

Row stand EUR 112.00/m²

Corner stand EUR 114.00/m²

Peninsula stand EUR 119.00/m²

Island stand EUR 122.00/m²

All prices plus EUR 0.60/m² AUMA fee, media flat rate of EUR 125.00 and waste disposal fee EUR 35.00 and VAT.

STARTUP STAND PACKAGE OFFER for first-time exhibitors:
6 m² for € 1,299
DETAILED INFORMATION HERE:



YOUR REGISTRATION

Simply use our online registration for booking. Fast, easy and direct:
www.partner-pferd.de/en/exhibit/dont-miss-out-on-exhibiting



REGISTER HERE

FACTS & FIGURES 2024

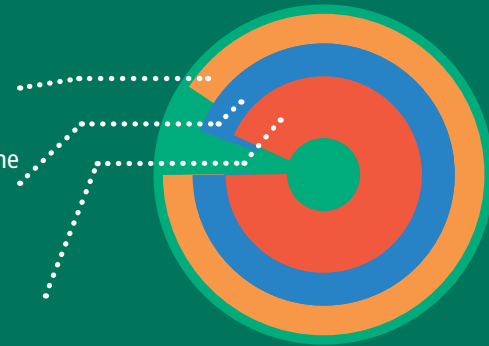
Source: Exhibitor questionnaire 2024; Gelszus Messe-Marktforschung GmbH, Dortmund



94 % achieved their goals in 2024

94 % would recommend the trade fair to others

85 % plan to participate again in 2025



WE ARE HAPPY TO HELP!



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