



**AT EUROHORSE YOU GET THE MOST
HORSEPOWER FOR YOUR MONEY.**

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

22–25 FEBRUARY 2018
SWEDISH EXHIBITION & CONGRESS
CENTRE, GOTHENBURG



EUROHORSE

Allt för dig och din häst



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

Enthusiasts gather here from all over Sweden as well as other parts of Europe. In addition to sharing a genuine interest in horses, they are dedicated, committed and have plenty of purchasing power.



In 2017 the average visitor bought items to the value of around **SEK 2,500** and this continues to be the highest total ever.

We had **78,810** visitors and **220** exhibitors from **15** countries.

EXHIBITOR FACTS 2017

79% of exhibitors rated their overall impression as Very good/Good.

74% rated the number of visitors as Very good/Good.

75% plan to exhibit in 2018 as well

VISITOR FACTS 2017

SEK 2,500 was the average value visitors bought items for

91% rated their overall impression as Very good/Good

85% would recommend others to visit the fair

92% of visitors bought something at the fair

84% plan to visit EuroHorse 2018



WHY EXHIBIT AT EUROHORSE 2018?

- 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



GAIN EXPOSURE FOR YOUR COMPANY

We offer exciting and relevant channels for promoting yourself and your brand, e.g. adverts in newspapers and on the web. At the fair there will also be opportunities for exposure at highly visible locations around the fair area (in addition to your stand).

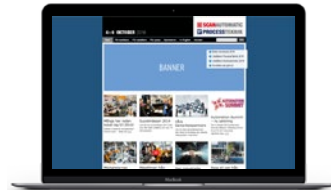
DIGITAL CHANNELS



App



Screens



Website

PRINT MEDIA



Official magazine



Signs

OPPORTUNITIES FOR GAINING EXPOSURE AT THE VENUE



Welcome pack/
bag



Wardrobe -
distribution of give-
aways



Distribution of
brochures etc.



Sponsored lectures



Advertising
roll-ups

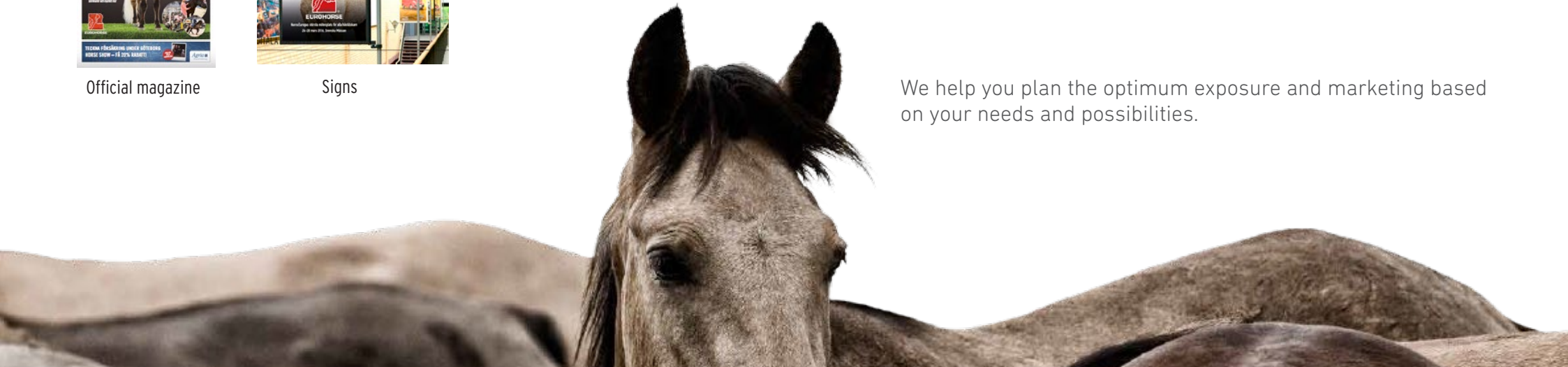


Outdoor space



Entrance flags

We help you plan the optimum exposure and marketing based on your needs and possibilities.



HORSE OWNERS

79% of our visitors (62,260) own horses. This is a strong target group, and a large share of them plan their purchases before visiting EuroHorse.

50% OF THE VISITORS HAVE DOGS

More than 50% 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. See our special offer for exhibitors with **dog products**.





WATCH OUR VIDEO



Ulrika Tågerup,
Team leader, Svealand Djurförsäkring

"Here we can meet customers, network and forge valuable industry contacts."

Monica Sjöswärd,
CEO Horsemeup.se

"EuroHorse has a huge amount of visitors and a great atmosphere. Everyone's here to shop for equipment for horses and equestrian sports."

Erik Behrens,
CEO ALFAB AB

"EuroHorse is a major event for us. We have been exhibiting here for 15 years. It attracts crowds from all over Sweden and provides us with a direct sales channel."

Jenny Jacobsson,
Head teacher, Naturbruksgymnasiet

"EuroHorse is a very important event for us. We have a mission to develop the horse industry, in terms of both research and future workforces, so this is the perfect forum for us."

RESERVE YOUR PLACE TODAY AT EUROHORSE 2018

If you want a really good location at EuroHorse on 22–25 February 2018, make sure you book in time. Contact us today!



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