



EUROHORSE GIVES YOU THE MOST HORSEPOWER FOR YOUR MONEY.

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

**24-27 FEBRUARY, 2022
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.

The average visitor spends roughly **25%** of their annual expenditure for equestrian and riding goods at EuroHorse

In 2020 the average visitor bought items for about **2 100 SEK.**

We had **78 733** visitors and **200** exhibitors from **14** countries.



FACTS 2020

73% of exhibitors scored their overall impression as very good/good

91% of exhibitors plan to exhibit in 2020 as well

69% of exhibitors expect to increase their sales after the fair as a result of participating

THE AVERAGE VISITOR

bought items for about **2 100 SEK**

88% rated their overall impression as very good/good

94% bought something at EuroHorse

26% plan to buy items after their visit

95% plan to visit EuroHorse 2020



WHY EXHIBIT AT EUROHORSE 2022?

- 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
- 85 000 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

57% 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

49% 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



**SOFIA APOY,
RS EQUESTRIAN**

– This was our third year exhibiting at EuroHorse and our best year yet. The interest was enormous!

**LOUISE FAGERSEN,
FAGER DESIGN**

– This was our second year at EuroHorse and our stand was unbelievably busy. We sell bits that we design ourselves, and we got a lot of questions about which bit is best for a particular horse. Every horse is different, and we work with control points when designing our bits. Our blue titanium bits were particularly successful. Next year we plan to double our range of bits, and we'll also add clothes and a new breakaway halter. I think we'll need a bigger stand for EuroHorse 2021!

**JENNY PETERSON,
JENNY P**

– Wow, this fair was completely bananas! The interest in our products was unbelievable, especially our stretchy belts in about two hundred different colours. We increased our sales by over 300 percent at this year's EuroHorse. That says it all! We're delighted and have already booked the same stand for next year. But we'll need more staff next time to deal with all the customers.

**PETER JANSSON,
KINGSRÖD**

– This year's EuroHorse was our best so far. A week after the fair, we'd sold twelve horseboxes costing around half a million kronor and a larger horsebox for about four million kronor. We also got a lot of new exciting leads. In other words, it was a great success. We'll definitely be back for EuroHorse 2021.

**PEDER SCHIÖLER,
ABETONG**

– It's important for us to exhibit at EuroHorse so people in the sector know what we have to offer. We supply prefabricated parts and materials as well as complete stables. We discussed a wide range of solutions at the fair, from small stables for 4–5 horses to units for up to around 50 horses. These processes take time, but we know from experience – we exhibit at EuroHorse every year – that these positive meetings often lead to future deals.

ARENA ADVERTISEMENTS

DIGITAL INFORMATION BOARDS

- Row of pictures (max. 7 pictures in total)
- Max. 3 exhibitors

Price: SEK 6 000

TOILET ADVERTISEMENTS

- Roughly 60 toilets, 1/3 of total quantity per exhibitor
- Size: A4
- Max. 3 exhibitors

Price: SEK 7 000

DIGITAL SCREEN AT MAIN ENTRANCE

- One picture as part of a row
- Max. 3 exhibitors

Price: SEK 6 000

PROMOTIONAL MESSAGE ON TICKETS

- Approx. 8 000 tickets

Price: SEK 8 000

MAIN ENTRANCE DOORS

- One exhibitor

Price: SEK 25 000

Are you interested?

Contact our team for more information.



Production costs and advertising tax may be added

RESERVE YOUR PLACE TODAY AT EUROHORSE 2022

If you want a really good location at EuroHorse on 24–27 February 2022, make sure you book your stand in time. Contact us today!



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