



Meet over 75,000 equestrian enthusiasts

Meet the equestrian audience at Northern Europe's largest meeting place for horse lovers – while the FEI World Cup™ Finals in dressage, jumping and vaulting take place in Gothenburg.



EuroHorse

24-28 MARCH 2027
THE SWEDISH EXHIBITION &
CONGRESS CENTRE, GOTHENBURG

EuroHorse is the absolute high point of the year for all horse and equestrian sports enthusiasts

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

We had **73,000** visitors and **175** exhibitors from **10** countries.

In 2026 the average visitor bought items for about SEK **2,200**.



Facts

80% of exhibitors scored their overall impression as very good/good

88% of exhibitors plan to exhibit next time

73% of the exhibitors met their goals with their participation

The average visitor

bought items for about SEK **2,200**

91% rated their overall impression as very good/good

92% bought something at EuroHorse

40% plan to buy items after their visit



Why exhibit at EuroHorse 2027?

- A unique opportunity to engage with a large community of horse enthusiasts in a single location.
- An exceptionally strong visitor year – the world's elite will gather in Gothenburg for the triple FEI World Cup™ Finals, expected to attract even more horse lovers to the exhibition.
- Make profitable deals at the fair, where purchasing power stays strong year after year.
- Do business directly on the exhibition floor. In 2026, the average visitor spent approximately 2,200 SEK.
- EuroHorse is arranged alongside the Gothenburg Horse Show, one of the world's leading indoor equestrian competitions. Everything is gathered under one roof – the exhibition, competitions, restaurants, hotels, and more.
- Gain exposure for your brand and strengthen it directly within your target group.



Sweden – one of Europe's Most horse-dense countries

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 socioeconomic contribution of 32 billion SEK (2019).



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 32 billion.
- The impact of Sweden's horse industry represents 0.5% of the GDP.
- The industry generates 18,000 year-round jobs.
- With the inclusion of knock-on effects, turnover amounts to SEK 72 billion and 38,000 year-round jobs.

EuroHorse attracts horse enthusiasts from all over Sweden, as well as from other parts of Europe and the world. The typical visitor has a strong interest in equestrian activities, with multiple family members involved in riding, and is a member of an equestrian club.

More than half of the visitors own a horse

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

40% 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.



What the exhibitors say

**Hampus Carlsson, Event Coördinator,
Försvarsmakten**

”

There are a lot of people and many great conversations. It is a fantastic target group here, engaged visitors who are curious and want to take action. For us, it is about being visible and generating interest in the Swedish Armed Forces.”

**Maja Gärdström, Tournament Sales
Coordinator, Maya Delorez**

”

There are a lot of people – full speed – and it is really good for our business to be here. We are usually only online, so being able to come here and meet customers in person, let them try the products and hear their feedback makes a huge difference.”

**Elin Mattsson, Owner,
Birger and Company**

”

We are new to the market and work with our own material that not many people are familiar with. At EuroHorse, we reach the right people, both riders and regular horse owners. For us, it means a great deal to be here – to be able to talk to people on site and really understand what they want.”

**Frida Thulin, Regional Manager,
Agria Djurförsäkring**

”

There has been a lot of activity in the stand. EuroHorse is of great value to us, giving us this level of visibility and helping us reach more people. Many visitors have come by to review their insurance policies and have also taken out new ones, so it feels very positive.”

**Linda Gustafsson, Owner,
Dressyrbutiken**

”

It has exceeded our expectations. We had a target – and we have already reached it. It means so much to be able to show that we exist, meet so many horse people, and both make new contacts and reconnect with old ones.”

**Karolin Ström, Sales Representative,
Myrby Stallinredning**

”

At this year's EuroHorse, we have received concrete leads and many quotes to follow up on when we get home. For us, a few really good customers are enough – we focus more on quality than quantity.”

Venue Advertisements

Digital Screen at Entrance 5

- One image in a loop
- Price: SEK 20,000
- Max three exhibitors

The Cloak Room Entrance 5

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

The Arcade Corridor Pillars

- One image in a loop
- Price: Contact for quotation
- Max three exhibitors

Advertising – Toilet Doors

- All toilet doors
- Price: SEK 30,000
- Size: A4, placed in frames on the doors
- One exhibitor has exclusive rights

Swing Doors – Entrance 5 – Large

- Promoting your company with stickers
- Price: SEK 40,000
- One exhibitor has exclusive rights

Swing Doors – Entrance 5 – small

- Promoting your company with stickers
- Price: SEK 25,000
- 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

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

Gothia Towers – Lobby Staircase

- Showcase your brand in one of Gothia Towers' most visible and high-traffic locations.
- Price SEK 25,000

Toilets – Mirrors

- Exclusive visibility on the mirrors inside the restrooms.
- Price SEK 25,000
- Level 1: 9 restrooms / 92 mirrors

Unlock even more exposure opportunities!

Contact Christian Pfolz for more information.

EuroHorse gives you the most horsepower for your money. Reserve your place today at EuroHorse 2027!

Want to secure a prime location during the 2027 finals year?

When the FEI World Cup™ Finals take place in Gothenburg, interest in EuroHorse is expected to be exceptionally high. Book your exhibition space well in advance – contact us today!



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