

PARTNER PFERD

show expo sport

17 – 20 January 2019

Sport, exhibition & show –
all under one roof!

More than 72,000
enthusiastic visitors await you!



Very good sales

A man in a dark quilted jacket and a woman in a black top are standing in a modern interior, likely a horse transporter. The man is looking at a large TV screen displaying a horse show. The woman is looking at the man. The room has wood paneling, a wooden table with a vase of yellow tulips, and a window looking out onto a night scene.

„PARTNER PFERD in Leipzig is always an extremely successful event for us to present our high-quality horse transporters to an interested audience. We can find target buyer groups here and can look forward to very good sales during the four days of the fair. The infrastructure in Leipzig, the organisation and above all the support by the project team is highly professional and satisfactory. Next year's trade fair participation is scheduled for us.“

Klaus Böswetter (Manager), AK Fahrzeugbau

PARTNER PFERD: a unique blend of elite sport, adventure and major exhibition

From 17 - 20 January 2019, Leipzig will welcome you to the 22nd PARTNER PFERD!

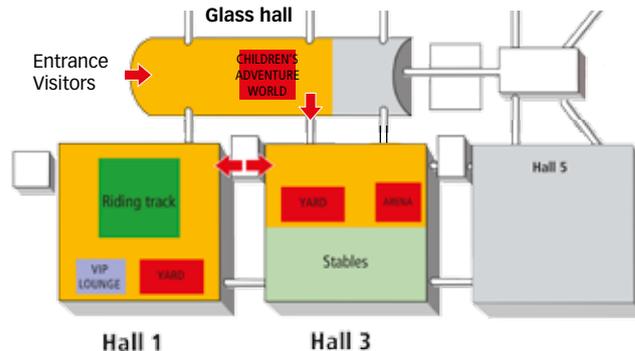
The combination of show, expo and sport is compelling:

- » Number of exhibitors: more than 250
- » Number of visitors: 72,900 (2018)
- » Gross surface area: 41,000 m²

PARTNER PFERD – one of the world's largest indoor events, with a unique blend of top-level international tournament sport with world cup qualifiers in jumping, driving and vaulting; a comprehensive exhibition; informative special shows and entertaining evening performances.

The indoor concept

Benefit from an attractive trade fair site with functional halls and cutting-edge infrastructure, perfect for a professional equestrian event.



SHOW



- Two entertaining evening events:
- » Sparkassen Sports Gala
- » Leipzig Equestrian Night

EXPO



- 41.000 m² Gross exhibition area with:
- » Sales exhibition
- » Special exhibitions
- » Arena with show demonstrations

SPORT



- The highlights include:
- » SparkassenCup
- » Longines FEI World Cup™ Jumping
- » FEI World Cup™ Driving
- » FEI World Cup™ Vaulting

Successful premiere

www.duralock.de



„We are exhibiting at PARTNER PFERD for the first time, and expanding our trade fair presence to Eastern Germany. We are very satisfied with our premiere in Leipzig so far. The combination of international equestrian sport and exhibition is a special advantage for us as exhibitors. We offer fences and gates for riding facilities and can specifically approach our target group for our products and increase brand awareness. Over the past few days, we have been able to advise and inform many visitors at our stand and expect good post-fair business. Our participation in the PARTNER PFERD was fully worthwhile for us and we can imagine being there again next year.“

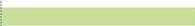
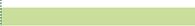
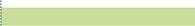
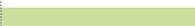
Lars Bröckelmann (CEO) Duralock Germany

Please join us and be a part of this first-class event!

The advantages of PARTNER PFERD:

- » Personal customer service
- » Acquisition of new customers
- » Direct sales (B2C)
- » Individual presentation of new products

The top ratings* from exhibitors at PARTNER PFERD speak for themselves:

Goal attainment		88 %
Expectations met		89 %
Repeat participation		91 %
Recommendation		91 %

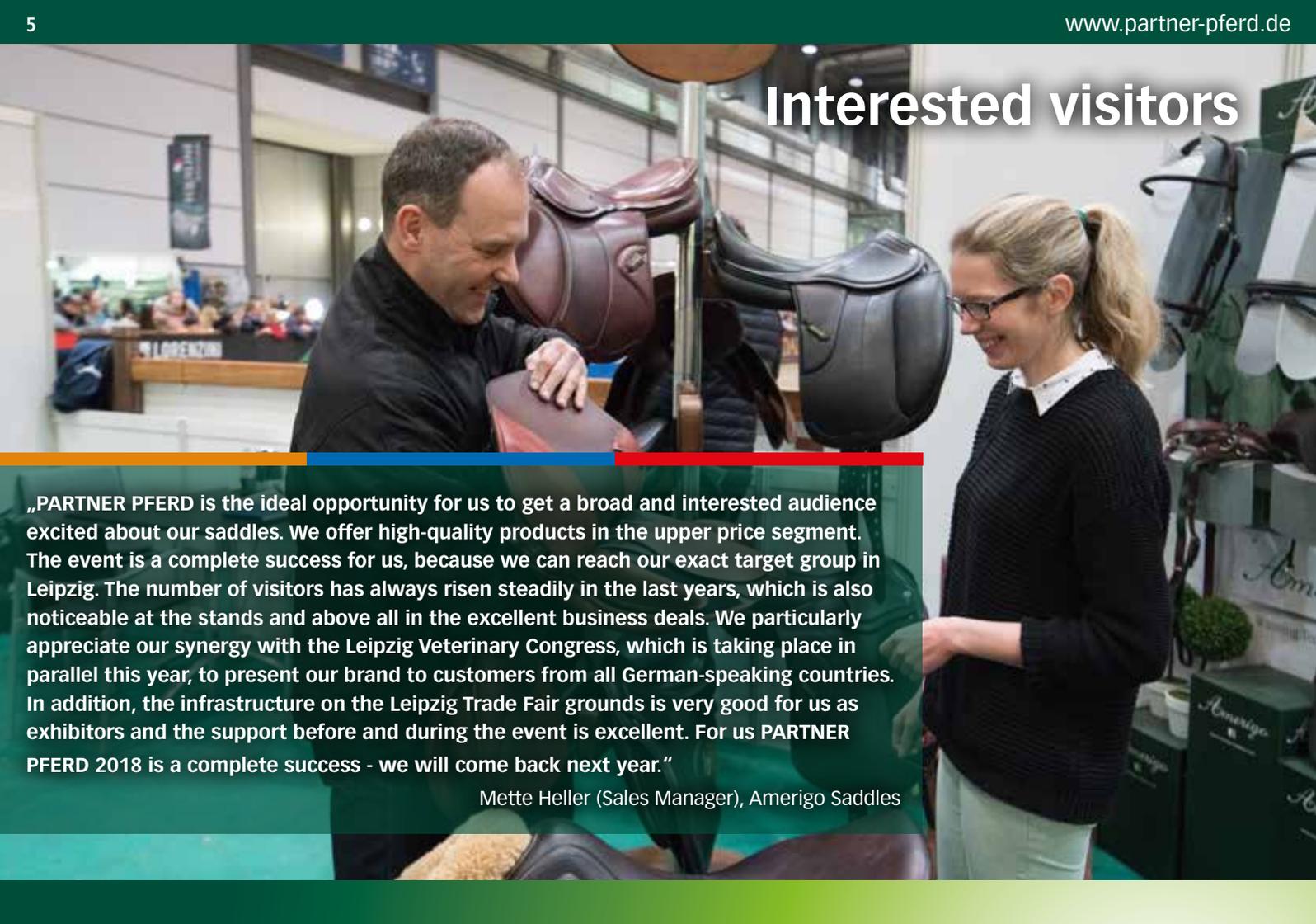
* Data relates to PARTNER PFERD 2018, source: Gelszus Messe-Marktforschung GmbH

PARTNER PFERD is:

- » Pure equestrian sport
- » A meeting place for equestrian sports fans
- » The best-attended equestrian sports expo in Central Germany



Interested visitors



„PARTNER PFERD is the ideal opportunity for us to get a broad and interested audience excited about our saddles. We offer high-quality products in the upper price segment. The event is a complete success for us, because we can reach our exact target group in Leipzig. The number of visitors has always risen steadily in the last years, which is also noticeable at the stands and above all in the excellent business deals. We particularly appreciate our synergy with the Leipzig Veterinary Congress, which is taking place in parallel this year, to present our brand to customers from all German-speaking countries. In addition, the infrastructure on the Leipzig Trade Fair grounds is very good for us as exhibitors and the support before and during the event is excellent. For us PARTNER PFERD 2018 is a complete success - we will come back next year.“

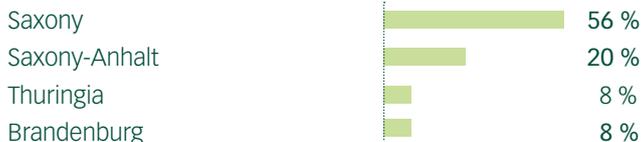
Mette Heller (Sales Manager), Amerigo Saddles

The TOP arguments for your participation:

- » The best-attended equestrian trade fair in Central Germany: in 2018, PARTNER PFERD had 72,900 visitors
- » Diverse visitor target groups thanks to the impressive combination of show, expo and sport
- » Successful sales conversations ensure good turnover
- » Attractive special exhibitions draw visitors with a broad range of interests

The catchment area of Central Germany*

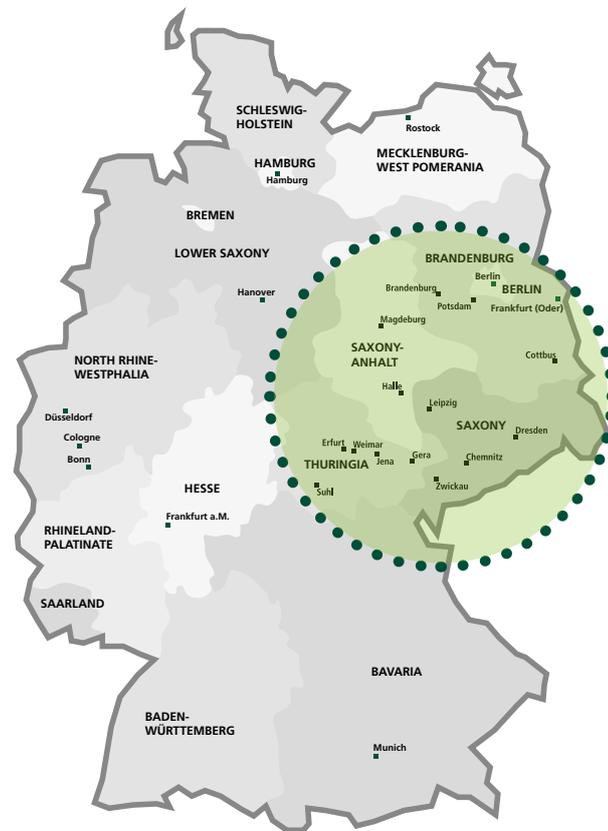
Visitor origins:



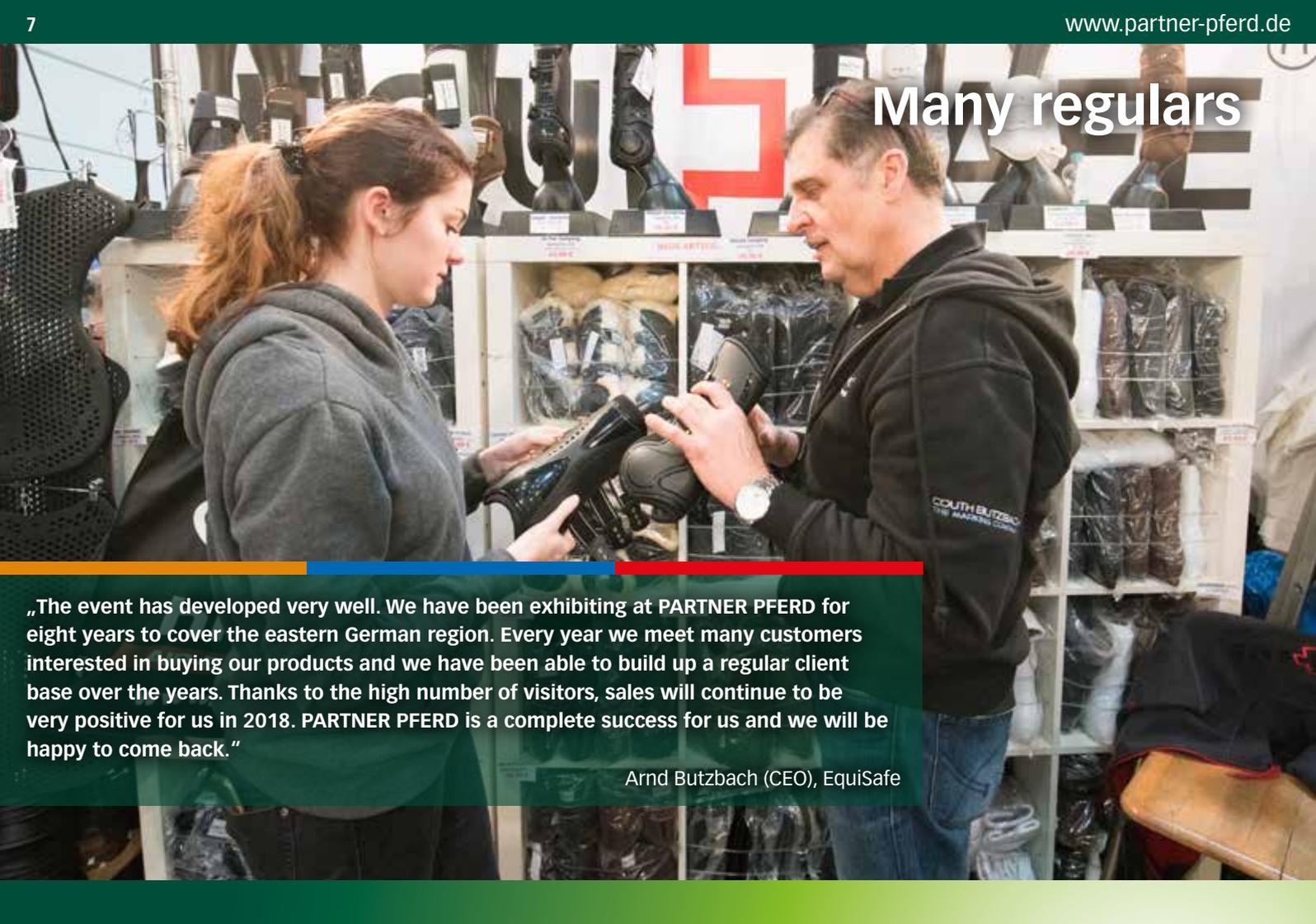
Distance from home town:



* Data relates to PARTNER PFERD 2018, source: Gelszus Messe-Marktforschung GmbH



Many regulars

A photograph showing a man and a woman in a store, likely a horse equipment shop, examining a pair of black horse boots. The man is wearing a black hoodie with 'COUTH BUTZBACH THE MARKING COMPANY' on the sleeve. The woman is wearing a grey hoodie. They are standing in front of shelves filled with various horse equipment, including boots and saddles. A red and white swastika symbol is visible on a wall in the background.

„The event has developed very well. We have been exhibiting at PARTNER PFERD for eight years to cover the eastern German region. Every year we meet many customers interested in buying our products and we have been able to build up a regular client base over the years. Thanks to the high number of visitors, sales will continue to be very positive for us in 2018. PARTNER PFERD is a complete success for us and we will be happy to come back.“

Arnd Butzbach (CEO), EquiSafe

Reaching the target group with great equestrian highlights!*

Active equestrian athletes		47 % of visitors
Horse owners		48 % of visitors
Interested in horses		40 % of visitors

Statements from the visitor survey*

... want to buy something during the event		86 % of visitors
... the trade fair visit proved to be worthwhile		93 % of visitors
... wish to revisit PARTNER PFERD		89 % of visitors
... will recommend PARTNER PFERD		95 % of visitors

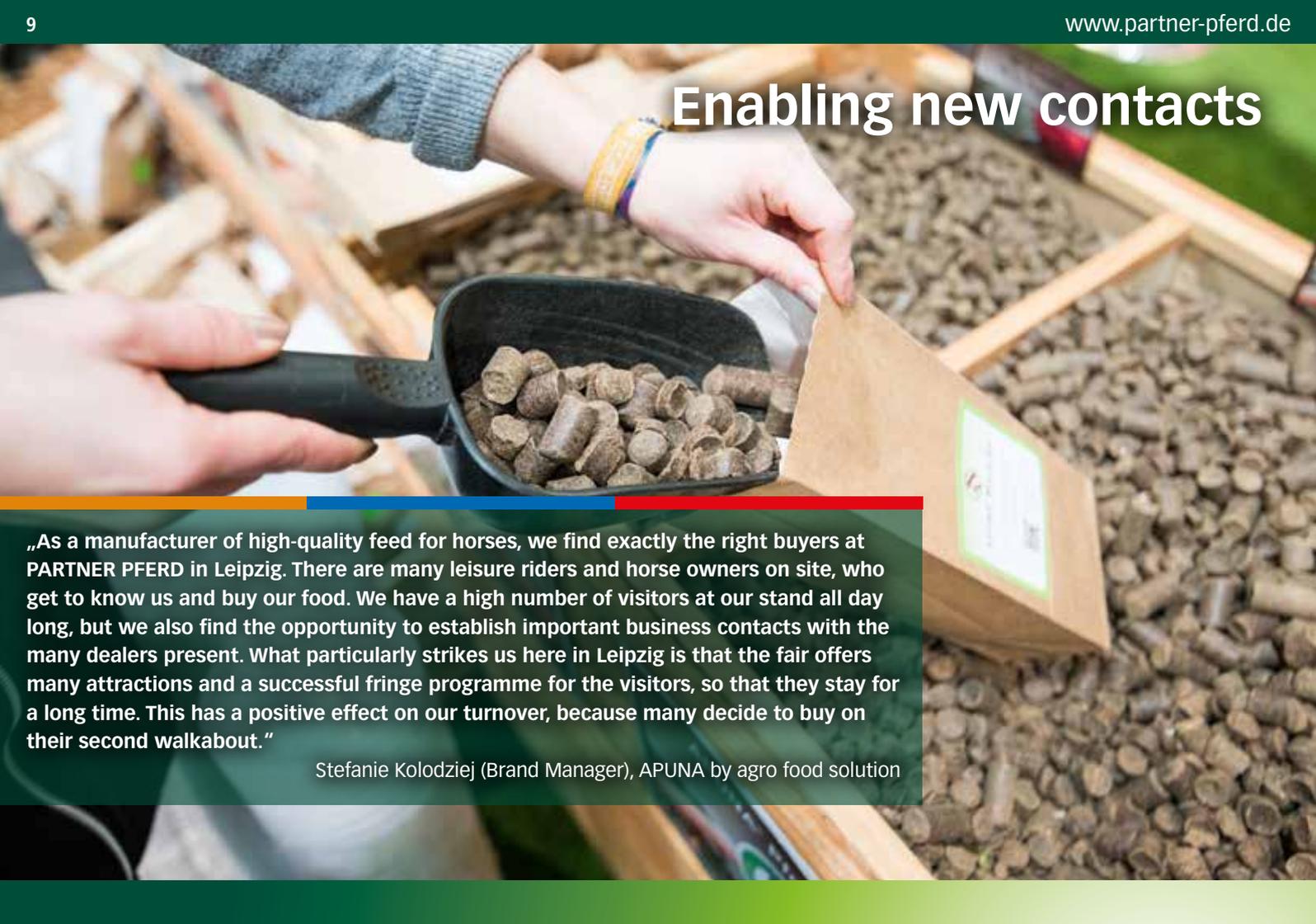
Visitor age distribution*

Up to 18 years		24 % of visitors
18 to 30 years		37 % of visitors
31 to 50 years		27 % of visitors
51 to 70 years		11 % of visitors
over 70 years		1 % of visitors

* Data relates to PARTNER PFERD 2018, source: Gelszus Messe-Marktforschung GmbH



Enabling new contacts

A close-up photograph showing a person's hands pouring dark brown, cylindrical horse feed pellets from a black plastic scoop into a brown paper bag. The background is filled with more of these pellets, suggesting a fair stand or a large container of feed. The person is wearing a grey sweater and a yellow and blue wristband.

„As a manufacturer of high-quality feed for horses, we find exactly the right buyers at PARTNER PFERD in Leipzig. There are many leisure riders and horse owners on site, who get to know us and buy our food. We have a high number of visitors at our stand all day long, but we also find the opportunity to establish important business contacts with the many dealers present. What particularly strikes us here in Leipzig is that the fair offers many attractions and a successful fringe programme for the visitors, so that they stay for a long time. This has a positive effect on our turnover, because many decide to buy on their second walkabout.“

Stefanie Kolodziej (Brand Manager), APUNA by agro food solution

Make contacts and hold sales conversations – utilise this platform and book your trade fair stand today!

Conditions	For registrations till 31/07/2018 (early bird rate)	For registrations from 01/08/2018
Row stand*	EUR 80.00/m ²	EUR 90.00/m ²
Corner stand*	EUR 82.00/m ²	EUR 92.00/m ²
Peninsula stand*	EUR 84.00/m ²	EUR 94.00/m ²
Island stand*	EUR 84.00/m ²	EUR 94.00/m ²
Rental box* (3.00 x 3.00 m)		EUR 95.00
Rental box* (2.65 x 2.65 m)		EUR 65.00
Initial bedding		EUR 20.00
Marketing fee		EUR 49.90
Waste disposal fee (stand)		EUR 19.00
Disposal (box)		EUR 20.00

*plus AUMA contribution EUR 0.60/m², all prices plus VAT



Save the date – make a note of these dates in your calendar!

X Starting 1 June 2018

Exhibitor stand allocation

Our tip: secure the early bird rate till 31 July 2018 and save EUR 10/m²!

X From 14 January 2019

Construction of stands

X 17 – 20 January 2019

PARTNER PFERD trade fair

We have strong partners supporting us:



FEI: Fédération
Equestre Internationale



Landesverband
Pferdesport Sachsen e.V.

We want your presentation to be a success!



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We look forward

to welcoming you

at the Leipzig Trade fair

for the large world cup event!

We will be happy to provide you

with an individual quote.

Please contact us!

All information can be found at:
www.partner-pferd.de