

PARTNER PFERD

show expo sport

15-18 January 2026



LEIPZIGER EN ♦ GARDE
MESSE Marketing

EXHIBITOR INFORMATION

Welcome to the **28th edition of PARTNER PFERD** in Leipzig - one of the largest indoor events in the world. Top-class international sport, fascinating shows and a comprehensive expo - this combination makes PARTNER PFERD one of the most popular and largest indoor equestrian events in the world.

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



© Thomas Hellmann

It's Showtime!

- Varied show programme
- Sparkasse Sports Gala on 16.01.2026
- Leipzig Horse Night on 17.01.2026



50,000 m² of exhibition space:

Multifaceted exhibition & accompanying programme:

- Forums • „Reiterstübchen“ • X-Trail
- Action Ring • Children's Adventure World



© Stefan Laifrenz

Sporting highlights:

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

OUR TOP REASONS

- Experience-orientated trade fair concept that presents the world of horses in all its diversity
- Established platform for competition and leisure 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 2025



The Icelandic horse village is developing rapidly

„As always, we are having a lot of fun, our development is going steeply uphill and the exhibitors are gaining more and more knowledge about our Icelandic horse village. Visitors are also heading straight to us. Our Icelandic horse village is fantastic advertisement for the animals. We will be back again next year. We can only commend the project team, they are always openminded and willing to give their all - no matter what idea you have.“

Juliane Knoop, Public Relations
IPZV Landesverband Mitteldeutschland

Post-Christmas business in Northern and Eastern Germany

„On Christmas many people receive money as a gift, so the timing of the fair works really well for us. The trade fair covers Eastern and Northern Germany for us. What also makes PARTNER PFERD special is the proximity to sport. The organisation is great. If you have any questions before and during the fair there is always someone on hand.“

Laura Eckes, Owner
EquiLE GmbH, Ivy Horsefashion



Friendly visitors open to our new brand

„It's our first time at PARTNER PFERD because we kept hearing how great the visitors and organisation in Leipzig are. We can confirm that! We reach our target group here, the audience is very friendly and open-minded to our new brand.“

Katrin Doerner, General Director
Renrød

Vehicles sold directly at the stand

„We have been actively visiting trade fairs for 20 years. For us Leipzig is interesting for two reasons: Firstly, it is the location that enables contact with customers in the east and north. The second point is the tournament atmosphere, which offers great charm and attracts visitors. The organisation of the trade fair is great and everyone is very keen.“

Klaus Dickenherr, General Director
Dickenherr Trucks & Trailers





Children's Adventure World



HORSE Forum



X-Trail



"Reiterstübchen"



Action Ring

IMPRESSIVE TERMS AND RATES!

Exhibition space until 31 August 2025 (Early-bird rates)

Row stand EUR 105.00/m²

Corner stand EUR 107.00/m²

Peninsula stand EUR 112.00/m²

Island stand EUR 115.00/m²

from 1 September 2025 (Placement begins)

Row stand EUR 115.00/m²

Corner stand EUR 117.00/m²

Peninsula stand EUR 122.00/m²

Island stand EUR 125.00/m²

All prices plus EUR 0.60/m² AUMA fee, statutory VAT and additional mandatory flat rates. You can find more detailed information on our website.

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 2025

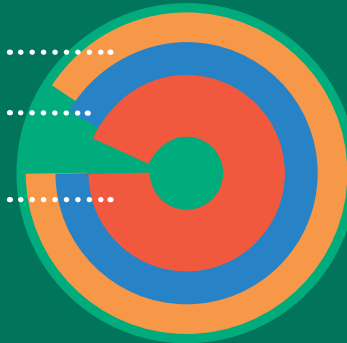
Source: Exhibitor questionnaire 2025; Gelszus Messe-Marktforschung GmbH, Dortmund



91% of expectations were met

93% plan to participate again in 2026

95% would recommend the trade fair to others



WIR SIND GERN FÜR SIE DA!



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