

# PARTNER PFERD

show expo sport



LEIPZIGER EN♦GARDE  
MESSE Marketing

## 14-17 January 2027

### EXHIBITOR INFORMATION

Welcome to the **29th 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 • Forum for exhibitors

### THE THREE ATTRACTIONS AT PARTNER PFERD



#### It's Showtime!

- Varied show programme
- Sparkasse Sports Gala on 15.01.2027
- Leipzig Horse Night on 16.01.2027



#### 54,800 m<sup>2</sup> of exhibition space:

Multifaceted exhibition & accompanying programme:  
• Forums • „Reiterstübchen“ • X-Trail • Startup Area • Action Ring • Children's Adventure World



#### 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 2026



### Huge response – Startup Area helped increase brand awareness

*„PARTNER PFERD feels like a home game for me [...]. Our booth is twice the size – which makes it twice as wonderful! Last year, I won the award for Best Startup, which fills me with pride, and the rush continued even after the trade fair ended. [...] The Startup Area has definitely helped us become more widely known. This year, we were partially overwhelmed and had to restock our products constantly.“*

Maria Kolloschek, Owner of Schleck & Snack

### We met many open-minded people

*„We were delighted to be part of the event in Leipzig for the first time as an exhibitor and met a great number of friendly and open-minded people. We had an excellent booth location, and many visitors came to us specifically [...]. They were eager to try out our products, for example by test-sitting on the new paddle, and to receive expert advice [...]. The collaboration with the project team was also very good and ran smoothly throughout.“* Conny Nacke, Trade Fairs & Events, Signum Sattelservice



### PARTNER PFERD is the flagship event in eastern Germany

*„PARTNER PFERD went extremely well for us – it already started with a surprisingly strong Thursday, and over the weekend it was outstanding at times. For us, PARTNER PFERD in Leipzig is the flagship event in eastern Germany. On the B2B side, we meet key partners; at the same time, we can further strengthen awareness of the Stübben brand and our products among end customers, and we are in direct exchange with the athletes we collaborate with.“*

Marvik Ebeling, Sales Director, Stübben

### Successful premiere at PARTNER PFERD Leipzig

*„We experienced a very successful premiere at PARTNER PFERD in Leipzig. Our brand originates from Sweden, and until now we have promoted it in Germany purely through digital channels – which makes it all the more important for us to meet our customers in person here. The audience is incredibly warm and welcoming and has responded very positively to our products.“* Klara Sollwedel, Country Manager DACH, Revolution Race





Icelandic Horse Village



Forum Exhibitor



X-Trail



"Reiterstübchen"



Action Ring

## IMPRESSIVE TERMS AND RATES!

**Exhibition space until 31 August 2026** (Early-bird rates)

**Row stand** EUR 107.00/m<sup>2</sup>

**Corner stand** EUR 111.00/m<sup>2</sup>

**Peninsula stand** EUR 116.00/m<sup>2</sup>

**Island stand** EUR 119.00/m<sup>2</sup>

**from 1 September 2026** (Placement begins)

**Row stand** EUR 117.00/m<sup>2</sup>

**Corner stand** EUR 121.00/m<sup>2</sup>

**Peninsula stand** EUR 126.00/m<sup>2</sup>

**Island stand** EUR 129.00/m<sup>2</sup>

All prices plus EUR 0.60/m<sup>2</sup> AUMA fee, statutory VAT, Marketing Basic Package: 139.00 € and Sustainability fee 6.50 €/m<sup>2</sup>. You can find more detailed information on our website.



**STARTUP STAND PACKAGE OFFER for first-time exhibitors:**  
**from 6 m<sup>2</sup> 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](http://www.partner-pferd.de/en/exhibit/dont-miss-out-on-exhibiting)



**REGISTER HERE**

## FACTS & FIGURES 2026

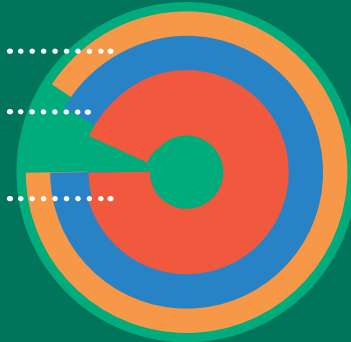
Source: Exhibitor questionnaire 2026; Gelszus Messe-Marktforschung GmbH, Dortmund



99 % would recommend the trade fair to others .....

98 % of expectations were met .....

96 % plan to participate again in 2027 .....



## WIR SIND GERN FÜR SIE DA!



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