

04.–06.02.2023

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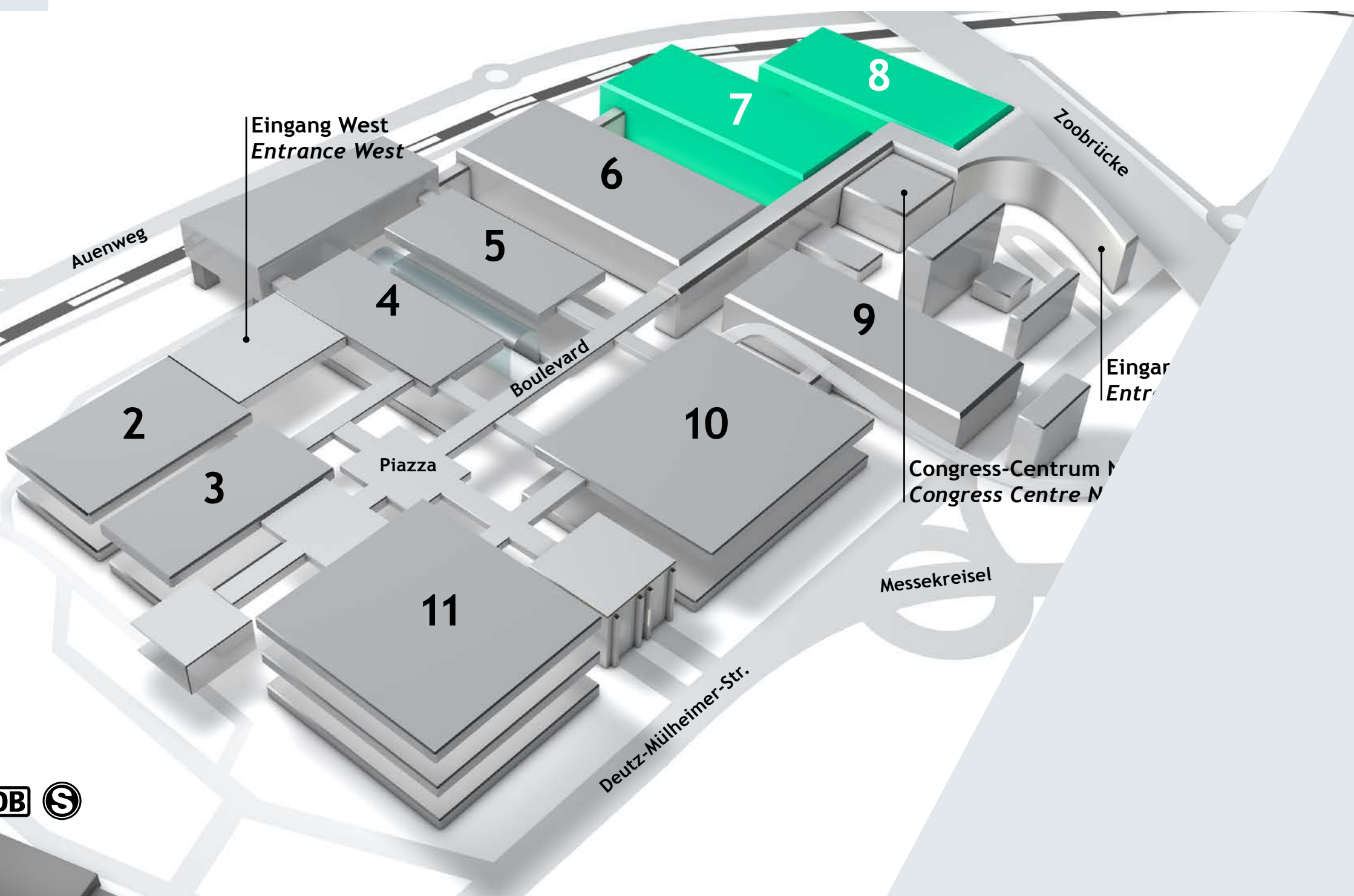


PASSION AND PROFESSION

The **leading B2B trade fair** for the
global horse industry.

SPOGA HORSE GOES DIGITAL

spoga horse is being staged live in Cologne from 04.–06.02.2023
and from February to April 2023 via spoga horse @home.



ON-SITE IN COLOGNE

For personal discussions and business contacts – and to experience the global equestrian industry.

AND IN DIGITAL FORM

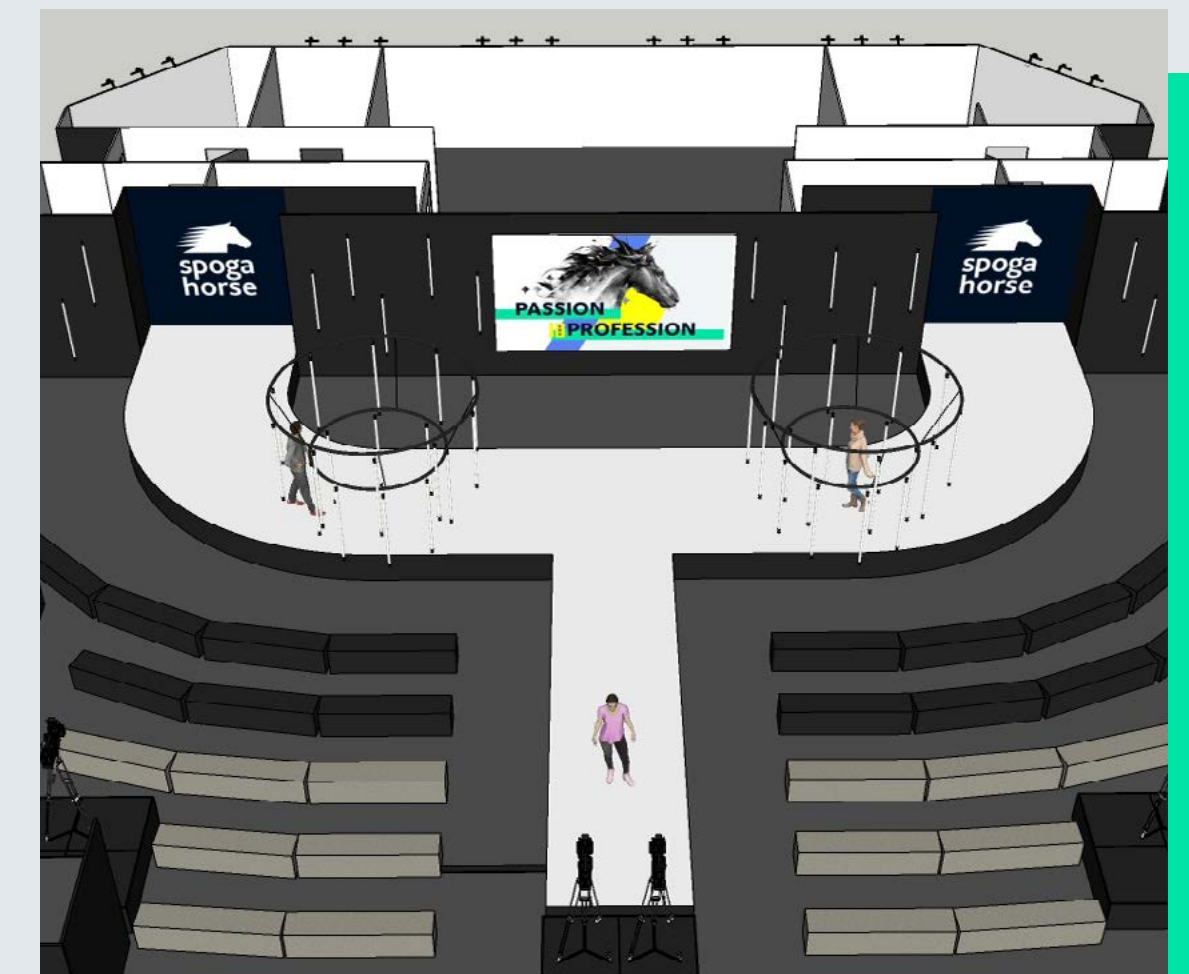
in the **app** and via the **digital event platform**, there is a live stream from the Main Stage as well as totally new networking opportunities.

DIGITAL AND BORDERLESS

LIVE @ THE STAGE

Don't just experience THE STAGE on-site in Cologne, but also throughout the entire duration of the trade fair LIVE on the digital platform, spoga horse @home. The best thing is – all lectures are available on demand after the trade fair.

- Panel discussions
- Lectures
- Trend themes
- Award ceremonies



YOUR DIGITAL TRADE FAIR APPEARANCE

Totally individual
upgrades available in
the media shop!

THE SHOWROOM

YOUR DIGITAL STAND

All on-site exhibitors automatically have a digital exhibition stand – **the Showroom**

- Easy to find via the search and filter function under the section “Exhibitors/Products/Brands”
- Interactive exhibitor profile and link to your products, brand, employees or lectures
- “Talk-to-me” function for a direct exchange with the visitors
- Lead generation through extensive user statistics
- Public text chats and audio/video room
- Direct link to your formats on the stage

SET HIGHLIGHTS

BOOK A SINGLE UPGRADE OR PACKAGES FOR ADDED ATTENTION AND BETTER RESULTS:

- Premium product entrie 50 incl. product photo and product description
- Premium company portrait
- Enhanced by own multimedia contents (videos, photos, PDFs, links)
- Digital conference rooms for your exclusive events for varying numbers of participants, screensharing, integration of video contents or studio production
- Tile or banner upgrade to maximum size in order to already attract more attention in the digital list of exhibitors

THE DIGITAL PACKAGES

Congratulations, because thanks to your marketing package many digital services are already included for you (see the column exhibitors on-site). If you would like to be more visible in our digital media formats, feel free to book an upgrade package so that you can additionally profit from an even more favourable package price.

DIGITAL ONLY

You would purely like to participate at the trade fair as a digital exhibitor? Book the **digital Basic package** for € 3,999.

UPGRADES

Upgrades – whether as a package or an individual service – you can book them individually in the [media shop](#).

| Packages and individual services | On-site exhibitor | Digital Basic package for purely digital exhibitors | PLUS upgrade | PRO upgrade | PREMIUM upgrade |
|---|--|--|---------------------|--------------------|------------------------|
| A Showroom – your digital exhibition stand at spoga horse @home | ✓ | ✓ | ✓ | ✓ | ✓ |
| Participation in networking incl. tool for arranging appointments | ✓ | ✓ | ✓ | ✓ | ✓ |
| Integrated lead tracking | ✓ | ✓ | ✓ | ✓ | ✓ |
| Entry in the alphabetical list of exhibitors | ✓ | ✓ | ✓ | ✓ | ✓ |
| Entry in the list of product groups | ✓ | ✓ | ✓ | ✓ | ✓ |
| Unlimited number of Basic brand entries | ✓ | ✓ | ✓ | ✓ | ✓ |
| Provision of free advertising material also for digital media | ✓ | ✓ | ✓ | ✓ | ✓ |
| Provision of an unlimited number of entry ticket-codes (registration required) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo depiction in the list of exhibitors | ✓ | ✓ | ✓ | ✓ | ✓ |
| Header graphic | | ✓ | ✓ | ✓ | ✓ |
| Basic company portrait (title + max. 100 characters of text in GER/EN). | | | | ✓ | |
| Premium company portrait (title + max. 2000 characters of text in GER/EN). | | | | | ✓ |
| Premium product entrie incl. product photo and product description (German/English) | 1 | until 50 | until 50 | until 50 | until 50 |
| Positioning of links | | 1 | 1 | 2 | 3 |
| Number of PDF uploads | | 1 | 1 | 2 | 3 |
| Number of Premium brand entries including logo | | 1 | 1 | 1 | 2 |
| Number of product videos in the Showroom | | | | 1 | 2 |
| Social media buttons | | ✓ | ✓ | ✓ | ✓ |
| Tile or banner upgrade to maximum size | | | | | ✓ |
| Prices | Included in the marketing package | € 3,999 | € 306 | € 696 | € 1,726 |

You save
18 %

You save
20 %

You save
23 %

WE ARE HERE FOR YOU



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