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#spogahorse

## spoga horse 2022 - with a new look ready for the sales start and the new trade fair concept

The time-out enforced by the pandemic was put to good use - spoga horse was given a new look and is taking off with an innovative concept. The leading B2B trade fair of the international equestrian industry opens its doors again from 5 to 7 February 2022 and will offer the visitor a unique insight into the world of the horse and rider. Exhibitors can already register now via the convenient online process and enjoy the attractive early bird conditions until 31 March, 2021.

spoga horse is the place to be and is the leading B2B trade fair of the international equestrian industry. It unites an exhibition, conference and networking under one roof. The trade fair is the hub for new products, innovations and trends for over 430 international exhibitors from more than 30 countries. spoga horse offers a unique overall overview and is thus the international meeting point for exhibitors, buyers and decision-makers - personal contacts are groomed here, business can be experienced in all its senses and inspiring discussions are held - whereby the focus not only lies on the business, but also on the passion for horses.

### New concept

In future there is going to be an annual supporting programme with an overarching trend topic. In this way, the trade fair will offer a stage for current themes and innovations - in the scope of special events and programmes.

These current themes and innovations will be presented on THE STAGE with its central location. Product presentations, talks and discussions on current trends will also impress the audience here. It also serves as the location for the spoga horse FASHION WALK, which places fashion trends in the limelight.

In the scope of the new BOULEVARD OF INNOVATIONS a central place is being created at spoga horse, where the TOP 30 spoga horse TOP INNOVATIONS can be presented to the entire trade fair audience. The awards ceremony will take place beforehand on THE STAGE with its central location. This competition took place for the first time this year - albeit as a digital format.

A stronger focus will be placed on current consumer trends from 2022 onwards. POS INSPIRATION is the new port of call for dealers for gaining inspiration on a wide range of theme worlds.

spoga horse will also be offering media companies, agencies, organisers and service



spoga horse  
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providers the opportunity to present themselves in future. The MARKETING VILLAGE will allow them to present themselves to the spoga horse audience and exhibitors as well as establish contacts.

Page

2/2

### **spoga horse 2022**

The decision was already taken last year to only stage spoga horse once a year - in Halls 7 and 8 - at the fair grounds in Cologne. This step was agreed jointly together with the decision-makers of the equestrian industry and orientates itself on their order cycle.

It has been possible for exhibitors to register for spoga horse using the convenient online process since the end of February 2021, and the attractive early bird conditions apply until 31 March 2021: [www.spogahorse.com/application](http://www.spogahorse.com/application)

In line with the new, innovative realignment of the trade fair, spoga horse is also presenting itself to the public with a new key visual and a modern design. The illustrated horse's head - as the central element - visualises the innovation-driven and forward-looking nature of the industry.

#### **Note for editorial offices:**

spoga horse photos are available in our image database on the Internet at [www.spogahorse.com](http://www.spogahorse.com) in the "News" section or [www.spogahorse.com/imagedatabase](http://www.spogahorse.com/imagedatabase)  
Press information is available at: [www.spogahorse.com/Pressinformation](http://www.spogahorse.com/Pressinformation)  
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