

No. 5 / January 2024, Cologne  
#spogahorse2024

## spoga horse 2024: All signs point to success

**Over 400 exhibitors from 32 countries on 35,000 m<sup>2</sup> gross exhibition space +++ Full and varied programme of events +++ 32 of the industry's most innovative products live and in colour +++ Press accreditation still open**

In just over a week's time, the world's equestrian industry will gather in Cologne for the leading B2B trade fair, spoga horse 2024. From 3 to 5 February, the exhibition halls in Cologne will once again be abuzz with innovation, networking, and inspiration. Trade visitors can look forward to packed halls and an informative programme. One thing is already certain: in terms of the number of exhibitors, the space occupied, and the numerous innovations presented, all the signs point to a successful spoga horse 2024.

### Exhibitors of the highest quality and quantity

It is already clear that more than 400 exhibitors from 32 countries will present their products on more than 35,000 square metres of gross exhibition space. In quantitative terms, this represents an increase of 25% compared to last year with regards to the number of exhibitors.

The list of this year's exhibitors is also impressive in terms of quality. Among others, Barnery, Böckmann, Cavallo, Ekkia, Equiline, Equovis, Equest, Fleck, HKM, KEP, Kerbl, Kingsland, Leovet, Passier, Pikeur, Prestige, Roeckl, Samshield, Schockemöhle, Schweizer-Effax, Sprenger, Suedwind, USG, Uvex and Waldhausen are taking part.

Participation opportunities for national and international young companies were once again very popular. In the Start Up Village, numerous entrepreneurs will be showcasing future trends in equestrian sport.

### Full on- and offline programme of events

On the large, multifunctional main stage, THE STAGE, a varied programme will regularly be taking place on all three days: from the presentation of the spoga horse TOP INNOVATIONS Award, the Reitsport BRANCHE Retailer Award and the spoga horse FASHION WALK to various panel discussions. There will also be exciting presentations in the special EQUI LIVING area. The complete event programme, with additional information on the venue and times, is now available at <https://www.spogahorse.com/events/event-search/>.

The complete programme of THE STAGE will be streamed live in partnership with [ClipMyHorse.TV](https://www.clipmyhorse.tv). Much of the programme will be available on ClipMyHorse.TV as video on demand for free for 14 days after the broadcast. After that, the content



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[www.spogahorse.com](http://www.spogahorse.com)

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can still be accessed via the platform's own paid subscriptions.

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### **32 nominees for spoga horse TOP INNOVATIONS**

The annual innovation competition spoga horse TOP INNOVATIONS is entering the hot phase: the 32 nominated products have now been selected by the renowned jury and can be viewed on the [spoga horse website](#). In the next step, the jury will select 5 winners who will be honoured at a ceremony on THE STAGE on the first day of the fair. All nominated products will be on display at the BOULEVARD OF INNOVATIONS throughout the show.

Press accreditation is still open and available online at <https://www.spogahorse.com/press/participation-for-media-representatives/accreditation-for-journalists/>. Accreditation entitles you to free admission and free parking in the Koelnmesse car parks on all days of the fair.

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

spoga horse photos are available in our image database on the Internet at [www.spogahorse.com/imagetdatabase](http://www.spogahorse.com/imagetdatabase).

Press information is available at: [www.spogahorse.com/pressinformation](http://www.spogahorse.com/pressinformation)

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