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#spogahorse

Early bird record for spoga horse 2026 - international demand continues to grow

spoga horse 2026 is once again confirming its role as the leading innovation trade fair of the international equestrian industry. Around 250 applications from 24 countries have already been received by the end of the early bird phase - a strong signal for the international relevance of spoga horse.

spoga horse 2026 enters the next round with a strong tailwind. A high number of applications to participate at the trade fair was received during the early bird phase already: Around 250 exhibitors from 24 countries had registered by the end of March - a growth of 25 percent compared to the previous year. 85 percent of last year's exhibition space is already booked.

The companies that have booked early include numerous international and national top brands - among others Ariat, Amahorse, Ekkia, Equovis, Equest, Equestrian Stockholm, Euro-Star, Fleck, Gruppo Selleria, HKM, Horseware, Joh's Stübben, KASK, Kerbl, Kingsland, LeMieux, Leovet, Neue Schule, Passier, Pikeur, Prestige, Roeckl, Samshield, Schockemöhle, Schweizer-Effax, Sprenger, Suedwind, Theo Sommer, UVEX, USG, Vestrum and Waldhausen.

"We are feeling the benefit of the positive tailwind of the overall equestrian sport industry," stated J. Bernd Voss, Director of spoga horse. "We will further optimise and expand our established formats for spoga horse 2026 and create exciting incentives for our trade visitors in the form of new participation options."

The diversified event programme of spoga horse will be adapted in line with the industry's current needs and demands: Including the spoga horse CREATOR DAYS, the FASHION WALK, the TOP INNOVATIONS, the Retailer Award, the next generation special event and the key platform, THE STAGE.

spoga horse 2026 is scheduled to take place from 7 to 9 February in Cologne.



spoga horse
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