



THE NATIONAL
EQUINE
SHOW

4-5 MARCH 2023, NEC



THE PREMIUM
SHOPPING EXPERIENCE
FOR PEOPLE THAT
LOVE HORSES



NationalEquineShow



nationalequineshow.com

Organised by

**RACCOON
EVENTS**



135

BRANDS



2

STAGES



1

CATWALK



10,000

VISITORS



50

SPEAKERS &
CELEBRITIES

A DREAM DAY OUT FOR HORSE LOVERS

ABOUT THE NATIONAL EQUINE SHOW

The National Equine Show provides an **un-rivalled premium environment for 10,000 equestrians to discover, choose, and buy the right products.** It's the only event that provides equestrians with a **premium shopping experience on a major scale with over 135 brands in one place.**

At the centre of the event is two education theatres packed with inspiration for new and existing equestrians **to learn about and try new things, with horse and rider health and wellbeing at its core.**

Everything about this event is designed to maximise the time visitors will be shopping, so there will be no horse show element to this event, it is a 100% premium shopping and luxury experience.

The NEC is the perfect venue with its great access to the horse owning public and key equine associations. Their experience in equine events is unrivalled in the UK.

We partner with founding brands to create a retail event. Our partners are core to the development of the show. This is a new way of working with these brands, you are partners not exhibitors, undertaking this journey together.

The Catwalk provides equestrians of all ages to see new season styles and ranges, that appeal to all of their needs, for themselves, their equines and their lifestyle.

But most importantly, it will bring together the whole community and create an environment where equestrians feel supported and united regardless of their age, discipline or experience.

To enquire about the event contact Liz Ormesher at E: Liz@raccoonevents.com T: 07962 340837

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A GREAT HORSE WILL
CHANGE YOUR LIFE. THE
TRULY SPECIAL ONES
DEFINE IT

MEET AN UNPARALLELED AUDIENCE OF OVER 10,000 EQUINE LOVING CONSUMERS

Who qualifies for a boutique concession space at The National Equine Show?

To have your brand in the boutique area at NES you must showcase bespoke and new season products on your main stand. Further space is available to include discount/previous season products in the Market Hall area. We welcome brands from all areas of equine



Associations



Charities



Colleges



Fashion and
Accessories



Feed and
Supplements



Gifts



Horse care



Transport



Horse wear,
Saddlery
and Tack



Safety



Stable and Yard



Insurance

How you can be involved

There are **135 boutique concession spaces** at The National Equine Show available. You can select from a range of concession sizes to best fit your needs, from 9sqm up to 150sqm if you wanted to create fitting rooms or personal shopper experiences. There will be further space available to book in the Market Hall area to include discount/previous season products

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WHY THE NATIONAL EQUINE SHOW IS DIFFERENT

HORSES DO NOT CARE
HOW MUCH YOU KNOW
UNTIL THEY KNOW HOW
MUCH YOU CARE

The National Equine Show, is the only event of its kind dedicated to the retail experience whilst also offering a wealth of support, education, information and inspiration on all aspects of horse and rider knowledge, skill and wellbeing. There will be no horse show element to this event, it is a 100% premium shopping and luxury experience.

The live event takes place in the springtime, ahead of summer competitions and ahead of the traditional winter National events with shopping experiences. **This gives you the perfect opportunity to present your new products to the right buyers at the right time.**

The two stages will have some of the most well-known eventers, dressage, show jumpers, influencers sharing educational advice, skills and insight sessions designed to **increase the knowledge and confidence of horse owners and riders in all equine matters.**

The whole experience is curated to provide equestrians of all ages and abilities with the education, advice and in person experience they need to make purchasing decisions on all relevant equipment, clothing and kit.

The National Equine Show offers two great days out with lots of interactive features, community meet-ups and inspiring presentations from experts and equine stars. **Most importantly it's an environment where experienced and new equestrians feel supported and united regardless of their age or discipline.**

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YOU KNOW THAT TINGLY
FEELING WHEN YOU GO
SHOPPING FOR HORSE
STUFF, THAT'S COMMON
SENSE LEAVING YOUR BODY



EXPERIENCES THAT WILL KEEP THE DELEGATES SHOPPING, FOR LONGER

One of our main corporate responsibility goals is to support British businesses and create the most sustainable event possible. That's why we will source local services providers and suppliers and food and refreshments will be locally sourced.



CHAMPAGNE BAR



CATWALK



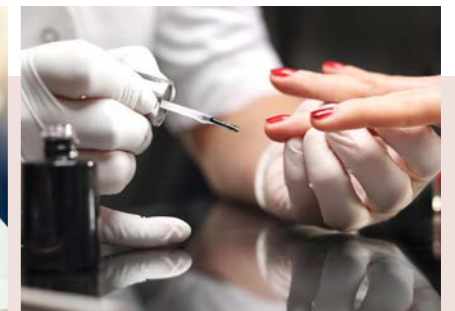
TWO MAIN STAGES



VIP ENCLOSURE WITH
CONCIERGE STAFF THAT WILL
CARRY VIP'S BAGS TO CARS



SHOP AND DROP



NAIL BAR

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HOLD ONTO WHAT MAKES
YOU HAPPY. IF IT TRIES TO
BUCK YOU OFF JUST HOLD
ON TIGHTER



YOUR ENHANCED BRAND ACTIVATION OPPORTUNITIES



PLATINUM £25,000

- Platinum sponsor' in pre-event marketing campaign, on-site signage & post-event report (includes high value items such as website, show-guide & main stage screen)
- 16sqm boutique space
- 200 show tickets
- 50% discount on additional tickets
- Sponsorship of the VIP enclosure and experience
- Gift showcase in the VIP bags
- Logo on the VIP bags
- Branding in the VIP enclosure signage
- Branding on the VIP fine dining menu
- Branding or opportunity to dress the concierge staff that will carry VIP's bags to cars

**Exclusive to one company
available**



GOLD £15,000+VAT

- Branding as 'Gold sponsor' in pre-event marketing campaign, on-site signage & post-event report (includes high value items such as website, show-guide & main stage screen)
- 16sqm boutique space
- 100 show tickets
- 50% discount on additional tickets
- 1 of either lanyard sponsor, registration sponsor, refreshments sponsor, bag sponsor
- Gift placement in the VIP bags

Limited to 2 companies



SILVER £10,000+VAT

- Branding as 'Silver sponsor' in pre-event marketing campaign, on-site signage & post-event report (includes high value items such as website, show-guide)
- 12sqm boutique space
- 50 show tickets
- 20% discount on additional tickets
- Gift placement in the VIP bags

Limited to 4 companies

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