

EQUITANA

for the love of horses



MARKETING PACKAGES

6 - 12 MARCH 2025

Exhibition Center Essen

EQUITANA.COM

Built by
RX In the business of
building businesses

NEW DESIGN!

The exhibitor directories are the primary source of information for visitors and interested parties at the trade show. Generate more attention with an attractive exhibitor profile as a basic component of your marketing package, thereby creating more visibility on the trade show website, better search engine findability, and increased impact of your trade show presence. You can fill your exhibitor profile with important information, trade show news, etc. and thereby convince potential customers of your company.

DIGITAL

EXHIBITOR PROFILE

The screenshot displays the Equitana exhibitor profile website. At the top, there is an orange navigation bar with the Equitana logo and menu items: 'FÜR BESUCHER', 'FÜR AUSSTELLER', and 'MEDIA'. A search icon and a language selector (German flag) are also present. Below the navigation bar is a large image of a young girl kissing a horse on the cheek. The main content area features the Equitana logo and the following sections:

- Why visit our stand:** A text field for describing why a visitor should visit the booth.
- Brands we represent:** A text field for listing brands.
- Description:** A text field for a company or product description (600 characters).
- Product Categories:** Two buttons labeled 'Horse Trailers' and 'Horse Care Products'.
- Gallery of products and services:** Two image thumbnails labeled 'Product 1' and 'Product 2'.
- Documents:** A section for uploading documents, with a 'BROCHURE - 3 MB' link.
- FOLLOW US:** Social media icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram.
- WEBSITE:** A text field for the website URL (www.equitana.com).
- EMAIL:** A text field for the email address (info@equitana.com).
- PHONE:** A text field for the phone number (+49 211 90191-201).
- ADDRESS:** A text field for the address (EQUITANA, Reed Exhibitions Deutschland GmbH, Volklinger Straße 4, 40219 Düsseldorf).

The footer is orange and contains the RX logo with the tagline 'In the business of building businesses'. It also includes a list of 'INFORMATIONEN' (Information) links such as 'Corona-Virus: Wichtige Informationen', 'Media', 'Kontakt', 'Newsletter Abbo', 'Nutzungsbedingungen', 'Datenschutz', 'Cookie Policy', 'Cookie Preference Centre', 'Dienstleisterverzeichnis', 'Impressum', and 'Sitemap'. On the right, there is a 'BESUCHEN SIE UNS' (Visit Us) section with social media icons and a 'PARTNER' section with logos for 'EQUUS', 'EQUUS', 'EQUUS', and 'EQUUS'.

783.00 €*

ATTENTION? STRONG. THE EXHIBITOR PROFILE PACKAGE.

By participating at the trade show, you place your brand, your innovations and your products into the spotlight of the industry – the Exhibitor Profile Package ensures that you attract the necessary attention from your potential new customers.

When visitors prepare their visit to the trade show, they do so with the help of the exhibitor list. This means that as an exhibitor you should be seen here! The Exhibitor Profile Package ensures just that: The important decision-makers and buyers will discover your logo, your innovations, your website and your stand position during their research.

FEATURES

DIGITAL

EXHIBITOR PROFILE

- Cover image & company logo
- Contact address, telephone and e-mail
- Link to website & social media
- Company description
- Brand listings
- Upload of product images and documents
- „Why visit our stand“ – description
- Use Exhibitor Dashboard profile analysis tool incl. Benchmark Analytics & Profile Viewers

EXHIBITOR LIST

- Company name, logo & stand position
- Product categories
- Company description

PRINT SHOW GUIDE


EXHIBITOR PROFILE

- Company name
- Country
- Stand position
- Link to website

Exhibitor list in
the Show Guide

SRS e.V. - Projekt Standpunkt.Pferd, Germany www.sronline.de/portfolio-items/pferdesport	6G48
Stall Staude, Germany	7C48
Stallvärme AB, Sweden www.stallvarme.com	6C06-01

Listing in the digital exhibitor list

 **THEAULT | Renteo** Stand: 3A08, G11

horse transporters, HGV, trucks, accessories for cars, transporters and truckst...

Description
For nearly 100 years, the THEAULT team has put all its know-how at your service to improve every detail of our horsetrucks and horseboxes. To offer you innovative transport solutio...

Brands
THEAULT, Renteo

* The prices are net plus the statutory value added tax.

A WORTHWHILE INVESTMENT. THE PRIORITY PROFILE PACKAGE.

A wise investment – no question about it: With the Priority Profile Package you will attract even more attention from potential customers. How does it work? Remarkably simple:

Double visibility.

The calculation is quite simple: Double the size = double the visibility. With the Priority Profile Package, your profile will appear twice as large in the digital exhibitor list – so you and your services will almost automatically attract the visitors' attention during their preparations for the trade show.

Directly in view.

In the Print Show Guide's hall plan, your stand space are visually highlighted in an eye-catching way. This puts your company in the focus of visitors - a pretty sensible investment.

„Premium“ label in the digital exhibitor list

Logo and colour highlighting of the stand in the hall plan of the show guide



2,394.00 €*

EXHIBITOR PROFILE FEATURES

DIGITAL

EXHIBITOR PROFILE

- Cover image & company logo
- Contact address, telephone and e-mail
- Link to website & social media
- Company description
- Brand listings
- Upload of product images and documents
- „Why visit our stand“ – description
- Use Exhibitor Dashboard profile analysis tool incl. Benchmark Analytics & Profile Viewers

EXHIBITOR LIST

- Company name, logo & stand position
- Product categories
- Company description

▶ ADDITIONAL PRIORITY PROFILE FEATURES ◀

DIGITAL

EXHIBITOR LIST

- ▶ Brand listings
- ▶ „Why visit our stand“ – description
- ▶ Display of product images
- ▶ Link to website
- ▶ Contact information telephone and e-mail
- ▶ Positioning in the exhibitor list with „Premium“ label

PRINT SHOW GUIDE

EXHIBITOR PROFILE

- Company name
- Country
- Stand position
- Link to website

PRINT SHOW GUIDE

EXHIBITOR PROFILE

- ▶ Logo in the hall plan
- ▶ Colour highlighting of the stand in the hall plan of the Show Guide
- ▶ Logo in the exhibitor list

MORE? THE PRIORITY PLUS PROFILE PACKAGE.

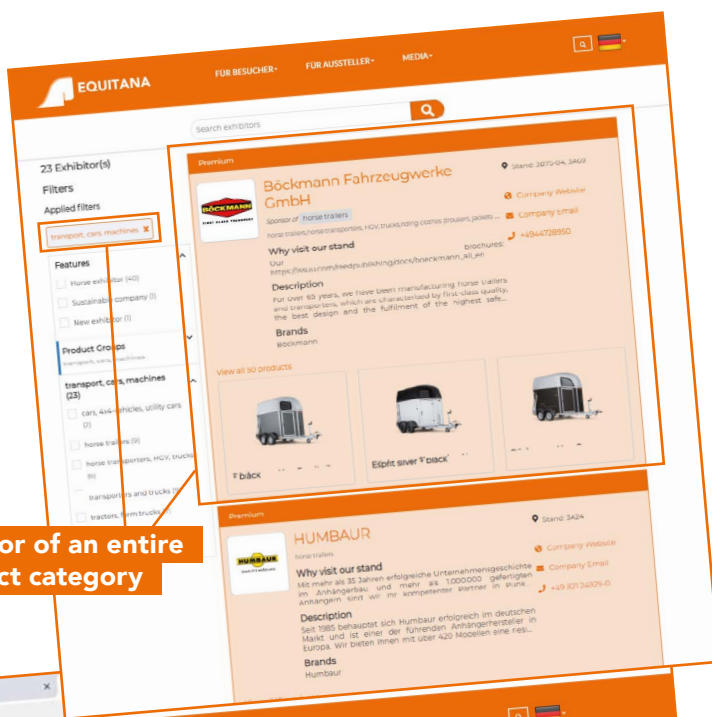
For everyone who wants everything: The Priority Plus Profile Package comes with maximum visibility through exclusive advertising space. Result: Every visitor will notice you in the trade show media – and even more so at your stand at the trade show.

Always in the spotlight.

Online, the Priority Profile Plus Package offers two amazing features: On the one hand, your company is present on the homepage of the event website in the banner carousel. And secondly, you become the sponsor of an entire product category – so every visitor who is interested in this category will see you!

Twice as effective.

Print is effective – and twice as effective in the trade show guide: Visitors use it both for preparation and for orientation at the trade show itself. Your full-page advertisement is guaranteed to arouse a lot of attention and attract numerous additional trade visitors to your stand.



Sponsor of an entire product category



Banner carousel



Advertisement in the Show Guide



3,782.00 €*

PRIORITY PROFILE FEATURES

DIGITAL

EXHIBITOR PROFILE

- Cover image & company logo
- Contact address, telephone and e-mail
- Link to website & social media
- Company description
- Brand listings
- Upload of product images and documents
- „Why visit our stand“ – description
- Use Exhibitor Dashboard profile analysis tool incl. Benchmark Analytics & Profile Viewers

EXHIBITOR LIST

- Company name, logo & stand position
- Product categories
- Company description
- Brand listings
- „Why visit our stand“ – description
- Display of product images
- Link to website
- Contact information telephone and e-mail
- Positioning in the exhibitor list with „Premium“ label

➤ ADDITIONAL PRIORITY PLUS PROFILE FEATURES ◀

DIGITAL

- Feature sponsoring of a product category incl. „Premium“ label and positioning at the beginning of the exhibitor list
- Feature in the website banner carousel

PRINT SHOW GUIDE

- 1 x 1/1 page advertisement 4c in the EQUITANA SHOW GUIDE

EQUITANA


for the love of horses



FOR A PERSONAL CONSULTATION WE ARE AT YOUR DISPOSAL:




SARAH WALTER

 +49 211 90191-290

 SARAH.WALTER@RXGLOBAL.COM




BINE BLECHMANN

 +49 211 90191-274

 BINE.BLECHMANN@RXGLOBAL.COM



MAREEN KUNST

 +49 211 90191-241

 MAREEN.KUNST@RXGLOBAL.COM