



 **EQUITANA**
MELBOURNE

14 - 17 NOVEMBER 2024

EXHIBITOR AND PARTNER PROSPECTUS



EQUITANA MELBOURNE

EQUITANA Melbourne has captured the hearts of the whole equine community with its celebration of equestrian culture on show and is now the largest equine event in the Southern Hemisphere, with all tickets selling out in 2022.

What makes us unique? We bring together horse enthusiasts, riders, trainers, competitors, brands and industry experts from all corners of the globe and across all disciplines of the sport, and with a rich history spanning over 23 years, EQUITANA Melbourne is a must attend event amongst the equestrian community.

With shopping, education, competition and entertainment all in one place, attendees from all around Australia, Asia and New Zealand flock to the showgrounds in droves to experience their favourite event year after year.



14 - 17 NOVEMBER 2024



MELBOURNE SHOWGROUNDS

EQUITANA MELBOURNE BY NUMBERS



25,000+

Expected attendance



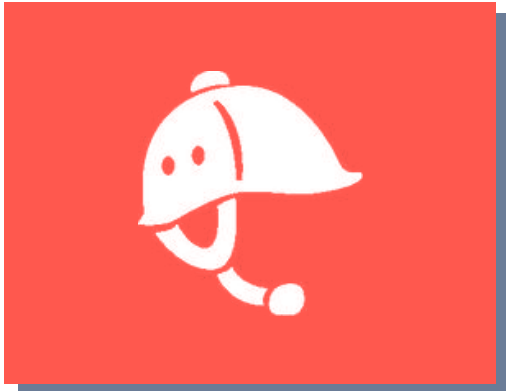
300+

Expected No. of Brands



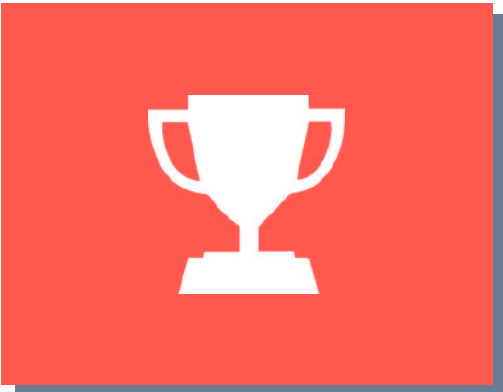
125,312M²

Venue in heart of Melbourne at Melbourne Show Grounds



47 HOURS

of Live Event Experience over 4 Days



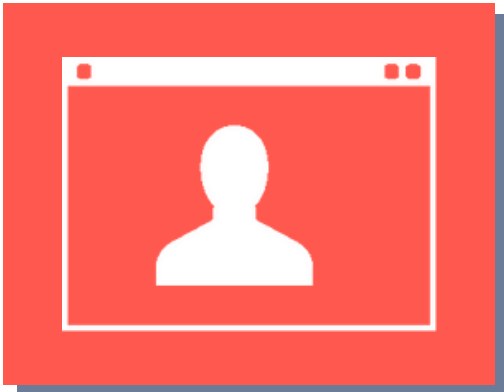
31

Competitions across a wide variety of disciplines with a total of \$145k in prize money



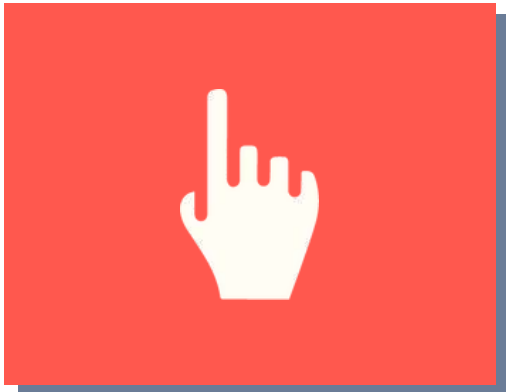
148

Education sessions + 3 masterclasses



127,000+

Combined Online Audience

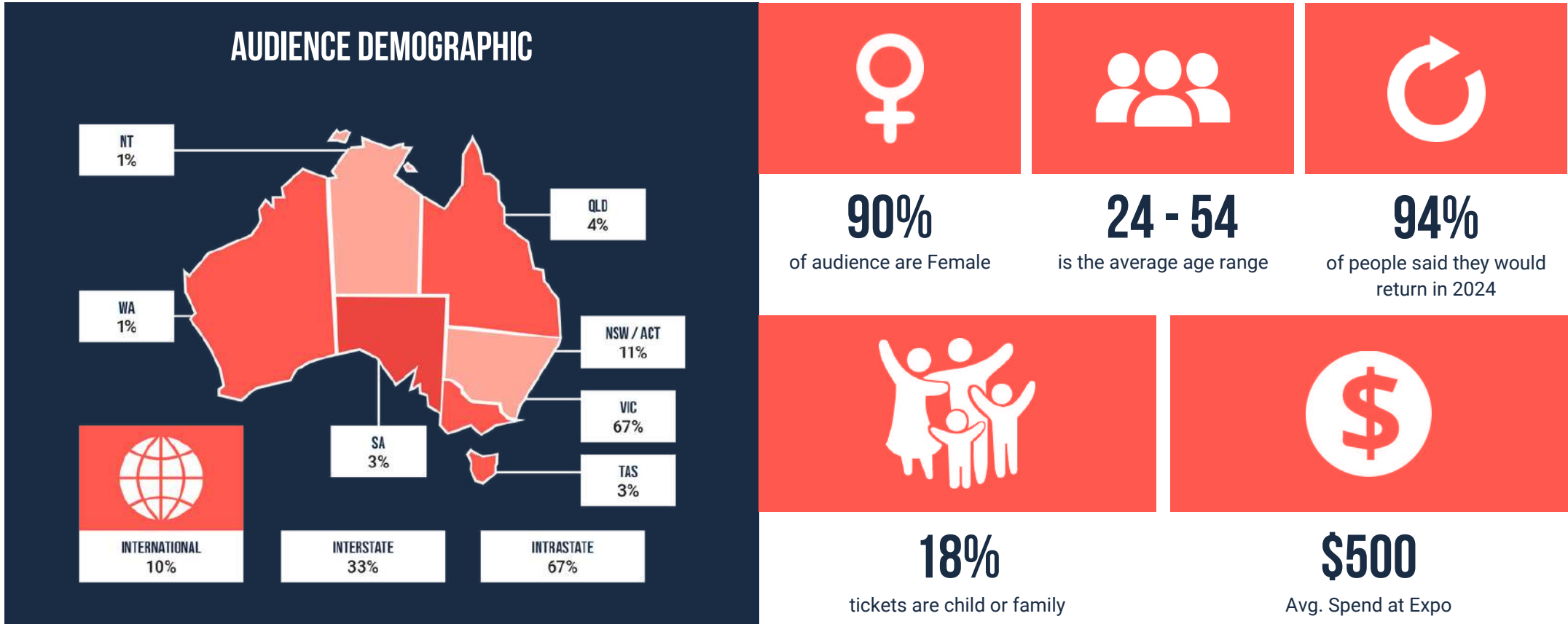


580,000+

Visits to our Website

EQUITANA AUDIENCE

EQUITANA has a uniquely loyal and passionate audience, and as such we have high repeat visitation and year on year attendance. Utilising a range of ticket buyer data, online analytics and post event surveys, we know that our EQUITANA demographics are as follows;



HERE IS WHAT OUR TICKET BUYERS HAVE TO SAY!

"2022 has been my 5th visit to Equitana and it is always a wonderful experience and event. Looking forward to attending many more. Well Done Equitana!!"

"I had so much fun and can't wait to go again, thank you for all the hard work it took to put it all together. You make horse people like me super happy, now I'll count down the days until the next one!"



THE EQUITANA WINNING FORMULA

Over 20+ years of experience delivering the Southern Hemisphere's largest multidisciplinary equine event, we have honed our model and developed some strong and unique assets that our audience love, helping to drive brand loyalty and repeat visitation year on year.



Created by the EQUITANA team as a showcase of a kinder and more caring way to start a young horse to go from wild to willing, this is a firm favourite among fans.



Another EQUITANA staple, with 7 arenas and classrooms, 2022 saw 72 educators deliver 148 education sessions that were attended by approx. 20,300 people across the 4-days



The Saturday Night entertainment is a fan favourite and often the first ticket to sell out, affectionately known as the Mane Event, this brings high octane energy and unique horsemanship on display



We have a rich history of hosting renowned equestrian figures and have featured stars such as Charlotte Dujardin, Ingrid Klimke & Chris Burton bringing the worlds best down under.



The biggest multi-disciplinary competition program in the Southern Hemisphere, with 427 competitors competing in 31 competitions.



YOUR REACH GOES BEYOND THE EVENT



10,175,530
Total Campaign Reach



13,463,929
Total Campaign Impressions



Organic Socials
7,510,097
Combined Reach



Paid Digital
471,196
Total Reach



E-Newsletter
313,589
Total Opens



Website
580,825
Total Page Views



Radio
1,403,491
Total Reach



TV
75,895
Gross Impacts



Ambassadors
293,324
Total Reach

VENUE MAP





EXHIBIT WITH US

EQUITANA Melbourne offers exhibitors a fantastic opportunity to meet upwards of 25,000+ visitors over four event days, in what is without a doubt the largest equine shopping precinct in Australia. Visitors come to EQUITANA actively seeking immersive, entertaining and engaging activities, making the event a truly unique opportunity for marketers to connect their brand with the equestrian audience in a meaningful way.

Featuring 3 indoor trade halls, truck and float, breed village and brand activation space, the flexibility and potential to create your space to reach, engage and excite qualified buyers who come with the intent and purpose to spend is endless.

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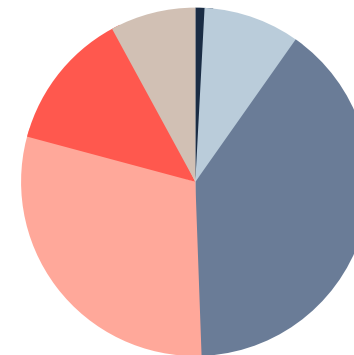
58%

of people said the shopping was their favourite part of EQUITANA, our top response



53%

Repeat visitation is strong with 53% of people staying in Melbourne between 3 and 5 nights



AVG. SPEND PER PERSON AT EXPO

- Nothing (0.85%)
- 0 - \$100 (9%)
- \$100 - \$500 (40%)
- \$500 - \$1,000 (30%)
- \$1,000 - \$2,000 (13%)
- \$2,000+ (8%)



PARTNERSHIP OPPORTUNITIES

EQUITANA Melbourne offers you the opportunity to put your brand in front a live audience of over 25,000+ and a digital audience with a reach of 10,175,538. Whether you are looking for brand awareness, a physical sales platform, digital reach, hospitality, data collection or sampling opportunities, becoming a partner of EQUITANA Melbourne will offer you a tailor-made package that will meet your requirements.

OPPORTUNITIES FOR YOUR BRAND

There are a number of opportunities that you can grasp to put your brand in front of the EQUITANA audience. Whether it be presenting partner, naming rights for a building or arena, association with a display, masterclass or as a clothing partner, whatever your budget and desired outcome, we have solutions to make it work.



HOW DOES THIS DRIVE RESULTS FOR YOU?

After taking out an event asset, we work as a team to create a custom package to support the partnership and focuses on your desired outcomes, this could include;

- Branding in arenas and around the event
- An expo site in a premium location
- Tickets for your clients
- Social Posts
- Adverts on the big screens
- Inclusion in e-newsletters
- Brand in print

BRAND ACTIVATIONS

EQUITANA Melbourne is actively seeking partners looking to stand out from the crowd by creating fun and engaging at event activations through unique brand experiences for the EQUITANA Audience to engage with.

For the right activation, premium space on the Boulevard will be made available and we will work in collaboration to bring it all to life. Opportunities are limited. Please speak with Ben Annear for more information.





BEN ANNEAR

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