

1 June 2010

Contract extension finalised:

- **EQUITANA concludes ten-year contract with Messe Essen**
- **Essen to remain the “horse world’s trade fair capital“ until the year 2019**

Essen. “It’s Essen for horses”: this EQUITANA slogan will also be valid for the future. With the conclusion of a ten-year contract between Reed Exhibitions Deutschland and Messe Essen, both parties set the seal on their partnership for another five events until the year 2019.

“Essen as the birthplace of EQUITANA will continue to be the horse world’s trade fair capital”, commented a happy Hans-Joachim Erbel, Managing Director of Reed Exhibitions Deutschland GmbH, when the contract was signed. At its most recent edition EQUITANA, which has had its home in Essen since its 1972 premiere and has since developed into the world’s biggest trade fair for equestrian sports, registered more than 850 exhibitors from 30 countries and 213,000 visitors from Germany and abroad. With these results EQUITANA, which has been complemented by a stallion show since 2005 and provides the scene for the HOP TOP Show on four evenings with close to 20,000 spectators, is one of Germany’s most visited trade fairs.

This is also emphasised by Frank Thorwirth, Chairman of the Board of Messe Essen: “EQUITANA is a jewel in the Essen trade fair programme and an ambassador bringing guests from all over the world to Essen for nine days. We are proud to be its host for another ten years.”

The next EQUITANA, the Equestrian Sports World Fair, will take place from 12 to 20 March 2011.

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