

Pferd & Jagd

Europe's biggest exhibition for equestrian sports · hunting · fishing

**December 8 – 11, 2022
Hannover Exhibition Center**



– Europe's No. 1 event for equestrians, hunters and anglers

As a visitor magnet with high media impact, staged at the world's biggest exhibition center in Hannover, Germany, Pferd & Jagd is a must for the entire family as well as for equestrians, horse breeders, horse lovers and hobby riders, hunters, foresters, anglers and dog lovers!

In existence for over 40 years, this successful communication and sales tool features 1000 exhibitors from 20 nations in 2019.

103.000 visitors attended Pferd & Jagd 2019, taking in a comprehensive array of products and services and the outstanding events produced there.

You, too, can take advantage of Pferd & Jagd 2022 to multiply your success!



Deutsche Messe

Pferd & Jagd – the successful exhibition concept

Inspire – Inform – Advise – Entertain – Sell

This 4-day exhibition features elaborate special shows and a supporting program designed to thrill and delight an audience with money to spend:

- **Everything for horse & rider:** Products – Services – Horse training equipment – Stable equipment and technical equipment – Horse health and veterinary medicine – Horse feeding and horse care – Blacksmith and hoof care – Riding equipment – Transport vehicles and horse transporters – Carriage driving equipment – Western riding – Associations – Riding sports – Riding trips – Riding for children
- **Action rings:** Different areas with presentations by experts – Training lessons – riding styles – horse health – horse shoeing – etc.
- **ARENA with 3000 seats:** Daily program of shows featuring horse breeds from around the world, competitions, shows and more
 - **Friday and Saturday: Night of the Horses** – Perennially popular horse show featuring stars from the international riding scene
 - **Saturday + Sunday: MiMaMo** – Children's Horse and Pony Show
- **Everything for the hunter:** Products – Services – Hunter's corner and stage, presented by the Lower Saxony Hunting Association – Special show for hunting and sporting arms/optics – Paul Parey magazine publishers – German agricultural publisher dlv
- **Everything for the angler:** Products – Services – Wide range of offerings – Workshop Lane – Lower Saxony Fishing Association, Angler's Forum – Hannover Fishing Association
- **Everything for dogs:** Products – Services – Nothing but the best for man's best friend
- **Country:** The exclusive exhibition for country living, hunting ambiance and equestrian culture including the finest riding and hunting accessories, exclusive dining accoutrements, elegant country fashion, high-grade jewellery, culinary treats, exquisite items for horses and much more!



Let us promote you:

Professional advertising and press publicity for your success!

- Targeted visitor brochures
- Ads and reports in daily and weekly newspapers at the local and regional level
- Ads and articles in nationally distributed trade journals
- Extensive outdoor advertising in Lower Saxony
- A website containing exhibitors and visitor information, highlights, the supporting program schedule, an online catalogue featuring a product database plus extensive search facility
- Free advertising materials for exhibitors
- Professional media relations for print media, radio and television including topic-centered press conferences
- Extensive, targeted direct mail-outs

The numbers speak for themselves!



84 %

of visitors reported having purchased something at Pferd & Jagd



90 %

visitors with concrete purchase intentions



93 %

of visitors said they would visit Pferd & Jagd again in future

Customer proximity – Your advantages as an exhibitor

- Present your offerings in a direct-sales context in a unique, sales-conducive atmosphere with loads of attractive special topics and events
- Enhance your company image through direct customer contact
- Reinforce customer loyalty and expand your customer base
- Promote sales the effective way, without any waste coverage
- Experience instantly measurable success for all your communication activities

Book now. Our Portfolio Sales-Team will look forward to receiving your call

PORTFOLIO SALES

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