



NORMANDY HORSE— MEET'UP

SEPTEMBER
25 & 26
2025

4TH
EDITION

THE GATHERING FOR EQUINE INDUSTRY
PROFESSIONALS

Pôle International du Cheval Longines - Deauville

www.normandy-horse-meetup.fr



EXHIBITOR APPLICATION FORM



An exhibition organized by:



With the support of:



In partnership with:



GRANDPRIX

PRICING TABLES

New this year! A dedicated lunch catering offer for exhibitors will be available! It can be booked online via your exhibitor portal.

INDOOR STAND OFFERS – Registration deadline: 22/08/25

Offer title	Description	m ²	NON-MEMBER RATE	MEMBER RATE (CCN/ EQUURES/HIPPOLIA)
INDOOR EXHIBITOR OFFER	<ul style="list-style-type: none"> Mandatory registration fee. 	☑	90 €	
	<ul style="list-style-type: none"> Bare stand (furniture and electricity optional) with Wi-Fi. We will create your stand backdrop using a pre-defined template in the event's colors (W1m x H2.3m), including your logo, stand number, and a presentation phrase for visitor identification¹. Backdrops will be reused the following year. Your company and contact details will be listed on the event website. 20 exhibition passes offered (excluding Meet'Up Colloque conferences access) – valid for 2 days. 30% discount code for additional ticket purchases (excluding Meet'Up Colloque conferences access). 2 complimentary evening event passes (unit value : 15€ incl. VAT) Complimentary breakfast on Tuesday and Friday morning. 	☐ 6 m ²	885 €	535 €
		☐ 9 m ²	1 325 €	805 €
		☐ 12 m ²	1 765 €	1 070 €
		You need a stand larger than 12m ² ? ➤ Contact us		

Options	Description	Quantity	Rate excl. VAT
ELECTRICITY	<ul style="list-style-type: none"> Individual electrical connection on your stand (1 KW) – if you require more power, please contact us. 	☐ 1	165 €
CORNER STAND	<ul style="list-style-type: none"> 1 corner, allowing your stand to open onto two aisles (2 open sides). 	☐ 1	60 €
CUSTOM BACK DROP DESIGN	<ul style="list-style-type: none"> Design, production, and installation of a custom back drop in your brand colors, replacing the standard back wall included in the exhibitor package, or used to cover an additional side of your stand (graphic elements to be provided by you). 	☐ 1	235 €
FURNITURE	<ul style="list-style-type: none"> See page 4 for available furniture options. 		



¹The custom back wall includes your logo, a short presentation text, your phone number, city, and postal code to help visitors identify your company. This back wall can be reused in 2026 if you exhibit again. For optimal visibility, only 1 to 2 roll-up banners are allowed per stand (tarpaulins, pop-up stands, and feather flags are not permitted).

²Want to know how to become a member of Pôle Hippolia? Contact Pôle Hippolia at contact@hippolia.org / Interested in becoming a partner of the EquuRES label? Contact the EquuRES label at contact@label-equures.com. To benefit from the member rate, your membership must be up to date at the time of registration.

TOTAL
excl. VAT

OUTDOOR STAND OFFERS – Registration deadline: 22/08/25

Offer title	Description	m ²	Rate excl. VAT (42 €/m ²)
OUTDOOR EXHIBITOR OFFER	<ul style="list-style-type: none"> ● Mandatory registration fee. 	<input checked="" type="checkbox"/>	90 €
	<ul style="list-style-type: none"> ● Bare outdoor space, without Wi-Fi or electricity. ● Listing of your company and contact details on the event website. ● 20 exhibition passes offered (excluding Meet'Up Colloque conferences access) – valid for 2 days. ● 30% discount code for additional ticket purchases (excluding Meet'Up Colloque conferences access) – valid for 2 days, to share with your clients and prospects. ● 2 complimentary evening event passes (unit value: €15 incl. VAT). ● Complimentary breakfasts on Thursday and Friday morning. 	<input type="checkbox"/> 12 m ²	504 €
		<input type="checkbox"/> 18 m ²	756 €

Options	Description	Quantity	Rate excl. VAT
FURNITURE	<ul style="list-style-type: none"> ● See page 4 for available furniture options. 		
3X3 M TENT RENTAL	<ul style="list-style-type: none"> ● Rental of a 3 m x 3 m tent. 	<input type="checkbox"/> 1	250 €
ELECTRICITY	<ul style="list-style-type: none"> ● Individual electrical connection on your stand (1 KW) – if you require more power, please contact us. 	<input type="checkbox"/> 1	165 €
STAND EQUIPMENT	<ul style="list-style-type: none"> ● Additional equipment rental available for your exhibitor space (TV, fridge, etc.). 	> CONTACT US	

TOTAL excl.
VAT



New this year! A lunchtime catering service dedicated to exhibitors will be available this year! Reservations can be made online via your exhibitor area.

FURNITURE OPTIONS

Offer title	Photo	Description	Quantity	Total Rate excl. VAT
OPTION 1		<ul style="list-style-type: none"> 1 wooden coffee table 2 low blue Acapulco chairs 	<input type="checkbox"/> 1	50 €
			<input type="checkbox"/> 2	100 €
			<input type="checkbox"/> 3	150 €
OPTION 2		<ul style="list-style-type: none"> 1 high table with blue lycra cover 2 black industrial stools 	<input type="checkbox"/> 1	60 €
			<input type="checkbox"/> 2	120 €
			<input type="checkbox"/> 3	180 €
OPTION 3		<ul style="list-style-type: none"> 1 standard-height round wooden table 2 black Scandinavian chairs 	<input type="checkbox"/> 1	65 €
			<input type="checkbox"/> 2	130 €
			<input type="checkbox"/> 3	195 €
OPTION 4		<ul style="list-style-type: none"> 1 black industrial high table 2 black industrial stools 	<input type="checkbox"/> 1	85 €
			<input type="checkbox"/> 2	190 €
			<input type="checkbox"/> 3	255 €

TOTAL
excl. VAT

SHOWROOM AREA – Registration deadline: 22/08/25

Offer title	Description	Rate excl. VAT	
		Exhibitor	Non-exhibitor
SHOWROOM AREA	<ul style="list-style-type: none"> ● Showcase your product, launched less than 2 years ago, in the dedicated showroom area highlighting innovative products, at the heart of the exhibition. A display sign will include your logo, a short presentation sentence, a QR code linking to your website, and your stand number (if you have booked a stand). Allocated display space dimensions: 33.5 cm (W) x 33.5 cm (D) x 33.5 cm (H). ➤ FOR OTHER DIMENSIONS, PLEASE CONTACT US 	<input type="checkbox"/> 100 €	<input type="checkbox"/> 150 €

PRESENTATION OPTIONS

Service	Description	Quantity	Rate excl. VAT	
			NON-MEMBER RATE	MEMBER RATE (CCN/ EQUURES/HIPPOLIA)
DEMONSTRATION BOOKING	<ul style="list-style-type: none"> ● 20-minute demonstration or presentation in a designated demo area suitable for static horses only. Subject to approval by the organizers. 	<input type="checkbox"/> 1	90 €	50 €
DEMONSTRATION INFORMATION	<ul style="list-style-type: none"> ● Company name 			
	<ul style="list-style-type: none"> ● First name + LAST NAME, Position of the speaker 			
	<ul style="list-style-type: none"> ● Title of the demonstration in french (max. 200 characters including spaces) 			
	<ul style="list-style-type: none"> ● Sector(s) related to your demonstration – maximum of 2 choices: <input type="checkbox"/> Health & Care <input type="checkbox"/> Nutrition <input type="checkbox"/> Equipment for Horse & Rider <input type="checkbox"/> Horse Infrastructure & Accommodation <input type="checkbox"/> Consulting & Management <input type="checkbox"/> Transport <input type="checkbox"/> Institutions & Training <input type="checkbox"/> Agricultural Machinery 			
	<ul style="list-style-type: none"> ● Short description in french of the demo (max. 500 characters including spaces) – Optional for registration completion 			
TECHNICAL REQUIREMENTS	Horse provided by the organizers: <input type="checkbox"/> Yes <input type="checkbox"/> No I am interested in booking a second slot and wish to be contacted if additional slots become available: <input type="checkbox"/> Yes <input type="checkbox"/> No			

TOTAL
excl. VAT

BUSINESS OPTIONS

Prestation	Description	Quantity	Rate excl. VAT
BUSINESS MEETINGS DAY – FRANCE	● Meetings with international buyers invited by Business France.	□ 1	250 €
MEET'UP VETO	● 5-minute pitch to present your innovation to veterinary professionals (in the Meet'Up Colloque area – sound system and large screen provided), followed by approximately 1.5 hours of one-to-one meetings between veterinarians and companies.	□ 1	150 €

TICKET PACK OPTIONS

Offers	Description	Quantity	Rate excl. VAT
EVENING EVENT TICKETS SINGLE TICKET – IN ADDITION TO THE 2 INCLUDED WITH YOUR STAND	● Meet'Night Pass – valid for entrance to the exhibition's evening event, ideal for inviting your clients and prospects.	12,50 € / seat
MEET'NIGHT EVENING PACK – 10 TICKETS	● 10 Meet'Night Passes – valid for the evening event, to invite your clients and prospects (unit value: €12.50 excl. VAT, i.e. 20% discount off the regular price in this pack)	□ 1	100 €
EXHIBITION 2-DAY PACK – 10 TICKETS	● 10 Exhibition Passes (excluding conferences in Meet'Up Colloque) – valid for 2 days to invite your clients and prospects (unit value: €12.50 excl. VAT, i.e. 28% discount off the regular price in this pack).	□ 1	90 €

TOTAL excl. VAT



COMMUNICATION OPTIONS

ON THE MENU	Description	Rate excl. VAT
RESERVED BACK COVER OF THE PROGRAM GUIDE	● Insertion of your A5-format advertisement on the back cover of the program guide distributed at the show entrance to help visitors navigate.	
EXCLUSIVE BRANDED LANYARDS FOR VISITOR BADGES	● Given to visitors at the entrance along with their event badge. Wearing a badge is not mandatory except for exhibitors, organizers, and speakers. Lanyards to be supplied and branded by you.	<input type="checkbox"/> 500 €
EXTERIOR FENCING BANNER LIMITED TO 4 EXHIBITORS	● Outdoor banner installation with your logo (L 2 m x H 1 m) at the entrance of the PIC, before the reception area of the event. Banner produced by us (high-definition logo to be supplied by you).	<input type="checkbox"/> 450 €
LOGO ON PROGRAM GUIDE MAP LIMITED TO 4 EXHIBITORS	● Your logo inserted on the event map distributed on the day of the show and on all other on-site signage showing the layout of the event.	<input type="checkbox"/> 150 €
FLYER DISTRIBUTION LIMITED TO 3 EXHIBITORS	● Your flyer distributed to visitors along with the program guide at the show entrance.	<input type="checkbox"/> 500 €
WEB BANNERS	● Rotating banner on the homepage of www.normandy-horse-meetup.fr. Format: 900x260 px (banner provided by you). ● Rotating banner at the top of the program page (most visited after the homepage). Format: 1320x250 px (banner provided by you).	<input type="checkbox"/> 300 €
EXCLUSIVE TOTE BAG	● Tote bag distributed to all visitors and exhibitors (provided by you) + 1 flyer to be inserted inside.	<input type="checkbox"/> 1 000 €
RESERVED AD INSERT ON VISITOR BADGES	● Insertion of an advertisement on the visitor badge used to access the show.	
AD INSERT – CONFERENCE BROCHURE LIMITED TO 4 EXHIBITORS	● Advertisement insertion in the A5-format Meet'Up Colloque brochure handed out to all attendees at the entrance.	<input type="checkbox"/> 1/2 page 250 € <input type="checkbox"/> 1 page 450 €
RESERVED SOCIAL MEDIA PACKAGE LIMITED TO 4 EXHIBITORS	● Two dedicated stories highlighting a product or service, plus two posts across all show social media channels.	
NEW NEWSLETTER COMMUNICATION	● Insertion of content in one of the event newsletters, including a banner (750x200 px) and a 500-character message (spaces included), sent to 25,000 contacts (industry professionals, companies, and horse owners).	<input type="checkbox"/> 400 €
NEW RESTROOM ADVERTISING LIMITED TO 2 EXHIBITORS	● Ad space using 8 A4 posters on the doors of the event restrooms (visuals provided by you – printing done by us).	<input type="checkbox"/> 500 €

TOTAL
excl. VAT

PARTNERSHIP PACKAGES

Prestation	Description	Rate excl. VAT
VISIBILITY PACKAGE LIMITED TO 3 PARTNERS	<p>Showcase your expertise</p> <ul style="list-style-type: none"> ● 2 speaking sessions in the Meet'Up Demo area (subject to organizer approval) ● New! Product presentation (launched less than 2 years ago) in the innovation showroom at the heart of the event. <p>Display size: 33.5 x 33.5 x 33.5 cm</p> <ul style="list-style-type: none"> ● Your logo on the visitor-distributed program ● Your advertising banner in the Meet'Up Demo area (2 m x 0.9 m, visual provided by you – printed by us) ● Rotating ad on the program page of the event website ● On social media: one grouped post announcing Visibility Package partners, and two communications of your choice (each includes 1 Instagram reel, 1 Instagram/Facebook story, 1 Facebook post, 1 LinkedIn post — subject to content approval) ● Your banner at the show entrance (2 m x 0.9 m, produced by us) ● 20 entrance passes (excluding conferences), 10 evening passes, and 2 full 2-day conference passes ● VIP welcome: 1 reserved parking space, access to the event breakfasts 	<input type="checkbox"/> 1 500 €
CONFERENCE PACKAGE LIMITED TO 1 PARTNER PER HALF-DAY	<p>Associate your brand with scientific and technical sessions</p> <p>COMMUNICATION – Half-day</p> <ul style="list-style-type: none"> ● Your feather flag at the conference entrance (provided by you from Thursday morning) ● Your roll-up banner in the Meet'Up Colloque area (provided by you from Thursday morning) ● A half-page ad and your logo in the conference brochure ● Your logo on the program board at the entrance to the conference area ● Your logo on the partner slide during presentations ● 1 social media post per partner and tagged mentions in each relevant post ● 5 one-day passes + 2 full 2-day passes to the Meet'Up Colloque 	<input type="checkbox"/> 750 €
	<p>CONFERENCE</p> <ul style="list-style-type: none"> ● 1 conference session (45 min), subject to topic approval ● Includes the full Conference Communication Package ● New! Replay access to your presentation ● 5 one-day passes to the Meet'Up Colloque conferences ● New! Product presentation (under 2 years old) in the innovation showroom (33.5 x 33.5 x 33.5 cm) 	<input type="checkbox"/> 1 500 €
PREMIUM PACKAGE LIMITED TO 5 PARTNERS	<p>Become an OFFICIAL PARTNER of the event</p> <ul style="list-style-type: none"> ● Meetings with international buyers (organized by Business France) ● 1 meal for 5 people (includes drinks) and 2 complimentary breakfasts on Friday at the PIC restaurant (value: €200 excl. VAT) ● Your logo on the front page of all communication materials (posters, invitations, website, program guide, conference brochure, ads...) ● Your banner in the Hippolia or EquuRES hall (2 m x 0.9 m, produced by us) ● Your banner on outdoor fencing at the show entrance (2 m x 0.9 m, produced by us) ● 1 dedicated social media post announcing the partnership and tag mentions in all your 4 content-driven communications (each includes 1 Instagram reel, 1 Instagram/Facebook story, 1 Facebook post, 1 LinkedIn post) ● New! Product presentation (under 2 years old) in the innovation showroom (33.5 x 33.5 x 33.5 cm) ● 30 2-day show passes (excluding Meet'Up Colloque conferences) + 10 evening passes + 4 2-day conference passes ● VIP welcome: 1 reserved parking space 	<input type="checkbox"/> 3 000 €

TOTAL
excl. VAT

ORDER FORM

PROCEDURE:

To validate your registration, please complete and return the registration form along with proof of 50% deposit payment:

● by email at romain@normandy-horse-meetup.fr

● by post at PÔLE HIPPOLIA, Normandy Horse Meet'Up, Bât. Érable, 8 rue Léopold Sédar Senghor, 14460 COLOMBELLES, FRANCE

Once your registration is validated, you will receive your login credentials to access the exhibitor area where you can manage your participation (download your invoice and badges, update contact details, order additional furniture, etc.).

Registration fees 90 €

+ Stands and options €

= TOTAL excl. VAT €

VAT 20 % €

TOTAL incl. VAT €

UPON SIGNATURE, I ATTACH TO MY REGISTRATION FORM:

☐ The deposit payment and agree to pay the balance before 31/07/2025

or ☐ The full payment (mandatory for any registration after 31/07/2025)

FOR ANY ORDER:

> 50% deposit upon registration by credit card, bank transfer or cheque payable to «Pôle Hippolia» (mandatory to confirm your participation)

> Balance payment due by 31/07/2025

> For any booth booking after 31/07, full payment is required upon registration

RIB

ACCOUNT HOLDER / ASSOC. POLE DE COMPETITIVITE FILIERE EQUINE

Bank	Counter	N°/account	Key	Direct debit	IBAN	BIC
16606	05516	84838337804	90	CR DE NORMANDIE	FR76 1660 6055 1684 8383 3780 490	AGRIFRPP866

COMPANY/EXHIBITOR

☐ Member of Pôle Hippolia or CCN ☐ Partner of Label EquuRES ☐ No member

Company name (press release on the website) :

Address :

Postal code : City :

Phone : Fax :

Email :

BILLING

☐ Address same as company/exhibitor

Company Name :

Address :

Postal Code : City :

Email :

STAND CONTACT PERSON

☐ Mrs ☐ Mr Last name : First Name :

Function: Tel: | | | | | | | | | | | | | | | | | | | | | |

Email :

BACK WALL (ONLY FOR STAND BACKDROP INCLUDED IN THE OFFER) - TO BE COMPLETED VIA YOUR EXHIBITOR PORTAL UPON RECEIPT OF YOUR LOGIN CREDENTIALS BY EMAIL.

Please upload your high-definition logo, presentation text, and contact details to be displayed on your booth back wall via your online exhibitor space, the link to which will be provided once your registration has been confirmed.

VISIBILITY

● I wish to be listed under the following category*:

☐ Feed & Nutrition ☐ Institutions & Training

☐ Consulting & Management ☐ Health & Care

☐ Agricultural Equipment & Machinery ☐ Transport

*only one selection allowed

☐ Equipment for Horse and Rider

☐ Infrastructure & Horse Housing

● I would like my stand to be located in the following hall at the exhibition**:

☐ Hippolia Hall – Business & Innovation

☐ EquuRES Hall – Well-being & Sustainable Development

**subject to availability and approval by the organizers

☐ I wish to participate in the Normandy Horse Meet'Up event and hereby declare that I have read and accepted the general terms and conditions of participation included at the end of the registration file, without reservation or restriction.

☐ I agree not to solicit visitors or other exhibitors outside the boundaries of my booth.

☐ I authorize the organizers to send me information directly related to the event or the equine industry (post-event communications, 2025 updates, etc.).

Company/organization :

Surname/First name of signatory :

Phone : Email :

Done at : the :

Stamp and Signature

Obligatoires

CONTACT :

● Exhibitor follow-up/logistics contacts : Romain Belec , romain@normandy-horse-meetup.fr, +33 7 82 73 14 08

● Sales contact : Romain Belec , romain@normandy-horse-meetup.fr, +33 7 82 73 14 08

● Communication contacts : Laura Ginard , laura.ginard@chevaux-normandie.com, +33 6 17 98 28 14 and Doriane Marie-Macarez , doriane.marie-macarez@hippolia.org, +33 6 11 52 39 13