



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



PRESENTATION DOCUMENT

An exhibition organized by:



With the support of:



GRANDPRIX



An event applying for the EquuRES EVENT label!

Normandy Horse Meet'Up has been awarded the EquuRES Event label for its first three editions thanks to its eco-responsible approach. In 2025, we are renewing our commitment and applying once again for the label!



CONCEPT, A ONE-OF-A-KIND EVENT

Normandy Horse Meet'Up is the first event in France exclusively dedicated to horse industry professionals!

A unique and innovative event combining :

- Equine welfare and sustainable development,
- Economic development and business networking,
- Innovation and the latest research on learning processes, performance optimization, nutrition, and horse accommodation,
- Product and equipment demonstrations in real-life conditions,
- Exhibition areas designed to foster connections,
- A true experience: themed activities, experience feedback, business lounges, networking cocktail...

Professional encounters that create connections, facilitate networking, and showcase the latest trends and innovations in the industry.

JOIN US FOR THIS UNIQUE GATHERING ON
SEPTEMBER 25 & 26, 2025 IN DEAUVILLE



REVIEW OF THE 2024 EDITION



ON THE VISITOR SIDE



2200 VISITORS

75% of whom were professionals. 33% of visitors attended the event on both days.

OVERALL EVENT SATISFACTION:

4,3 ★★★★★

What visitors appreciated the most:

1

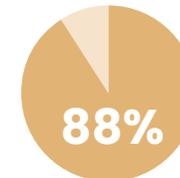
The exhibition halls, 100% dedicated to professionals

2

The Meet'Up Expert and Demo activities

3

The Meet'Up Colloque conferences



of visitors

expressed their intention to return for the 2025 edition.

ON THE EXHIBITOR SIDE

108 exhibitors

of whom 98% plan to participate again in 2025



of exhibitors made new contacts that led to concrete business opportunities

OVERALL EVENT SATISFACTION

4,3 ★★★★★

ON THE PROGRAMMING SIDE

21 conferences

& **70 demonstrations**

410

conferences tickets sold

+44%
of visits



A sold-out evening networking event with **450** attendees

THE 2025 EDITION

WHAT TO EXPECT



INSPIRE



EXPERIMENT



COMMIT



INNOVATE



SHARE



DRIVE



DEVELOP



NETWORK

● 120 EXHIBITORS

Divided across three areas:

- **EquuRES Hall**, Animal welfare & sustainable development
- **Hippolia Hall**, Business & innovation
- Outdoor area, Live demos & agricultural exhibitors

● CONFERENCES

Scientific and technical conferences

MEETUP COLLOQUE

● Over 70 demonstrations

across two zones:

MEETUP DEMO & **MEETUP EXPERT**

● Special activities

thematic exchange of best practices, meeting spaces, product showroom

● A cocktail evening

to network **MEET NIGHT**

EVEN MORE PROFESSIONAL

— Agricultural equipment, transportation and infrastructure:

Expanded outdoor exhibition area for machinery and facilities

— Accelerated international reach:

Organized B2B meetings with foreign investors and buyers. Exporting starts in France!

— Increased support for professionals with practical solutions:

Enhance knowledge, meet the right contacts for development or business transfer...

— Spotlight on innovation:

An even larger area to discover the latest innovations in the equine industry!

FOCUS ON EXHIBITORS AND VISITORS



120 EXHIBITORS

A distinctive exhibition area showcasing a wide range of products and services for the equine industry:

- Health
- Performance
- Nutrition
- Equipment for horse and rider
- Infrastructure
- Breeding
- Transport
- Training
- New technologies
- Services
- Agricultural machinery



2,500 VISITORS

A gathering dedicated to all horse industry professionals to explore and exchange on new products and solutions, the latest trends in innovation and animal welfare, and to source new equipment.

- Breeders
- Trainers, jockeys, drivers
- Professional riders, instructors
- Riding center managers, stud managers
- Equestrian tour guides
- Veterinarians
- Farriers
- Grooms, lads
- Osteopaths, equine dentists, care providers
- Future professionals in the sector
- Saddlers, equipment manufacturers, distributors...



3 EXHIBITION ZONES

> EQUURES Hall

Animal welfare & sustainable development

> HIPPOLIA Hall

Business & innovation

> Outdoor Area

Live demonstrations & agricultural exhibitors





PRACTICAL INFORMATION

DATES & TIMES

Thursday 25 & Friday 26
september 2025

Thursday, September 25: 10:30am - 8pm
Friday, September 26: 9:30am - 6pm

Visitor reception closes :
30 min before closing time

Evening **MEET NIGHT** :

Thursday, September 25 from 8pm

TICKETS

Reserved for professionals

Public price 2025 (incl. VAT)

- 2-day trade fair PASS: **€15**
- Half-day conference + exhibition pass: **€30**
- 1-day conference + trade fair PASS: **€40**
- PASS 2-day conference + trade fair: **€70**

MEET NIGHT

> Evening PASS: **€15**

> Night pass

Exhibition (from 6.30pm) + evening: **€20**

EXHIBITORS CONTACT & PARTNERS

Contact us by email at
commercial@normandy-horse-meetup.fr

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