

Fieracavalli

a Verona dal 1898

Verona, 7-10 November 2024

An inimitable event

the event attracts more than 140,000 visitors and is an appointment with undisputed communicative power

For enthusiasts

8 dedicated areas
50 sporting events
750 exhibitors
The best technical offer for the sector

A community of 292 thousand users

a year-round event thanks to its loyal community and side events organised throughout the country

For families and the curious

non-stop shows
saddle christening
family area
2500 horses on show



fieracavalli.it



Organized by

veronafiere

Trade shows & events since 1898



A PASSION THAT GENERATES BUSINESS AND ENGAGEMENT

**A true passion for
one Italian
in four.**



**300,000 people
practise sport at a
competitive
level.**



3 million Italians in the saddle

8% of the active population has ridden a horse in the twelve months preceding the survey.

Horse synonymous with travel and tourism

35% of enthusiasts have organised at least one trip on horseback in the last year.

A turnover of over 10 billion

These are the numbers of a sector that involves 48 thousand employees and 5 thousand companies operating at various levels: breeders, sports centres, tourism and animal-assisted therapy.

Over half a million horses in Italy

There are 510,541 horses registered in Italian stud books.

Why Fieracavalli?

Concentration of profiled targets



Networking capacity



Unique experiences



**The must-visit destination
for an enthusiast**



Engagement capacity





THE NUMBERS OF FIERA CAVALLI

For partners: the power of popularity

Among the national trade fair events most visited by the public and best loved by the press.

One of the largest and most active web communities among Italian trade fair brands of mind.

69 million readership and 190 million online views
generated by the number of articles and TV reports on the event.

57 millions
People reached in the month of the event.

66.900 streaming views
The views of the live streaming on www.fieracavalli.it

292.744 loyal users
The social community on the official Facebook, Instagram, TikTok and Twitter channels.



THE FIERACAVALLI NUMBERS

For exhibitors: a choice of excellence

Sport

More than 65,000 people interested in technical purchases circulate in the halls, 35% finalise their purchase.

The excellence of selection

Thanks to its longevity, attendance at the event is synonymous with excellence for the exhibitor.

Leisure

28% of visitors also visit the trade halls for lifestyle purchases.

More than 700 exhibiting companies choose Fieracavalli's showcase every year to speak to the public and buyers.



Ability to engage the buyer



Quality of passage



Quality of positioning



Young people:

Age 16-30, origin: Europe.
Horse lovers, they also stay several days at the fair and experience all aspects of the event (from dawn to dusk). They are pure fans, athletes or amateurs, they make technical purchases, follow the competitions.

Specialists:

Age over 40, origin: Italy/World.
Buyers, World Cup athletes, breeders and foreign delegations.

A loyal audience open to discovery, who experience the fair as an all-embracing experience.

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High Spender:

Age over 40, origin: Italy/world.
Horse lovers, industrialists, breeders, managers.
They are the audience at Jumping Verona, they stay at weekends, occupy the tables on the World Cup terrace and follow the finals assiduously.

Families:

Ages 35-50, with children, provenance: central north.
Passionate and curious, they spend the whole day at the fair, make purchases, they visit all the halls in search of novelties/curiosities.

VISITORS: THE IDENTIKIT OF OUR PUBLIC





DESIGNING THE FUTURE

A completely redesigned area

Where spaces dedicated to horse handling are fully integrated with spaces dedicated to visitor circulation.

A project that puts the horse back at the centre

between sustainability, biodiversity, safety and animal welfare.

Thematic food islands

They will be the second beating heart of the event, which aims to promote the territory also from a food and wine point of view, enhancing the agrifood excellences linked to it.

FOR BRANDS

Numerous customisation possibilities for sponsors

With over 140,000 visitors in attendance, the new layout, with customisable hall walkways and entrances, offers new opportunities for customisation and visibility for our partners.



The lounge areas of the halls, from show jumping to western shows, can become moments of engagement for guests or top clients. The competition field can be branded with logos and campaign images of the main partners.

Visibility opportunities are multiplied in each individual hall and in the district.

THE NEW LAYOUT:

A journey through history and flavours in every pavilion



A journey to discover biodiversity and local food and wine

This year the layout of the event will be organised with themed food islands linked to the territory of origin of the horse breeds. Alongside the traditions linked to the customs and morpho-aptitude

characteristics of horses expressed by the various demonstrations and educational areas, it will be possible to taste products and recipes typical of the territory they come from.

Iberian horse, culture and flavours of Spain and Portugal



Friesian horse, culture and flavours of Belgium and the Netherlands



American horse, culture and flavours of the Stars and Stripes



Arabian horse, culture and flavours of ancient lands



Italian horse, culture and flavours of all its regions



Criollo horse, culture and flavours of the Pampas





A WIDESPREAD FAIR

The link that the fair has with the city has over the years created initiatives to promote the territory and horses

Beginning with its urban horseback trail, which is about to be nominated as a Unesco World Heritage Site, through to the ‘Sapori di Razza’ (Breed Flavours) gastronomic competition that, in addition to the restaurateurs at the fair, involves inns and historic restaurants in Verona and its territory.



Urban Equivie

The ‘Equivie Urbane’ network of the Municipality of Verona is being extended.

The initiative aims to enhance and strengthen the bond that the city has built over the centuries with this splendid animal in its various uses. Riding along them it is possible to visit the entire area surrounding the city centre, the hills and the plains of the Verona area in an ideal route that unites the 3 tracks, created by Fieracavalli together with ASD Horse Valley.



THE 2024 SCHEDULE



The adrenaline of  international sport. the excellence of the technical offer, the importance of biodiversity and animal welfare.

THE 2024 SCHEDULE



Over 60 breeds on show from around the world, non-stop shows and the Golden Gala, the family area and the journey through flavours.



The only Italian stage of the World Cup is in Verona

Jumping Verona, the only Italian stage of the Longines FEI Jumping World Cup™ confirms itself as the most eagerly awaited indoor event of the sporting season. Every year it attracts to the city - over four days - the Gotha of international showjumping and the entire world that revolves around it: from sponsors to fans. The next edition will also see two special events in the show jumping schedule: the return of the 126x126 Fieracavalli Grand Prix and the final of the third edition of the Italian Champions Tour, a team circuit reserved exclusively for Italian riders.

JUMPING VERONA: THE BEST OF SHOW JUMPING

35 SHOW JUMPING COMPETITIONS

The partnership with F.I.S.E. and C.O.N.I.

The Italian Equestrian Sports Federation and C.O.N.I. have always worked alongside Fieracavalli. The event represents one of the main sports organisers in the equestrian sector and has always

found in F.I.S.E. and its president, Marco Di Paola, a valid ally for the organisation, promotion and valorisation of Italian equestrian.



La Longines FEI Jumping World Cup

Total prize money

€ 860.000

Main sponsors

Longines

Roll of honour

Mentioning only the latest winning riders, there are the names of true sacred monsters: Rodrigo Pessoa, Jeroem Dubbeldam, Daniel Deusser, Michael Whitaker, Simon Delestre, Christian Ahlmann and Scott Brash. On the other hand, world champion Henrik von Eckermann, riding the prodigious King Edward, took the podium in the last edition.



WESTERN RIDING COMPETITIONS

The event traditionally hosts the best of the stars and stripes disciplines: Barrel Racing and Pole Bending (slalom between 6 poles). Initially devised by American cowgirls, they soon became real competitions. The appointment with the Avviamento al Reining is confirmed, an introductory course to the

discipline that goes back to the origins of the West, when cowboys had to perform almost acrobatic movements to vaccinate and care for cattle. This is how reining came into being: it is the codification of those same movements in the sport that creates the 'pattern', the route to be performed in the competition field.



The value of sport at Fieracavalli

Total prize money distributed

€ 2.120.000

Spectators in the stands

40.000

Verona turns into the world capital of sport during the exhibition, hosting the most important competitions on the national and international equestrian scene. From its historical show jumping competitions to the only Italian stage of the Longines FEI Jumping World Cup™, Verona is also an unmissable stopover for all fans of speed, skill and a stars and stripes atmosphere.

This is the extraordinary and magical power of attraction of the event.

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and magical power
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the event.**





BREEDING

The horse: guardian of biodiversity.

Approximately 2,500 specimens of more than 60 breeds belonging to different stud books, from Arabian, American, Iberian and Friesian horses to all Italian breeds. CAI-TPR, Haflinger, Maremmani, Bardigiani, Sanfratellani, Pony di Esperia, Tolfetani, Murgesi, Norci, Micci Amiadini and donkeys from Ragusa or Martina Franca. Last but not least, the American Breeds: Quarter Horses, Appaloosa, Paint and Quarabs, to represent the morphological and attitudinal characteristics of overseas horses. A world of horses waiting to be discovered.

2,500 HORSES
60 BREEDS
ON SHOW



ITALIAN BREEDS

The Italialleva show with A.I.A

UA tour of Italy in the saddle without moving from the fairground?

At Fieracavalli, thanks to sector associations dedicated to enhancing biodiversity and the Italian territory, you can discover the numerous horse and donkey breeds of our peninsula. A long-established relationship links the AIA and the Breeders' Associations - breeding organisations

recognised by the MIPAAF - to Fieracavalli: for more than a quarter of a century, the large ring in the pavilion dedicated to the Italian Breeds Exhibition has hosted a showcase of equine biodiversity present in the various territories of our country, combining technical, educational and cultural elements intended for the general public.



Data on the Italian breeding system

Equines in Italy
480.000

Owners
224.526

The didactic aspect

Thanks to collaboration with university and educational institutions, conferences and educational days are organised for students of agricultural technical institutes.

What you will find in Verona

From National Genealogical Book Exhibitions, now enriched by the Biodiversity Showcases, to the final competitions of the territorial circuits of the various breeds.

*AIA register data

“ **The largest showcase of equine biodiversity in the various territories of our country.** ”



...AND OF THE WORLD

Spanish, Criollo, Arabian, Appaloosa, Paint, Quarab, Lusitano, there are countless horse breeds in the world

There are more than 60 breeds on show in Verona and even more in the world.



Each horse breed carries with it the history, culture and food and wine of the territory from which it originates. It is on this principle that the various halls of the exhibition are created. More than 180 horses including Pura Raza Española,



Lusitanians and Hispano Arabians are the stars of the Iberian show. An exhibition is also dedicated to American culture where, alongside the competitions, the attitudes and history of native breeds such as Appaloosa, Paint Horse and Quarter Horse are explained and told. The majesty of the Arabian horse has always been the protagonist of the most important morphology competitions in the world. Every year Verona is the venue for the main European competitions and the crossroads of double-digit e-business

cultures, where the protagonists are the stellar valuations of Arabian foals and stallions.

Breeds such as Lusitano, Criollo or Friesian become an opportunity to discover not only the horse, but also the culture, customs and taste associated with the territory from which they originate.



NEW COMMUNICATION OPPORTUNITIES



Vip passion for horses becomes the driving force behind special projects

Celebrities, well-known faces from the cinema and the industry, enliven the two key events of the show: the Celebration Dinner and the food contest "Sapori di Razza" with Alessandro Borghese.



“Fieracavalli Horse Friendship Prize”

The award was created in the 124th edition to celebrate the relationship that can bind man and horse. Awarded in the first edition was Kim Rossi Stuart for his film “Brado”, and in the 2023 Matilde Gioli was awarded for her new project “anemos” dedicated to the fight against the gender violence.



**VIPs, influencers,
world-famous amazons,
the faces known to the
general public on the
opening evening of
Fieracavalli.**

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**Live social & TV broadcasts
with 2 million views in a
single evening for the live
broadcast on Repubblica
TV and IG stories.**

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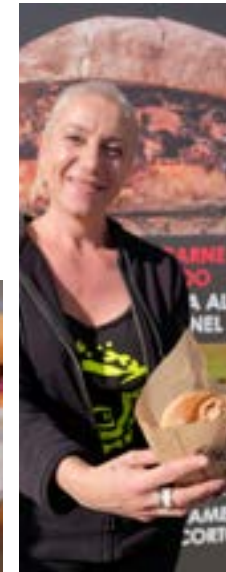
The Jury

A member of the national press, a chef, an influencer and a Veronafiere delegate to assess **taste, storytelling and quality of the competing restaurateurs.**



The competitors

There are two categories in the competition: **the street food** of the event and the "Fieracavalli" dish created by **Verona's historic restaurateurs.**



The public

The public and visitors can also vote for their favourite street food via QR Code at www.fieracavalli.it.

In 2023, **3,700 users** took part in the online voting.

Alessandro Borghese

It is Italy's best-loved celebrity chef who awards the contestants in the competition and **narrates - via his social media - the various stages of the competition.**



SAPORI DI RAZZA

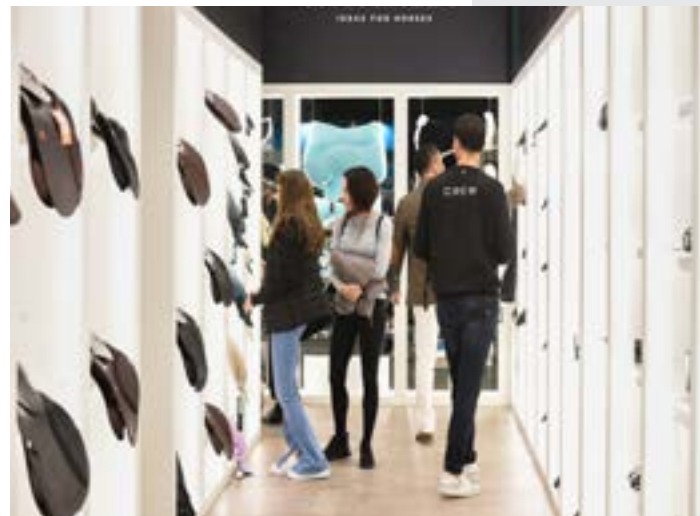
Food between supply chain and lifestyle

SHOPPING AREA



The largest showcase of equestrian business

24,000 SQM
EXHIBITION
AREA



The most important national and international brands of articles and technical equipment for equitation meet at Fieracavalli. With more than 750 exhibiting companies, there will also be plenty of opportunities to shop for casual clothing and unique accessories to enhance your equipment and to touch all the latest innovations in the sector

THE BEST IS IN VERONA

The commercial

The exhibition square metres
24.000 mq

Pavilions
3 pavillons dédiés

Edition after edition, the demand for participation by specialised companies is growing. The large trade area, with its 3 pavilions and 24 thousand square metres, is a strong attraction for **the most important brands of clothing, accessories and equipment for equestrian.** The exhibition area, which is becoming increasingly international, hosts more than 700 exhibitors each year offering the best in riding equipment and accessories.



The best equipment, the most prestigious stud manufacturers in the world, and the most important national and international brands of equestrian and veterinary articles.



HORSE & COMMUNICATION

“ There are many luxury, automotive and beauty brands that exploit the innate elegance and magic of the horse to excite their consumers.



The communicative impetus of the horse, the imagery derived from it and the fascination it arouses are fundamental tools not to be underestimated when imagining a partnership with Fieracavalli.

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Fieracavalli

a Verona dal 1898



Organiser



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