



SHOPPING  
OPTIONS

15th-19th December 2022 • ExCeL London



"Thank you, not only for having us but for putting on a fantastic event. The venue was exceptional and HPower definitely recreated the magic of Olympia. I hope LIHS will continue at ExCeL long into the future... I feel HPower has laid the foundations for this to be one of the very best events in the world."

**Matt Tarrant,**  
General Manager  
United Kingdom & Ireland  
Voltaire Design





## The Audience

### VISITORS



75,000  
VISITORS



74%  
FEMALE

### ACORN PROFILING

51% Affluent Achievers

10% Rising Prosperity

26% Comfortable Communities

### THE SHOW IN NUMBERS



1975  
Bottles of  
Champagne



1214  
Cheeseburgers  
chomped



4121  
Pints of  
Beer



1986  
Glasses of  
Cider



1368  
Bottles of  
Wine



2084  
Cheesy  
Pizzas



7135  
Cars Parked



10,000 +  
WiFi Connections

"Absolutely fabulous. After 20+ years of going to Olympia I was worried. But you smashed it and I much prefer the ExCeL venue - well done LIHS team!"

**Jade Bertie-Douthwaite**  
visitor, via Facebook



## TV & Broadcast Coverage

### BBC SPORT

**15 hours** of live BBC Sport coverage

Peak audience of **700,000**

**150,000** watching on red button

### FEITV

FEI Jumping World Cup™ viewed in **79 countries**

Viewers watched a total of **10,396 hours and 42 minutes** across the FEITV website and app

### H&C HORSE & COUNTRY

H&CTV provided **42 hours** of live UK and international coverage

**55,313 streams**

**113,453 webpage views**

**79 COUNTRIES REACHED BY THE BROADCASTS**



## Social Media

The London International Horse Show Social Media networks saw growth of 6% in followers across both Facebook and Instagram throughout the duration of the show.

The total of 170.4k followers liked, shared and commented on the 82 posts and 130 stories shared over the five days, in addition to the 554.4k other accounts reached.

Both accounts proved to be excellent platforms of communication with our visitors and provided those that couldn't make it to the Show with an unmissable amount of Show coverage, with sneak peeks behind the scenes and live time competition results.



### Facebook

- >> 108.4k followers
- >> 630k accounts reached (+133.7% vs 2020)
- >> 4.8% engagement rate

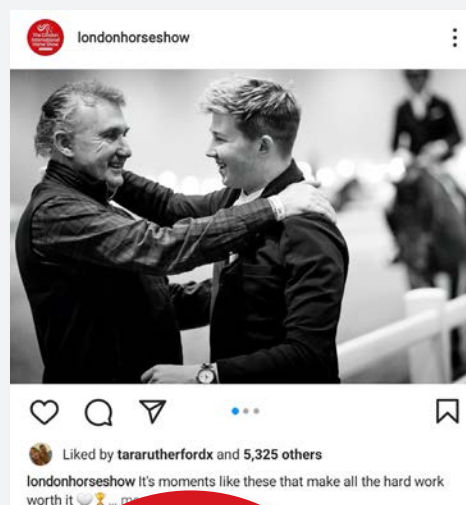


### Instagram

- >> 62k followers
- >> 94.8k accounts reached (+ 95.8% vs 2020)
- >> 15% engagement rate (14.4k accounts)



5.3k engagement  
with a reach of 59.4k



2021  
REACH  
630,000



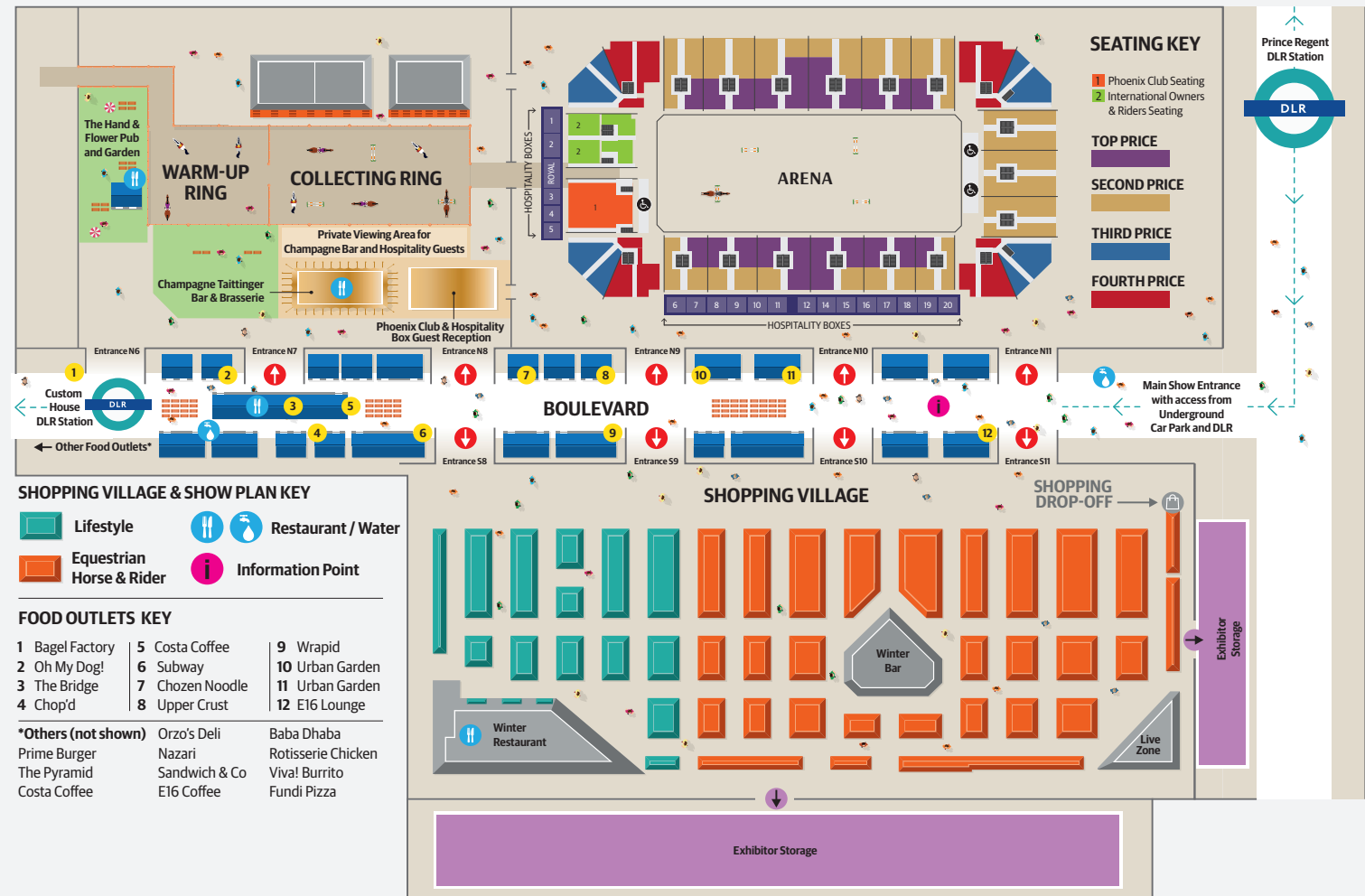
14.7k engagement  
with a reach of 582.6k





## THE BENEFITS OF EXCEL:

- All the shopping is on one pillar-free level, making access much easier for visitors and exhibitors alike.
- The space available allows a larger Arena with an increased number of seats which are larger with more legroom.
- The larger Arena means the show can run over five days, but still maintain the high number of visitors.
- The Collecting Ring and Warm-Up Ring are free to view for the public. There's also the Champagne Bar and a Show Pub.
- The Shopping is directly opposite the Arena across the Boulevard with four large entrances, ensuring that visitors can find the shopping very easily.
- The shopping is complemented by the 'Winter Bar' and the 'Winter Café', along with the ever-popular 'Live Zone'.





"We've attended your show annually for more than 15 years now. I feel I must contact you to say that yesterday afternoon's programme was fantastic. The World Cup Qualifier was quality showjumping at the very best and we enjoyed every second of the class. Thank you for organising such an amazing event at a great venue. Being able to watch world-class riders warm up, with a glass of Champagne, was truly superb. Roll on next year."

**Fiona Moyes, visitor via email**

## PROGRAMME OVERVIEW – HIGHLIGHTS

### Thursday 15th December

#### Afternoon Performance

- Dressage Unwrapped
- Interval
- Class D1 – THE FEI DRESSAGE WORLD CUP™ (GRAND PRIX)
- Presentation of Awards

#### Evening Performance

- EXTREME DRIVING
- The Kennel Club Large ABC Agility Stakes Final
- Shetland Pony Grand National
- Display 1
- Display 2
- Interval
- THE LEMIEUX PUISSANCE
- Christmas Prize Giving

### Friday 16th December

#### Morning Session

- SERVICES JUMPING CHAMPIONSHIP
- UNDER 25 BRITISH CHAMPIONSHIP

#### Afternoon Performance

- THE FEI DRIVING WORLD CUP™
- The Kennel Club Small Jumping Grand Prix
- Services Jumping Championship – Presentation of Awards
- Shetland Pony Grand National
- Display 1
- Display 2
- Interval
- CHAMPAGNE-TAITTINGER IVY STAKES
- Christmas Prize Giving

#### Evening Performance

- THE CHRISTMAS PUDDING SPEED STAKES
- Display 1
- Display 2
- Interval
- THE FEI DRESSAGE WORLD CUP™ (FREESTYLE TO MUSIC)
- Presentation of Awards

### Saturday 17th December

#### Morning Session

- Senior Showing And Dressage Championship
- Kennel Club Large Agility Semi Finals

#### Afternoon Performance

- PONY CLUB MINI-MAJOR
- The Kennel Club Large Jumping Grand Prix
- Shetland Pony Grand National
- Display 1
- Display 2
- Interval
- THE SNOWFLAKE STAKES
- Christmas Prize Giving

#### Evening Performance

- FEI DRIVING WORLD CUP™
- The Kennel Club Large Agility Stakes Finals
- Shetland Pony Grand National
- Display 1
- Display 2
- Interval
- THE LONGINES CHRISTMAS CRACKER
- Christmas Prize Giving

### Sunday 18th December

#### Morning Session

- The Kennel Club Intermediate Agility Stakes Semi Finals

#### Afternoon Performance

- THE LONGINES FEI JUMPING WORLD CUP™
- The Kennel Club Intermediate Jumping Grand Prix
- Shetland Pony Grand National
- Display 1
- Display 2
- Interval
- THE EQUINE RESCUE SERVICES MINI STAKES
- Christmas Prize Giving

#### Evening Performance

- THE MINI STAKES
- The Kennel Club Intermediate Agility Stakes Finals
- Shetland Pony Grand National
- Display 1
- Display 2
- Interval
- THE SANTA STAKES
- Christmas Prize Giving

### Monday 19th December

#### Morning Session

- The BSPS Ridden Mountain and Moorland Championship – Preliminary

#### Afternoon Performance

- THE LE MIEUX SIX BAR
- BSPS Ridden Mountain and Moorland Championship - Final
- The Kennel Club Medium Jumping Grand Prix
- Shetland Pony Grand National
- Display 1
- Display 2
- Interval
- MISTLETOE SPEED STAKES
- Christmas Prize Giving

#### Evening Performance

- MARKEL JOCKEYS JUMPING in aid of The Injured Jockeys Fund
- The Kennel Club Medium Agility Stakes Finals
- Shetland Pony Grand National
- Display 1
- Display 2
- Interval
- THE LONDON GRAND PRIX
- Christmas Prize Giving







## CAREFULLY SELECTED

We carefully select all companies who exhibit with us, basing our selection on products, presentation and professionalism.

Competition for the stand space is high, with more than 500 applicants typically for 250 stands. The type of products sold at the event can be divided into the following categories:

- Equestrian – everything for the Horse & Rider
- Lifestyle – fashion, jewellery & accessories, gift, country clothing, luxury food and drink.

The ExCeL layout is all on one level, which helps visitors locate what they are looking for and makes the whole show more accessible. With the hall zoned in to the two main product categories, Lifestyle and Equestrian, visitors find it easier to navigate around the show. The shopping is complemented by the 'Winter Market' Café, 'Winter Bar' and the ever-popular 'Live Zone'.





## 'ALL INCLUSIVE' EXHIBITOR PACKAGE

### Shell Scheme – £273 + VAT per m<sup>2</sup>

To maintain high standards of both look and presentation, all stands are subject to the LIHS Design Rules and Regulations. Please study these before committing to the show.

We do not offer 'space only' stands; minimum stand size is 6m<sup>2</sup>

#### Examples of stand sizes and prices:

2x3 = 6m<sup>2</sup> £1,638.00 + VAT

3x3 = 9m<sup>2</sup> £2,457.00 + VAT

6x3 = 18m<sup>2</sup> £4,914.00 + VAT

*Other sizes, depths and dimensions are available*



## INCLUDED IN YOUR EXHIBITOR PACKAGE

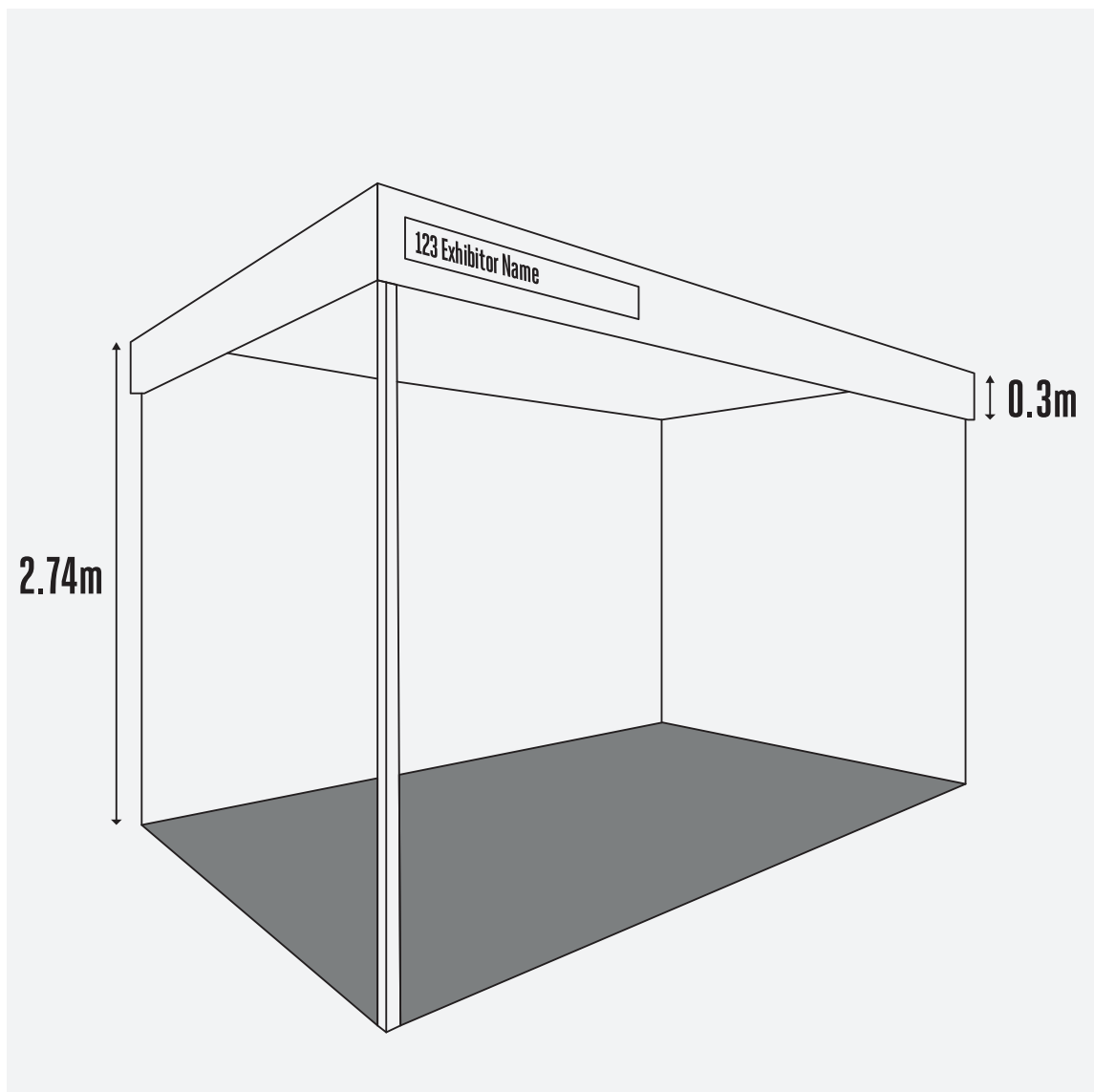
- Traditional Wooden Shell Scheme stand with painted white walls
- Muslin Ceiling – compulsory
- Carpet in show colours
- Single socket
- Florescent strip light (no. according to stand area)
- Company name on Fascia
- Entry listing in the Official Show Catalogue
- Linked Entry listing on the Show website
- Standard wristlets for working personnel
- Venue visitor WiFi
- Free communal storage
- Option to apply for paid storage

### Online Exhibitor Manual

An Online Exhibitor Manual is issued to all contracted exhibitors and includes order forms for:

- |                              |                      |
|------------------------------|----------------------|
| • Additional Electrics       | • Floral             |
| • Furniture                  | • AV Equipment       |
| • Stand Fittings & Layout    | • Hotel Information  |
| • Internet & Telephone lines | • Handling & Freight |

The online manual is planned to go live in October.





## PRACTICAL INFORMATION

### Build Up:

Tuesday 13th December 2022  
Wednesday 14th December 2022

### Restocking Times:

Access from 08:00hrs each morning;  
stands to be ready for trading by:  
Thurs 15th – Mon 19th 09:15hrs

### Shopping Hours:

Shopping opens at 09:30hrs every day and closes  
**half an hour after the evening performance interval.**

### Breakdown:

Monday 19th December from 21:30hrs (or half an hour after the evening performance interval) until 23:00hrs. And Tuesday 20th December from 07:00hrs - 18:00hrs. No exhibitor may commence breakdown until instructed by the Show Organisers that it is safe to do so.

### Car Parking:

- Details of parking will be in the show manual which will be available in October.
- Please note that there are no sleeping or welfare facilities at the ExCeL car park and staying in vehicles overnight is strictly forbidden.



## STAND CONTRACT & PAYMENT TERMS

Once a stand contract is issued, the e-Contract must be returned, digitally signed, within five days of issue; an invoice will then be issued and the relevant deposit or full payment via BACS, cheque or credit card will need to be paid within seven days.

**Contracts cannot be accepted without supporting deposits or payments being made on time.**

### **Payment stages for contracts issued before 31st August 2022:**

The 20% deposit payment must be made within seven days of the invoice issue date; the next 40% to be paid by 30th September and the final 40% to be paid on or before 31st October 2022.

### **Payment stages for contracts issued after 31st August 2022:**

60% payment must be made within seven days of the invoice issue date, and the final 40% to be paid on or before 31st October 2022.

### **Payment stages for contracts issued after 30th September 2022:**

100% payment must be made within seven days of the invoice issue date.



### **Postal Address:**

*For all correspondence but not payments*  
Exhibition Team, HPower Group,  
Stable House, St Alban's Close,  
Windsor, SL4 1UT

### **Accounts Dept:**

*For payments only*  
Clarion Events Ltd,  
Fulham Green, Bedford House,  
69-79 Fulham High Street,  
London SW5 3JW





## CONTACTS

HPower Group  
Stable House  
St Alban's Close  
Windsor  
SL4 1UT

### Stand Sales

General Email: [shopping@londonhorseshow.com](mailto:shopping@londonhorseshow.com)

Pam Swift: [pams@hpower.co.uk](mailto:pams@hpower.co.uk)  
07837 899571

### Exhibitor Manual

Email: [felicity@inovent.co.uk](mailto:felicity@inovent.co.uk)  
Tel: 020 7748 9097

"I JUST WANTED TO SAY THANK YOU TO YOU AND YOUR TEAM FOR SUCH A FABULOUS SHOW. I TOTALLY APPRECIATE HOW DIFFICULT IT MUST HAVE BEEN AND I THINK YOU DID AN AMAZING JOB UNDER THE CIRCUMSTANCES. WE HAD A GREAT SHOW, WE WERE WELL OVER TARGET AT THE END. EVERYONE I SPOKE TO, WHETHER IT WAS TRADER, RIDER OR VISITOR ONLY HAD POSITIVE THINGS TO SAY ABOUT THE NEW VENUE, SO WELL DONE."

SARAH CHEETHAM, FLYING CHANGES



  
**The London  
International  
Horse Show**

ExCeL • London