

# LONGINES EQUITA LYON

CONCOURS HIPPIQUE INTERNATIONAL

LYON  
EUREXPO  
30<sup>th</sup> OCTOBER  
3<sup>rd</sup> NOVEMBER  
2024



# 30<sup>ans</sup>



LONGINES

[equitalyon.com](http://equitalyon.com)



## LONGINES EQUITA LYON, CONCOURS HIPPIQUE INTERNATIONAL



**191,000**  
VISITORS IN 2023

**140,000 m<sup>2</sup>**  
OF EXHIBITION BOOTHS AND  
ENTERTAINMENT AREAS

**3 500**  
HORSES ON SITE

**750**  
EXHIBITORS AND BREEDERS

As a major event on the European equestrian calendar and a true international benchmark, Equita Lyon is both a trade show dedicated to horses and an international horse show: the Longines Equita Lyon, which presents 4 stages of the FEI World Cup, equestrian sport at all levels, non-stop entertainment and an unique performance show. An experience to share with your friends, family or partners.

**40+**  
BREEDS OF HORSES AND PONIES

**11**  
CONTINUOUSLY ANIMATED  
ARENAS

**2**  
EVENINGS OF SPORT AND SHOW

**1**  
HEALTH CENTER



# HOSPITALITY

## VIP RESTAURANT

TO MAKE EACH EDITION A  
REMARKABLE «RENDEZ-VOUS»

For successful business relationships, the VIP village and the emblematic French gastronomic restaurant at Longines Equita Lyon, International Horse Show will welcome you for special moments with your friends and partners.

## HIGH-LEVEL SPORT, PRESTIGE & GASTRONOMY

From the VIP Restaurant on the edge of the main arena, you can watch live coverage of the international competitions and the equestrian show created especially for the event.

The choice of food and wine is orchestrated by Mathieu Viannay, a two Michelin stars chef. Partnered for the occasion with our caterer, to whom the arts of the table are entrusted, the Chef designs the menus for your receptions, featuring regional products.



# HOSPITALITY SUITES

## WELCOME YOUR PARTNERS IN A PRIVATE SPACE BRANDED WITH YOUR COLORS

Privatize a VIP area overlooking the main arena and assist with your guests to the finest international jumping, dressage and driving competitions, as well as the Longines Equita Lyon International Horse Show.

Booking a suite allows you to organize 8 receptions of 50 people each from Wednesday to Sunday, and to offer each of your guests access to the VIP parking lot, to your suite during the chosen session, and to the whole of the Equita Lyon show from 8:30 a.m. and for the whole day on the day of their invitation.

Our caterer is at your disposal to advise you and offer you a wide choice of cocktails that you can easily book.



## INTERNATIONAL RENOWN

Over 250 hours of TV and web broadcasting worldwide and via FEI networks, Cheval TV and Equita TV.

190 media representatives accredited to cover the event. National and international press. 7 national and regional radio stations. Poster campaigns. Website: 1 267 000 page views and 330 000 users from September to November 2023. Active social networks. Facebook, Instagram, TikTok, Youtube, Twitter, Equita Lyon app.



# VISIBILITY

Your logo on a LED advertising panel at the edge of the the main arena with optimized visibility during the broadcast.

A commercial on the giant screen in the main arena.

An advertisement in the official program of the Longines Equita Lyon International Horse Show, distributed in the VIP areas and in the Equita Lyon showroom.

An advertising banner on our web supports, such as the new official application, or on the event's website, [equitalyon.com](http://equitalyon.com).



# COMMUNICATION

Benefit from the visibility of Longines Equita Lyon, International Horse Show to promote your company.

## YOUR CONTACTS

**Sylvie Robert**  
Public relations

President of GL events Equestrian Sport  
Cédric Prénat / [cedric.prenat@gl-events.com](mailto:cedric.prenat@gl-events.com)  
Julie Lefèvre / [julie.lefevre@gl-events.com](mailto:julie.lefevre@gl-events.com)  
+33 4 78 17 62 11

Lyon - Eurexpo  
Boulevard de l'Europe  
69686 Chassieu cedex France

### Horaires du salon

Show opening hours: Wednesday to Friday, 8:30 am to 8:30 pm\*.

Access to the international arena grandstand from 8H00

Sunday: 8.30am to 7.00pm\*

\*Schedules subject to change



Schedule of competitions and show on [equitalyon.com](http://equitalyon.com) and on the [Equita app](#)