

Essential information

Please also refer to our enclosed Conditions of Participation



spoga horse, 07.-09.02.2026

1 Opening hours

For visitors	
Saturday, 7 February 2026	9:00 a.m. - 6:00 p.m.
Sunday, 8 February 2026	9:00 a.m. - 6:00 p.m.
Monday, 9 February 2026	9:00 a.m. - 5:00 p.m.

For exhibitors:	
Saturday, 7 February 2026	8:00 a.m. - 7:00 p.m.
Sunday, 8 February 2026	8:00 a.m. - 7:00 p.m.
Monday, 9 February 2026	8:00 a.m. - 6:00 p.m.

2 Application

To register, please use the online exhibitor form, which you can find on the spoga horse website. This must be completed in full and sent to Koelnmesse by clicking on the "Submit binding application" button. Co-exhibitors can also be registered (see "General Section of the Conditions of Participation", Item V).

If you wish to register as a group organiser, please use the corresponding online registration link.

*see Item V, General Participation Conditions

3 Participation fees

Participation fees (per m² floor area):

The space rental amounts:

Application until 10 March 2025*:	EUR 235.00 per each m ²
Application from 11 March 2025 until 31 December 2025*:	EUR 265.00 per each m ²
Application from 1 January 2026*:	EUR 295.00 per each m ²
*date of receipt by Koelnmesse	

In addition, a flat rate electricity fee of EUR 21.50 per m² and an AUMA fee of EUR 0.60 per m² are charged, see the Special Participation Conditions, Item 3. The co-exhibitor fee costs euro 420.00, see Item 3.5, Special Participation Conditions.

The participation fee does not include the cost for any constructions and floor coverings. Please also note that there are no boundaries (rear and side walls) to any neighbouring stands and that you must erect them yourself.

After the end of the event, a separate final invoice will be issued for the services used for the event (e.g. electrical and water connections, stand cleaning, etc.). Invoice amounts are payable immediately upon receipt.

All prices given are net prices to which VAT must be added.

4 Turnkey stands / Koelnmesse Service stands

Koelnmesse GmbH offers turnkey stands. These stands are available in various designs.

For any questions regarding the stand construction, please contact:

services@exhibitor.koelnmesse.de, Tel. +49 221 821-3998

More detailed information: www.spogahorse.com

5 Build up

Tuesday, 3 February - Wednesday, 4 February 2026	6:00 a.m. - 10:00 p.m.
Thursday, 5 February 2026	6:00 a.m. - midnight
Friday, 6 February 2026	midnight - 6:00 p.m.

Build up has to be completed on 6 February 2026 by 6:00 p.m. at the latest. The aisles must be completely cleared by this time. Information regarding early build up can be obtained from the spoga horse team.

6 Dismantling times

Monday, 9 February 2026	5:00 p.m. - midnight
Tuesday, 10 February 2026	midnight-midnight
Wednesday, 11 February 2026	midnight-6:00 p.m.

Dismantling the trade fair stand and/or the product presentation before the official end of the event represents a serious infringement of the Conditions of Participation. In the event of any violation of this condition, Koelnmesse is entitled to impose a **fine of up to €5,000.00** (depending on the severity of the violation) for each such violation and/or to exclude the exhibitor from subsequent events.

Dismantling may begin not earlier than 5:00 p.m. on Monday, 9 February 2026.

7 Stand area confirmation

Once your company has been accepted for participation, you will receive the corresponding confirmation beginning in May 2025. The contract for participation in the trade fair event is concluded upon receipt of the confirmation. Contractual relationships exist exclusively between Koelnmesse GmbH and you as the main exhibitor or group organiser, in accordance with Item V of the General Section of the Conditions of Participation. The same applies to entries in the Marketing Package.

8 Technical guidelines / services

You may download the Technical Guidelines from the event website. Our entire range of services can be ordered from our online ordering system, the Koelnmesse Service Shop.

9 Maximum stand height / special build up

The general stand height is 5.00 m, insofar as the height of the hall ceiling and any fixed hall ceiling and any fixed installations that may be present permit this. A higher construction up to 0.50 m below the hall ceiling is permitted, if the design of the stand has been approved by Koelnmesse. Stand construction approval will only be granted via our digital system Delegatis. A corresponding link to a questionnaire will be sent to each exhibitor. Corresponding plans must be submitted / uploaded via our digital platform Delegatis at least 6 weeks before the start of construction.

10 Withdrawal / non-participation

You are bound by your registration after you submit your registration and before you receive the acceptance/confirmation. If you cancel your registration during this period, you will be charged a fee of €600.00. If you submit your registration during the Early Bird period (first booking period, cf. Item 3), you can cancel it free of charge within this period at any time.

After the exhibitor has received the acceptance/confirmation, it is no longer possible to release the company in question from the contractual relationship free of charge. Koelnmesse may, in exceptional cases, consent to a request for release from the contract if the stand area made available can be rented to someone else. In this case, a flat-rate fee amounting to 25% of the participation fee is charged for the costs incurred. If the space cannot be re-rented, the full participation fee must be paid.

11 Invoicing

You will receive the invoice for the stand area from the middle of October 2025. Please observe the terms and conditions of payment listed under Item IV, General Participation Conditions.

12 Value added tax registration number

All prices given are net prices. The statutory VAT will be charged additionally where applicable.

As a rule, Koelnmesse provides exhibitors (proprietors) with a uniform service — a so-called event service — pursuant to Section 3a.4. Par. (2) of the German ordinance on the application of VAT (UStAE). The place of performance for such services is the recipient's headquarters. Koelnmesse will therefore invoice foreign exhibitors (proprietors) according to the reverse charge accounting mechanism without charging any German VAT. Exhibitors from the European Union need to enter their valid VAT identification number in the registration form in order to be considered proprietors. Exhibitors must immediately notify Koelnmesse in writing of any changes to their VAT identification numbers.

13 Exhibitor passes

As an exhibitor, you will receive free exhibitor passes that are valid for the period from the first day of construction to the last day of dismantling:

- 3 exhibitor passes for a stand up to 20 m²
- each additional 10 m² up to 100 m² 1 further exhibitor pass
- each additional 20 m² over 100 m² 1 further exhibitor pass
- Upper limit : max. 150 exhibitor passes

The codes for the passes must be ordered by the exhibitor from the Service-Shop and must be redeemed online via the event's ticket shop. Any additional exhibitor passes required can be ordered from the Service Shop for a fee.

14 Passes for construction and dismantling periods

In the Service Shop, you can order the necessary construction passes for the personnel employed during construction and dismantling. These passes only entitle the holder to enter the exhibition grounds before and after the event, but not during the event:

- 2 work passes for a stand up to 10 m²
- 4 work passes for a stand up to 20 m²
- each additional 10 m² up to 100 m² 1 further work pass
- each additional 20 m² over 100 m² 1 further work pass
- Upper limit : max. 150 work passes

15 Media Services (Marketing Package)

The media services offered by Koelnmesse are the comprehensive and attention-grabbing solution for all stages of your trade fair communication.

The provision of the media services specified under Item 7.1 a) Special Conditions of Participation is obligatory for all group organiser main exhibitors, group organisers and group participants and costs euro 1,339.00 per main exhibitor, group organiser and group participant.

The provision of the media services specified under Item 7.1 b) Special Conditions of Participation is obligatory for all co exhibitors and costs euro 350.00 per co exhibitor.

Our official contractual partners will provide you with all order information and documents for the media services offered. Please note that your company's participation requires Koelnmesse's approval. Therefore, this approval is also a prerequisite for any offers or order confirmations.

Please note: The editorial and advertising deadline is **December, 18th 2025**.

A note on unofficial exhibitors' directories

So-called registration offers for seemingly official exhibitors directories lead to confusion and enquiries from numerous exhibitors'. Without having been asked, the providers of these exhibitors' directories are sending forms that give the impression that these are galley proofs or invoices from the publisher commissioned with publication of the official fair media. **In fact, these so-called registration offers are order forms for an entry in directories of companies or exhibitors and do not involve the official fair media of Koelnmesse GmbH.** The official media are exclusively issued by Koelnmesse

GmbH, in cooperation with the media publisher commissioned by Koelnmesse GmbH. Entries in the official fair media can only be booked through Koelnmesse GmbH or through the media publisher commissioned by Koelnmesse GmbH for the media in question.

16 Koelnmesse representatives abroad

Our sales network is there for you in more than 100 countries. A list of these offices is available on the Internet at <http://www.koelnmesse.de/>.

17 Group participation

Registration of group participants (companies that will participate at the group stand that you have organised, under their own name and with their own personnel and products) is done by submitting the fully completed group participants registration form during the online registration. This can either be done immediately after submitting the group organiser registration, or later via the "My Stands" menu item in the service shop.

Every participant must meet spoga horse participation requirements – see in particular Item 2 of the Conditions of Participation. Koelnmesse GmbH retains the right to reject registrations by companies that do not meet these conditions of participation.

The information provided in the online registration must contain the correct details of the registered group participant. The company details are mandatory and will be published in the trade fair media. Additional details for entry in the trade fair catalogue, the trade fair app and the online exhibitor search can be entered in the media shop. You as the group organiser bear responsibility for the correct catalogue entry of the group participants. If the exhibitor has not submitted an order with the official contractual partners by the editorial and advertising deadline, they will be included, still subject to the standard fee, in the official trade fair media using the information provided when registering for the event. Registrations and orders received later will only be taken into account in the official trade fair media to the extent that this is still possible. In cases of orders and registrations received by Koelnmesse GmbH after the editorial and advertising deadline, Koelnmesse GmbH is unable to guarantee the provision of all the marketing services that are normally available. In such cases, all claims, of whatever type, but in particular claims for a reduction in the fee for inclusion in the official trade fair media, or claims for compensation, are excluded.

The distribution of individual areas at the trade fair is your responsibility as the organiser of the joint stand. Koelnmesse GmbH must be notified as to how the individual areas have been distributed by 7 November 2025 at the latest. This information will be used as the basis for the allocation of the individual stand numbers and thus for the entry of the stand numbers in the trade fair catalogue, the trade fair app and the online exhibitor search. Koelnmesse GmbH will allocate the stand numbers.

As the group organiser, you are responsible for ensuring that all necessary documents are completed in full and returned on time. Should you fail to provide us with the allocation of the stand areas, participants will be entered into the catalogue with a group stand number.

Orders for services by individual group participants (e.g. ordering of rental furniture) via the Service Shop are made in the name and for the account of the group organiser. The prerequisite is the timely notification of the allocation of the individual spaces and the granting of a corresponding authorisation by the group organiser through the group organiser by forwarding the customer number and password (authorisation). Orders can only be placed in the Service Shop up to 3 days before the beginning of the take place. Orders for services without the use of the Service Shop in the own name and for the group participant's own account can only be placed on site in the period the period from the 1st set-up day to the last day of the event.