



NORMANDY HORSE — MEET'UP

SEPTEMBER
16 & 17
2026

5TH
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:



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 2026, 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 16 & 17, 2026 IN DEAUVILLE**



REVIEW OF THE 2025 EDITION



ON THE VISITOR SIDE



2000 VISITORS

75% of whom were professionals.

OVERALL EVENT SATISFACTION:

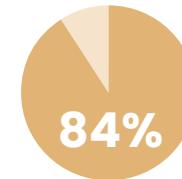


They participate in order to:

- 1 Gain access to knowledge and information
- 2 Networking
- 3 Discovery

What visitors appreciated the most:

- 1 The exhibition halls, 100% dedicated to professionals
- 2 The exhibitors' booths
- 3 The Meet'Up Expert and Demo activities



of visitors

expressed their intention to return for the 2026 edition.

ON THE EXHIBITOR SIDE

110 exhibitors

of whom 97% plan to participate again in 2026



of exhibitors

made new contacts that led to concrete business opportunities

OVERALL EVENT SATISFACTION



ON THE PROGRAMMING SIDE

19 conferences

& 70 demonstrations



NEW

4 practical workshops



A sold-out evening networking event with 300 attendees



conferences tickets sold

THE 2026 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

[MEET'UP COLLOQUE](#)

- **Over 70 demonstrations**

across two zones:

[MEET'UP DEMO](#)

& [MEET'UP 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 & VISITORS FOR 2026



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

IN PICTURES, RELIVE THE ATMOSPHERE OF THE 2025 EDITION





PRACTICAL INFORMATIONS

DATES & TIMES

Wednesday 16 & Thursday 17
September 2026

Evening MEET NIGHT :
Wednesday, September 16

More information to come

TICKETS

Reserved for professionals

More information to come

EXHIBITORS CONTACT & PARTNERS

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



www.normandy-horse-meetup.fr

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