



Become a part  
of the national and international campaign

**Best Retailer Germany 2022**



&

**Top Retailer Europe 2022**





## How to take part as an equestrian retailer



### Eligibility Retailer Award Germany 2022

All equestrian specialist shops located in Germany (stationary trade) are eligible to participate. For more information and to download the application form, go to: [www.reitsport-branche.com](http://www.reitsport-branche.com)

### Certified specialist shop

All applicants are extensively examined and evaluated by Reitsport BRANCHE on the basis of a catalogue of criteria. All applicants will receive a certificate of participation (rating incl. logo), which identifies their shops as “Verified Equestrian Specialist Shop Reitsport BRANCHE Retailer Award 2022”.

### TOP 10 Germany

Reitsport BRANCHE will select the “TOP 10 Retailers Germany 2022” from all applicants. The 10 businesses will receive a certificate/logo that they can use to advertise in their mailings as well as on their website and in social media channels.

### Best Retailer Germany

The top-rated shop among the TOP 10 equestrian specialist shops will be awarded the title “Best Retailer Germany 2022”.

### TOP Retailer Europe 2022

Specialist shops from the circle of the TOP 10 Retailers Germany can also become part of the select circle of “TOP Retailers Europe 2022” on the basis of votes from international manufacturers/suppliers. These shops will receive an additional certificate/logo which they can use to advertise internationally on their website and in social media channels.

### Award ceremony

The festive award ceremonies will take place during spoga horse 2022 (5-7 February 2022) at the Cologne Exhibition Centre.



## How to become an award sponsor

As a sponsor of the Reitsport BRANCHE Retailer Award 2022 you will be part of our extensive campaign surrounding the selection and honouring of the best equestrian retailers in Germany and Europe.

### Our services – your benefits

1. Mention of your business with company logo in all Reitsport BRANCHE print and online award publications
2. Mention of your business in all press releases to the international equestrian media
3. Placement (company/logo) in regularly appearing, full-page sponsor advertisements
4. 2/1 double-page presentation (1/1 advertisement + 1/1 company portrait) in one of the 2021 issues of Reitsport BRANCHE
5. Year-round online presence at [www.reitsport-branche.com](http://www.reitsport-branche.com)
6. Presence at the festive award ceremony at spoga horse 2022
7. Exclusivity through limited number of sponsors (exclusion of competition on request)

## Contact

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# PASSION

# AND PROFESSION

The **leading B2B trade fair**  
for the global horse industry.

**05.-07.02.2022**

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