



**Become a part  
of the national and international campaign**



**Best Retailer Germany 2026**



**&**

**Top Retailer International 2026**





## How to take part as an equestrian retailer

By taking part in the Retailer Award, equestrian retailers from all over the world receive feedback on how our expert jury assesses the business and its activities.

### Retailer Award Germany 2026



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

Verified Equestrian Specialist Shop: All applicants are thoroughly assessed and evaluated by Reitsport BRANCHE based on a catalogue of criteria. All applicants receive a certificate of participation (rating incl. logo), which identifies their shops as “Verified Equestrian Specialist Shop Reitsport BRANCHE Retailer Award 2026”.

TOP Retailer Germany: From all applicants, Reitsport BRANCHE/the jury select ten finalists, the “TOP Retailers Germany 2026”. All businesses receive a certificate/logo that they can use to advertise in their mailings as well as on their website and in social media channels.

Special categories: The award jury selects candidates from the TOP Retailer Germany finalists who will be honoured with an award in a special category such as Newcomer, Craftsmanship, Shop Design, Online etc.

### Retailer Award International 2026



Eligibility: Participation is open to equestrian specialist shops/equestrian retailers worldwide (stationary and/or online). For more information and to download the application form, please go to: [www.reitsport-branche.com](http://www.reitsport-branche.com)

TOP Retailer International 2026: From all applicants, Reitsport BRANCHE/the jury select a maximum of five “TOP Retailers International 2026”. The assessment includes the voting of manufacturers and suppliers. All businesses receive a certificate/logo that they can use to advertise in their mailings as well as on their website and in social media channels.

## Award ceremony

The festive award ceremonies will take place during spoga horse 2026 (7-9 February 2026) at the Cologne Exhibition Centre.



## How to become an award sponsor

As a sponsor of the Reitsport BRANCHE Retailer Award 2026, you will be part of our extensive campaign surrounding the selection and recognition of the best equestrian retailers in Germany and around the world.

### Our services – your eight 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 (company portrait or pre-agreed topic) in one of the 2025 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 2026
7. Presentation of an Award Star at the ceremony on “The Stage” on February 8, 2026 in Cologne
8. Exclusivity through limited number of sponsors (exclusion of competition on request)

### Sponsorship amount

Flat rate 2,865 EURO plus VAT for all above mentioned services

### Contact

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# PASSION AND PROFESSION

## Why to book now?

- **Discount** on the stand space price
- **Desired position** in the hall (subject to the availability)

### Note:

The Early Birds deals are only valid **until March 10, 2025**.

[spogahorse.de](https://spogahorse.de)  
[spogahorse.com](https://spogahorse.com)

# Save the Date!

## 07. – 09.02.2026