



Opportunity for German and international equestrian retailers



Best Retailer Germany 2026



&

Top Retailer International 2026





Companies supporting the Reitsport BRANCHE Retailer Award Germany/International



E.A. Mattes – lamb-skin products



EEBA – European Equestrian Business Association e.V.



EQuest by Hölscher – saddle pads, rugs



HKM – Full-range supplier



Horseshape – Horseback measurement



Kappey – Everything for leather workmanship



LAX – Horse feed



MM Cosmetic – care products



Schmidt Sporthandschuhe – riding gloves



Suedwind – Footwear



USG – full-range supplier



Uvex – riding helmets



Zeitler Sport & Freizeit – saddles



Application form

Your application

1. Please complete the application form (in German or English) and send it to us by the deadline.
2. Please describe in key words what, in your opinion, makes your business special.
3. Send us further required documents, photos and video (voluntary, optional), in due time.
4. Please transfer the application fee required for the final processing of your application by the deadline.

Data and performance indicators

Business name: _____

Owner: _____

Contact person/position: _____

Address of the shop

Street name: _____

Post code/town: _____

Phone/fax: _____

Email: _____

Website _____

Business data

Member of a purchasing association, no/yes: _____

Total sales area of the shop (in sqm): _____

Year of business opening: _____

Last modification/extension (month/year): _____

Total number of employees: _____

Of which part-time: _____

Of which apprentices/trainees: _____

Focus of the product range: _____

- Infrastructure
- Business premises
- Product range
- Staff
- Shop design
- Online shop/online activities
- Sustainability
- Special services



Our services – your **five** benefits

1. Reitsport BRANCHE will evaluate your specialist shop on the basis of the available evaluation criteria
2. Certificate with logo as “Certified Specialist Shop Reitsport BRANCHE Retailer Award International 2026”
3. Every “Certified Specialist Shop 2026” also has the chance to be included in the “TOP Retailer International 2026” circle on the basis of votes from manufacturers/suppliers
4. All TOP Retailers International will be invited to spoga horse 2026 (incl. hotel accommodation for 2 people)
5. Award ceremony and presentation of the Reitsport BRANCHE Retailer Award Germany/International 2026 at spoga horse 2026

Application deadlines

The application must be received **no later than 1 September 2025 via email to** info@meenen-presseservice.de (*Photos and/or video can be delivered until 15 September 2025.*)

Participation fee

The participation fee is EUR 198.00 and serves exclusively to pay for the elaborate application modalities by Reitsport BRANCHE, including the above mentioned services.

Early registration discount: Application until May 10, 2025: EUR 179,- / Application until June 10, 2025: EUR 189,-

The participation fee is due within 7 working days after receipt of the application documents and is to be paid to the following Deutsche Bank account:

IBAN: DE09 3207 0024 0197 1480 00

BIC: DEUTDEDB320

(Please enter “Reitsport BRANCHE” as recipient, your business name and town, and “Retailer Award 2025” as reference.)

Conditions of participation

All equestrian professional retailers are eligible to participate.

By participating (see application form and modalities), the specialist retailers agree to the use of their data and photos handed in with the application in the award publications of Reitsport BRANCHE and spoga horse. All data will be used exclusively for processing the Retailer Award 2026 and will not be passed on to third parties. The organiser of the award is Presseservice Meenen, publisher of Reitsport BRANCHE. There is no legal claim to participation.

If you have any questions, please contact: info@meenen-presseservice.de



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
spogahorse.com

Save the Date!

07. – 09.02.2026