

Information on participation options at the CHIO Aachen 2021 as an exhibitor or sponsor

The CHIO Aachen 2021 is being staged from September 10<sup>th</sup>-19<sup>th</sup>. Japan is the official partner country of this major sporting event.

There is going to be a Partner Village, where the partner country can present itself. Companies with ties to Japan can book tents and exhibit here. Furthermore, it is possible to take on the role of a sponsor. The latter opportunities are summarised below under "Details".

The Concours Hippique International Officiel (CHIO) Aachen is the official equestrian sports event of the Federal Republic of Germany and with an attendance figure of over 360,000 spectators over the 10 days of the show, it is one of the largest sporting events in Germany. Competitions in five disciplines take place (Jumping, Dressage, Eventing, Vaulting, Four-in-Hand Driving). The CHIO is the only show in the world to stage 5 Nations Cups.

Since 2002, the CHIO Aachen has selected a partner country every year. We are delighted to welcome Japan as the official partner country of the CHIO Aachen 2021 in the year when the Olympic Games are being held in Tokyo.

This cooperation is being supported among others by the Japanese Consulate General in Düsseldorf, JETRO Düsseldorf and the Japanese Chamber of Commerce & Industry.

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<https://www.chioaachen.de/de/>

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## **“Details”**

\*Please also see the attached PDFs “General Information for Exhibitors” and “Sponsor Package”.

## **Date:**

Friday, September 10<sup>th</sup> until Sunday, September 19<sup>th</sup>, 2021 (10 days in total)

Assembly: September 11<sup>th</sup> (Saturday) up until 4 p.m.

Dismantling: September 19<sup>th</sup>, (Sunday) from 9 p.m. or September 20<sup>th</sup>, (Monday)

## **Location:**

Aachen Soers (Albert-Servais-Allee 50, D-52070 Aachen)

- Unique equestrian sport site owned by the organisers
- Largest and most modern equestrian sport arena (40,000 spectators, floodlights)
- Modern dressage stadium (7,000 spectators, floodlights)
- Partly-integrated cross-country track, permanent stables for over 400 horses

## **Visitors on-site (2019):**

- 368,500 spectators from more than 25 countries
- Capacity utilisation of 94% (over all days and disciplines)
- Average journey of the visitors: 201 km
- Average expenditure in the “CHIO Village”: €174 per person

## **Media:**

- Daily TV broadcasts, mainly via the state-owned channels WDR, ARD, ZDF
- National: approx. 30 hours of TV coverage, range: approx. 77 million TV viewers
- International: TV broadcasts in over 140 countries
- All-year-round presence on all of the relevant social media channels
- Social media range (all-year-round): Approx. 65 million

## **Eligible companies:**

All companies and organisations with ties to Japan that do not operate in the following industries:

- Clocks/watches
- Automobile/mobility
- Airlines
- Financial sector
- Insurance
- Software/cloud services
- Energy supply
- Telecommunications
- Champagne, wine
- Alcohol-free/soft drinks

The organiser already maintains exclusive contracts with existing partners for the above-mentioned industries.

Number of companies wanted:

- Up to 6 tents for the “Japanese Village”
- Up to 3 packages for the Sponsor Package

### **“Japanese Village”:**

- Pagoda tent, furnished with a carpet and 4 lamps, an electricity supply and stand labelling with logo
- Entry on the homepage in the virtual CHIO Village and on the exhibitor flyer (download on the homepage, display for visitors)
- Participation in the exhibitor evening

Costs:

- 4,900 Euros plus VAT (12 m<sup>2</sup>)
- 9,500 Euros plus VAT (25 m<sup>2</sup>)

### **Sponsor Package:**

- Official partnership with logo utilisation rights
- Presentation during and name rights of a sports competition (“XXX Prize”), incl. prize-giving ceremony
- TV-relevant perimeter and obstacle advertisements
- Exhibition space in the CHIO Village
- Social media cooperation and advertisement in the CHIO Aachen Magazine
- VIP tickets for the show jumping

Costs:

- 165,000 Euros (plus VAT, plus production costs)

Should you be interested in booking part of the package, please contact us.

Application deadline:

31.07.2021

Miscellaneous:

The organiser reserves the right to make the final selection.