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# RETAIL OPPORTUNITIES

WINTER EQUESTRIAN FESTIVAL &  
ADEQUAN® GLOBAL DRESSAGE FESTIVAL

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# TABLE OF CONTENTS

3. About PBIEC

4-5. Website Statistics

6-7. Social Media Data

8-9. 2020 Photo Galleries

10-12. Audience Insights

13-17. Retail Opportunities

18. Sample of Past Social Media Assets



# ABOUT THE PALM BEACH INTERNATIONAL EQUESTRIAN CENTER

The Palm Beach International Equestrian Center is considered the most recognizable equestrian sporting venue in the United States today, often called the 'Winter Equestrian Capital of the World.'

The venue encompasses a total of 500 acres, and the competition rings alone cover over 80 acres. PBIEC has two core facilities containing over 18 competition arenas, including a derby field and one of the largest covered riding arenas in the world.

The 2020 Winter Equestrian Festival (WEF) saw great improvements across the facility featuring an innovative footing surface in the International Arena, new rubber flooring around general admission seating and along the bridal paths, upgraded furniture for exhibitor viewing decks and rider lounges, improved shopping experiences, and new food vendors around the facility.



## 2021 by the numbers:

*13 weeks of competition*

*26 countries represented among Grand Prix competitors*

*6,500+ Unique horses worth over half a billion dollars*

*\$10 million in total prize money*

*Over 10,000 exhibitors*



# PBIEC/WEF WEBSITE

[www.pbiec.com](http://www.pbiec.com)

From Jan. 1, 2021 -  
April 5, 2021

**423**  
THOUSAND

**WEBSITE VISITORS**

**18.7**  
MILLION

**TOTAL PAGE  
VIEWS**

**9:55**  
MINUTES

**AVERAGE TIME  
SPENT ON WEBSITE**

**173**

**COUNTRIES THAT  
VIEWED WEBSITE**

## TOP 10 COUNTRIES OF WEB VISITORS

1.  United States
2.  Canada
3.  Germany
4.  Netherlands
5.  Belgium
6.  Ireland
7.  United Kingdom
8.  France
9.  Brazil
10.  Mexico



# AGDF WEBSITE

[www.globaldressagefestival.com](http://www.globaldressagefestival.com)

From Jan. 1, 2021 -  
April 5, 2021

**55.7**  
THOUSAND

**WEBSITE VISITORS**

## TOP 10 COUNTRIES OF WEB VISITORS

1.  United States

2.  Canada

3.  Germany

4.  Netherlands

5.  Sweden

6.  United Kingdom

7.  Australia

8.  Denmark

9. (not set)

10.  France

**485**  
THOUSAND

**TOTAL PAGE  
VIEWS**

**2:57**  
MINUTES

**AVERAGE TIME  
SPENT ON WEBSITE**

**113**

**COUNTRIES THAT  
VIEWED WEBSITE**



# WEF SOCIAL MEDIA

@esp\_wef

**53.3**  
THOUSAND

**WEF  
FACEBOOK  
FOLLOWERS**

Increased by 7,500 from Jan. 1, 2021

**75.5**  
THOUSAND

**INSTAGRAM  
FOLLOWERS**

Increased by 8,000 from Jan. 1, 2021

**Average reach  
per post:**

Facebook: 7,526  
Instagram: 13,408

**7.7**  
THOUSAND

**TWITTER  
FOLLOWERS**



# AGDF SOCIAL MEDIA

@adequanglobaldressagefest

**18.1**  
THOUSAND

**FACEBOOK  
FOLLOWERS**

Increased by 3,200 from Jan. 1, 2021

**9.9**  
THOUSAND

**INSTAGRAM  
FOLLOWERS**

Increased by 1,000 from Jan. 1, 2021

**Average reach  
per post:**

Facebook: 5,473

Instagram: 2,622

**268**

**TWITTER  
FOLLOWERS**



# WEF PHOTO GALLERY





# AGDF PHOTO GALLERY





# AUDIENCE INSIGHTS

## Geography

### Top 10 Countries

1. United States
2. Canada
3. Germany
4. France
5. Belgium
6. Netherlands
7. Brazil
8. United Kingdom
9. Ireland
10. Mexico

### Top 10 Cities

1. Wellington, FL
2. Orlando, FL
3. Miami, FL
4. New York, NY
5. Houston, TX
6. Irving, TX
7. Royal Palm Beach, FL
8. West Palm Beach, FL
9. Atlanta, GA
10. Washington DC

## Motive

**94.3%** of intercepts reported the Winter Equestrian Festival as the main reason for their visit to Palm Beach.

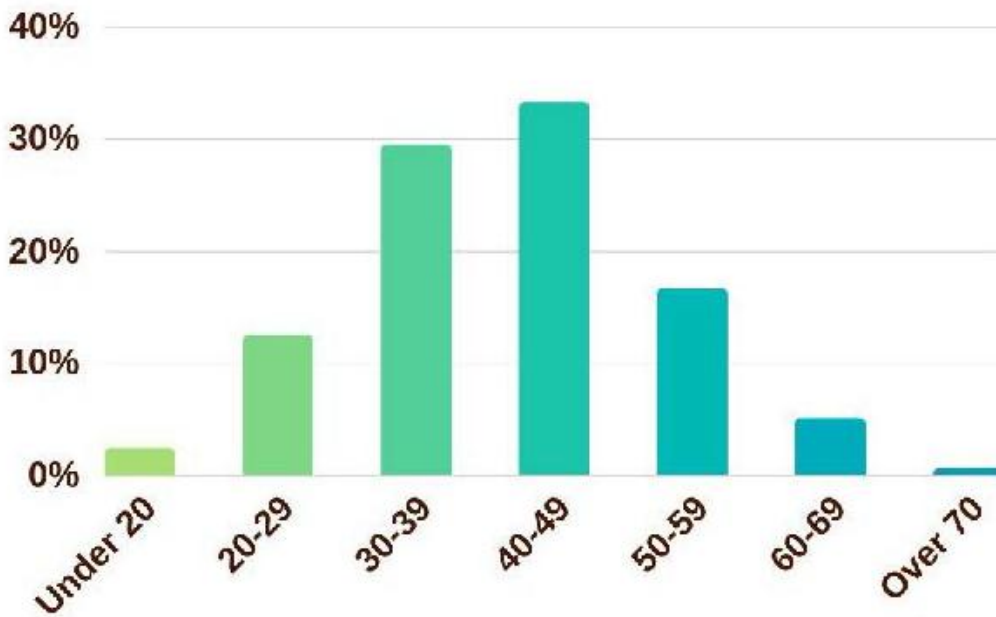
**69.8%** of guests shared attending the event made their overall impression of Palm Beach more favorable.





# AUDIENCE INSIGHTS

## Age in 2018



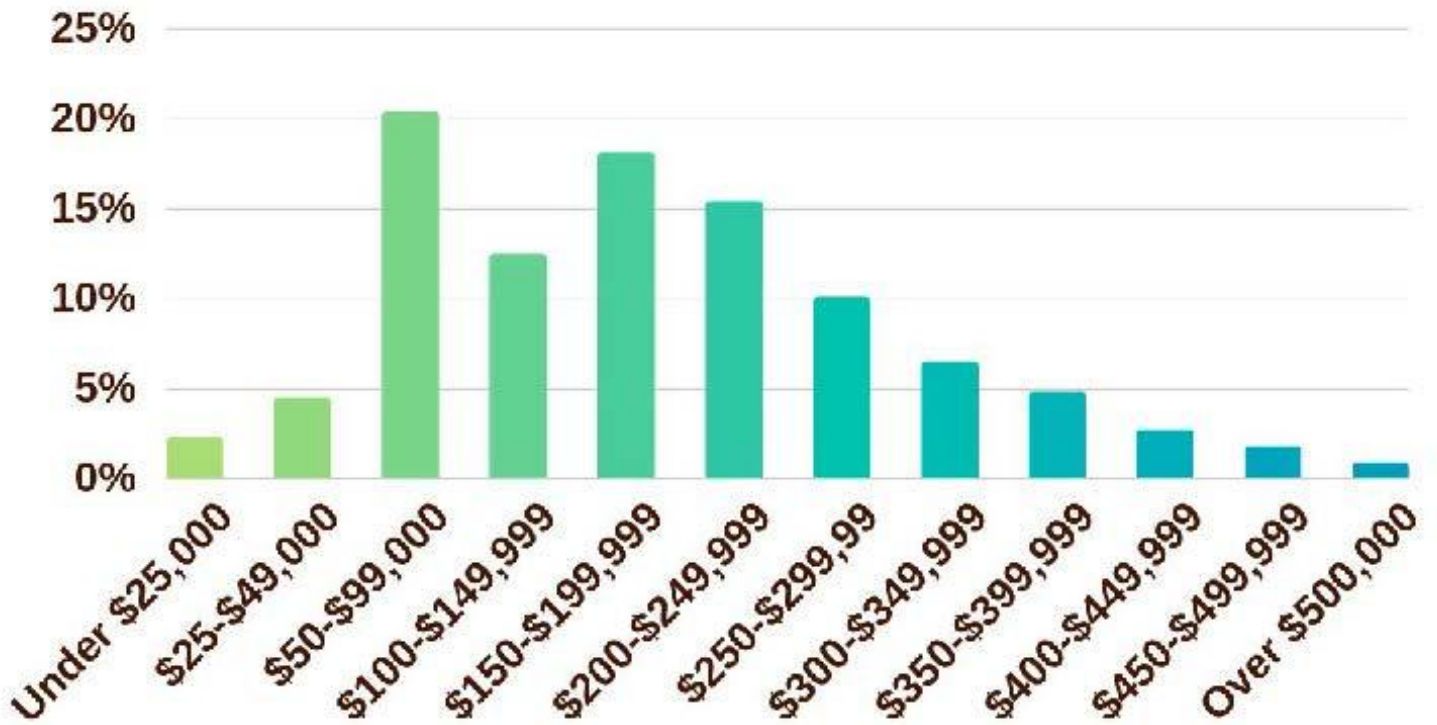
## Gender in 2018





# AUDIENCE INSIGHTS

## Household Income in 2018





# RETAIL OPPORTUNITIES

Vendors at the Winter Equestrian Festival and the Adequan® Global Dressage Festival will be exposed to wide array of customers, including competitors and public spectators

- As a vendor you will have the opportunity to
  - Be featured on the WEF and/or AGDF websites
  - Be featured on the WEF and/or AGDF social media pages
  - Be featured in the weekly newsletters distributed on-site at show grounds
  - Distribute print material throughout the competition
  - Host small "trunk shows" or viewing parties during normal business hours

**PALM BEACH INTERNATIONAL EQUESTRIAN CENTER (Main Grounds)**

**VENDOR VILLAGE**

**WEF OFFICIAL BOUTIQUE**  
 Albion England  
 Anne Gittins Photography  
 CCTV Agent  
 Charles Ancona NY  
 CM Hadfields Saddlery Inc.  
 CWD Custom Saddles  
 DeNiro Boot Company  
 Der Dau Custom Boots  
 Dover Saddlery  
 EQ Exchange  
 Equestrian Team Apparel  
 Equine Tack & Nutritionals  
 Equis LLC  
 Equo  
 Eyes of Wellington  
 F.L.L.L. Fabbri Inc.  
 Fab Finds by Sarah  
 Happy Hen  
 Haygain  
 James Leslie Parker Photography  
 Jods Equestrian Apparel  
 Kathryn Lily  
 Kocher Tack Shop  
 Laguso GmbH  
 Le Fash  
 Lucky U  
 Personalized Products  
 Roewer & Ruab USA Inc.  
 Running Fox Equestrian  
 Sofie's Boutique  
 Stephex Horse Box  
 Tack n Rider  
 Tony Hanley Horse Supplements  
 Turner & Co.  
 Voltaire Design Fine Saddlery  
 Willow Equestrian  
 Zest

**RING 6**  
 Antares Seller France  
 Equifit  
 Horse Gym USA  
 MK Horse Walkers

**BARN 1-4**  
 Dandy Products  
 Farmvet Inc.  
 RC Saddle & Tack Repair  
 Josey's Laundry Service  
 Woody's Shoe Repair

**INTERNATIONAL WARM-UP ARENA**  
 Animo USA  
 Bruno Delgrange  
 Custom Saddles  
 Equitan Flooring  
 Hermès  
 Premier Equestrian, Inc.

**RINGS 9 & 10**  
 Devoucoux Saddles & Tack  
 McGuinn Farms Inc.  
 Tack Trunks & Stable Equip.  
 Prestige Italia USA  
 SportFot USA  
 Wellington  
 Agricultural Services

**TIKI TERRACE**

**WEF OFFICIAL BOUTIQUE**  
 Alkimya By Shay  
 Anne Klose E.K.  
 Art of The Horse  
 The Artful Equine  
 Christian Schwetz Photography  
 Claire Christie Fine Art  
 COSI  
 Davin Art Photo Inc.  
 Elizabeth Locke Jewels  
 Hermès  
 Horse Gym USA

**IYC**  
 Kaval  
 MDVII  
 MK Horsewalkers  
 Mark Cross Leather Goods  
 Michel McNab Jewelry  
 Morphew  
 Nouvelle  
 Papeo X Misani  
 Sandra Meyer Fine Art  
 Susan K Friedland Fine Art Photography  
 Tommy Conch  
 The Urban Strides  
 Vhay Studios

**THE SHOPPES AT INTERNATIONAL CLUB**  
 Hunt LTD  
 Julie Keyes Art Consulting  
 Karina Brez Jewelry  
 Lugano Diamonds  
 Vestrum

**FARM STAND**

**FOOD TRUCKS & RETAIL**  
 Meraki Juice Kitchen (Vegan)  
 Pumphouse Coffee Roasters  
 Tess & Co Homestyle Cooking  
 Bit-O-Gelato

**RETAIL**  
 The Shop at Farm Stand  
 Pop Up Markets

**WELLNESS**  
 Principled Chiropractic  
 Active Isolated Stretching  
 Yoga Deck

**HUNTER HILL**  
 American Rhino  
 Athletic Performance Pilates  
 The Calvert Collection  
 Danny & Ron's Dog Rescue  
 Fab Finds by Sarah  
 Flip Sweater/Flip Vest  
 Hedgerow Limited  
 Hingham Square Needlepoint  
 Just FUR Fun - Goodies for Dogs  
 La Enovese Designs  
 Marina St Barth  
 Springstar GmbH  
 Wellington & Company Antiques

**RING 11 (Pony Island)**  
 Equis LLC  
 Palm Beach Int'l. Academy

**BRIDGE DECKS**  
 AA  
 Horseware Ireland  
 Human Touch  
 Idlewild  
 Sheerly

**PLACES TO EAT**

**INTERNATIONAL ARENA**  
 Don Chepas  
 Tiki Hut

**VENDOR VILLAGE**  
 Harry's Lemonade  
 Loopy's Crêpes Café  
 Oasis Café  
 Bit-O-Gelato

**BARN 4**  
 Anonymous Coffee

**PONY ISLAND**  
 Tito's Mexican

**RINGS 9 & 10**  
 Muddy Paws Coffee  
 PCL Professional Concessions  
 Magdalena's Mexican  
 Nathalie's Café

**SOUTH BARN**  
 Ted's Take Out

**STOP** SHUTTLE ROUTE/PICK-UP LOCATIONS



# RETAIL OPPORTUNITIES

## *Vendor Row*





# RETAIL OPPORTUNITIES

## Signage





# RETAIL OPPORTUNITIES

## *Displays*

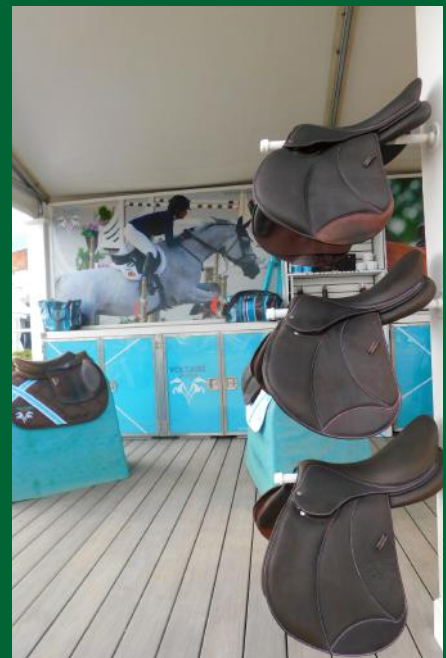






# RETAIL OPPORTUNITIES

## *Displays*





## RETAIL SOCIAL MEDIA SAMPLES



See More



Cozy up and dig in! @farm\_stand at #WEF2021 not only has healthy, local eating options, but offers boutique shopping as well. Swipe up to learn more!

See More



*\*Instagram stories are linked directly to the vendor's website, when applicable.*

# THANK YOU!



We look forward to doing business with you!

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