

Adequan®
Global Dressage Festival
Powered by Wellington International



2026
RETAIL
OPPORTUNITIES



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About Adequan® Global Dressage Festival

Adequan® Global Dressage Festival (AGDF) is one of the world's largest international and national dressage circuits featuring seven CDI events. Included during the Winter Equestrian Festival are four FEI World Cup qualifiers, one 4* and one 5*, the only non-championship CDIO Nations Cup in the western hemisphere, and weekly U.S. National events. AGDF offers more than \$600,000 in prize money for the seven international competitions, making it one of the richest circuits in the world.



Why Sell Your Products and Services With Us?

The Adequan® Global Dressage Festival offers vendors the opportunity to showcase their brand and business to a unique demographic of visitors and exhibitors. We welcome a variety of brands as vendors at the Winter Equestrian Festival. Although many brands are equestrian based, we highly encourage non-equestrian retailers to join us to provide a diverse shopping experience for our exhibitors and visitors.

There is ample space for all types of vendors and sizes of retail structures across our showgrounds. These shops can range from canvas tents to attractive hybrid tent structures. There is also the option for you to bring your own trailer.

- AGDF has a wide customer demographic (riders, owners, trainers, and visitors), from 30 states, and 26 countries with mid-to-high household incomes.
- AGDF provides overseas companies with an affordable route to break into the U.S. market.
- Multiple levels of vendor locations and varied types of structure options are available, offering something for businesses of all types.
- For the online retailer, AGDF offers the opportunity to have a 'brick and mortar' location where the vendor can engage with customers face to face.



How to Become a Vendor at Adequan® Global Dressage Festival

Application Process:

- Vendors must complete an application and sign a contract.
- Applying does not guarantee acceptance to the event.
- Along with the application and contract, vendors must provide Wellington International with Federal Tax ID number. Please see the Rules and Regulations for full details.
- After the vendor application review process is complete, the vendor receives acceptance notification via email.

VENDOR PRODUCTS





VENDOR DECK

Vendor Deck

Overlooking the main International Arena to the north and the National Arenas to the south, the vendor deck offers vendors prime shopping real estate. Top-class competition, including the renowned Friday Night Stars, attracts many shoppers for vendors to market their products and services. The size of vendor units can easily be adjusted to meet vendors' needs and this location can also accommodate trailers, upon request and availability.



THE PATHWAY

The Pathway

Located by one of the main arteries of the Equestrian Village, the Pathway provides high visibility to the passing rider or a visitor exploring the showgrounds. Customers utilize the Pathway on their way to the International Arena seating and warm-up areas, giving vendors the perfect opportunity to capture an abundance of sales and leads.



PRICING

Vendor Deck and The Pathway

Price includes tent with side curtains, floor, walls, electric and Wi-Fi

Size	CDI	National	Season
10' x 10'	\$ 770	\$ 465	\$ 6,553
10' x 15'	\$ 885	\$ 545	\$ 7,558
10' x 20'	\$ 990	\$ 615	\$ 8,468
20' x 20'	\$ 1,425	\$ 840	\$ 12,075
Trailer (200 feet)	\$ 920	\$ 510	\$ 7,715
Trailer (over 200 feet)	\$2 extra per square foot		



The Vendor Process: How It Works

- Review the Vendor Sales brochure to research the location of your vendor unit. Take note of the different pricing.
- Complete the AGDF 2026 Vendor Application.
- If accepted, you will receive an offer letter and sales quote for your space. The sales quote will have a timeline list with an initial 25% deposit and 3 payments of 25% thereafter.
- Once the 25% deposit has been received you will receive an email with a license and invoice attached. To secure the unit, vendor must provide a signed license, Certificate of Liability Insurance, and payment. (Please see Rules and Regulations for payment schedule). Vendor unit is not reserved until all 3 items are received. Vendors must remit payment according to the schedule provided. Any missed payments will result in late fees or a revoked license agreement.
- A Wellington International vendor representative will email back a fully executed license. Use this license to acquire a Village of Wellington BTR and Palm Beach County tax receipt.
- Receive a load-in email from Wellington International vendor team with date, time, and location (as a meeting point).
- Please see Rules and Regulations for full load-in guidelines.
- Load in and enjoy AGDF!

See site map with vendor locations on back page

Frequently Asked Questions

1. Does the space come with light fixtures?

The vendor must provide their own light fixtures.

2. Does the space come with flooring?

Wellington International provides basic wooden flooring for the vendor tent options. Most vendors add, at their own cost, either an outdoor rug or basic linoleum to their set up.

3. Will I be provided with electricity?

Electricity is included in the vendor fees for tenting options. An electrical fee will apply to trailers and are invoiced as a separate line item based on required amperage. Please see trailer fee pricing above. The vendor is responsible for providing their own electrical cable for hook up. The electrical cord should be rated for outdoor use.

4. What items, if any, are restricted from sale at GDF?

All restricted sale items are noted in the vendor lease/license. Please read carefully.

5. Can I hire a laborer to assist in booth installation?

Vendors must provide their own labor for booth installation and breakdown. Wellington International does not provide labor. If labor is required for set up and/or breakdown, it is recommended that the vendor uses a service such as “Task Rabbit” or “Thumbtack” to assist.

6. Is there onsite parking?

There is parking on site for vendors. The number of vendor parking passes are allocated according to vendor square footage. Please note that any extra car passes may be available at \$500.00 per pass.

7. Can I ship product in, if so, where do I send it?

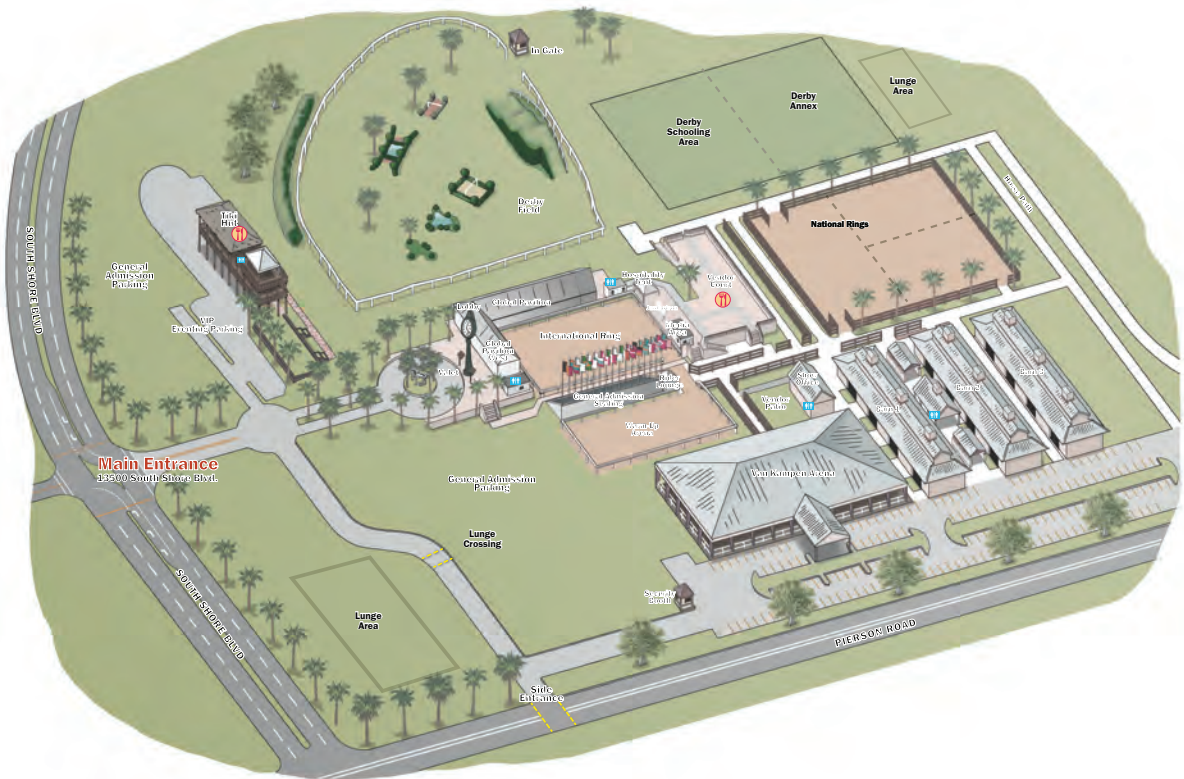
Yes, Vendors are permitted to ship products to location. Please see Rules and Regulations for full details and the address to be used. As there is limited storage space Wellington International encourages vendors to use “Just In Time” logistics and/or to seek off site storage.

8. Are there security cameras?

Wellington International does offer 24-hour security, however, vendors are encouraged to install their own security cameras in their vendor space and communicate any suspicious activity to Wellington International employees

9. Do you offer inventory storage?

Wellington International does NOT offer inventory storage. Vendors are encouraged to seek off site storage for their inventory.



For more information contact:

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