KENTUCKY THREE-DAY EVENT
TRADE FAIR

April 22-25, 2027

EVENT DETAILS, OPPORTUNITIES & APPLICATION INSTRUCTIONS

EQUESTRIAN EVENTS, INC. LEXINGTON, KENTUCKY

KENTUCKY THREE-DAY EVENT™

COSEQUIN® LEXINGTON ★★★★

THE Kentucky International CSI5* presented by Hagyard Equine Medical Institute

WELCOME TO THE **KENTUCKY THREE-DAY EVENT**

The Kentucky Three-Day Event presented by MARS Equestrian is a premier destination for equestrian sport, bringing together the world's top horse-and-rider partnerships for an unforgettable weekend of elite competition. Taking place each spring in Lexington, Kentucky, the internationally acclaimed event attracts competitors and fans from across the globe. Beyond the sport, guests can explore an impressive selection of shopping, attractions, hospitality, and sponsor experiences that make the event a one-of-a-kind experience.

The weekend also features the Cosequin® Lexington CCI4-L* and The Kentucky International CSI5* presented by Hagyard Equine Medical Institute, giving fans even more chances to see the very best in eventing and show jumping.

KENTUCKY THREE-DAY EVENT™

COSEQUIN® LEXINGTON ★★★★

THE Kentucky International CSI5*

2026 Kentucky Three-Day Event

95,873
(Attendees)

1,883 *Cities Worldwide*
(Attendees)

49 *U.S. States*
(Attendees)

5 *Countries*
(Attendees)

14 *Countries*
(Competitors)

177 *Countries*
(Digital Traffic)

32 Olympic Competitiors

11 Top Ten Competitors
At time of competiton

19 Top Twenty Competitors
At time of competiton

CSI5*:
86 Horse + Rider Combinations

CCI5*:
29 Horse + Rider Combinations

CCI4*:
44 Horse + Rider Combinations

Social Traffic in April:

252,011
Audience Members

6,697,453
Content Views

160 Trade Fair Vendors

151 Credentialed Media

85 Sponsors

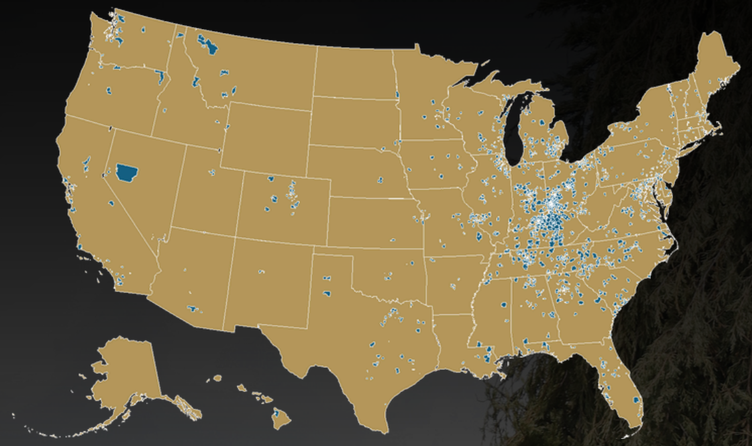
Website Traffic in April:

1,035,791
Page Views

341,580
User Sessions

124,449
Users

SPECTATOR **DEMOGRAPHICS**

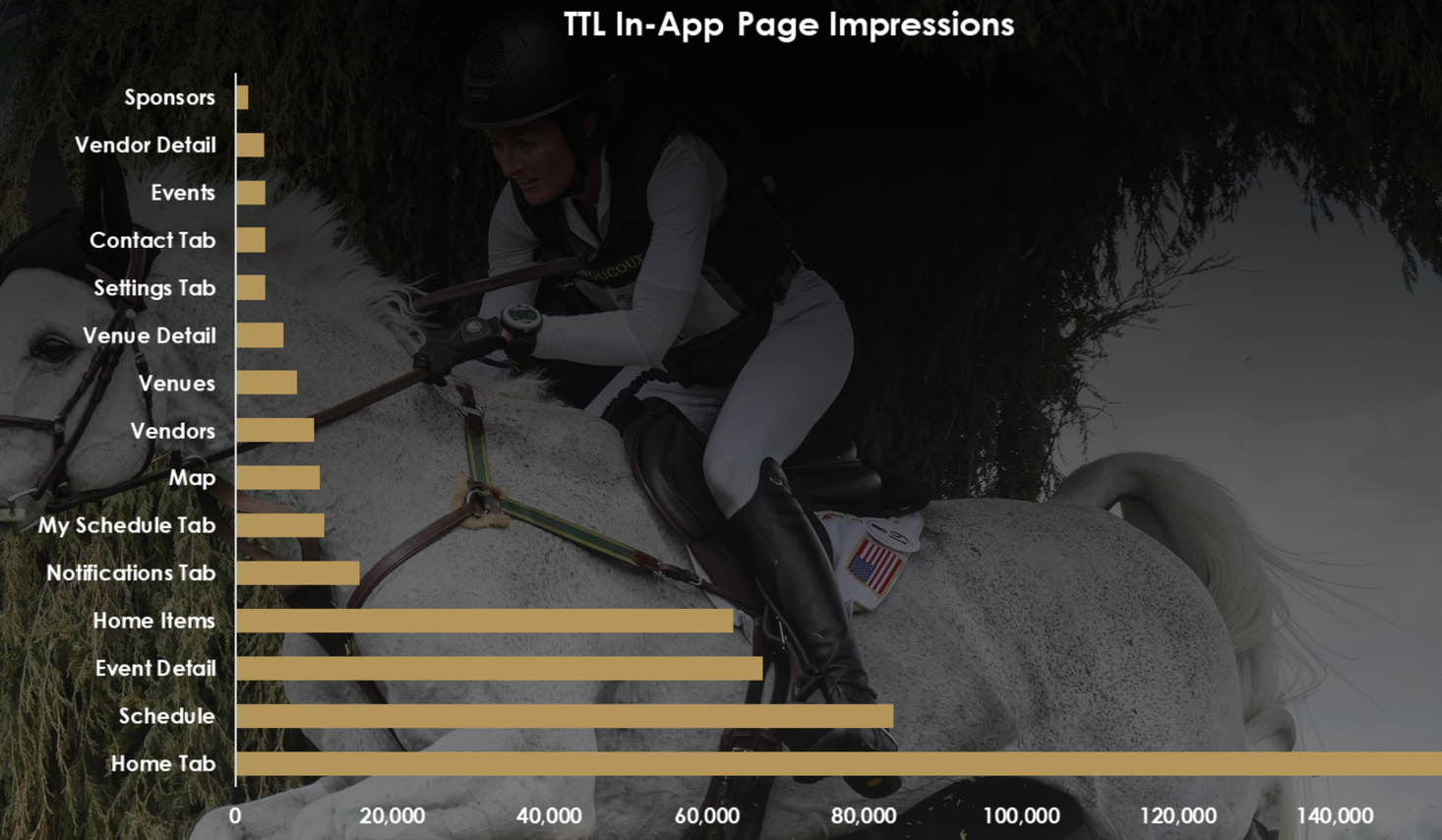


U.S. TICKET PURCHASE LOCATIONS



GLOBAL TICKET PURCHASE LOCATIONS

MOBILE APP **IMPRESSIONS**



A NOTE TO OUR VENDORS...

The The Trade Fair is the heart of the shopping experience at the Kentucky Three-Day Event, located just off Lee Cholak Drive. With more than 150 vendors, there's plenty to explore, from equestrian essentials and apparel to jewelry, accessories, pet products, handcrafted goods, and unique finds from local artisans.
When it's time to refuel, visitors can also enjoy one of our convenient Food Courts. And you won't have to choose between shopping and watching the competition—our jumbotron provides a live view of the action taking place inside the Covered Arena, so you can stay connected to the excitement wherever you are.

Trade Fair Shopping Hours:

Thursday, April 22rd 8:00am-6:00pm

Friday, April 23th 8:00am-6:00pm

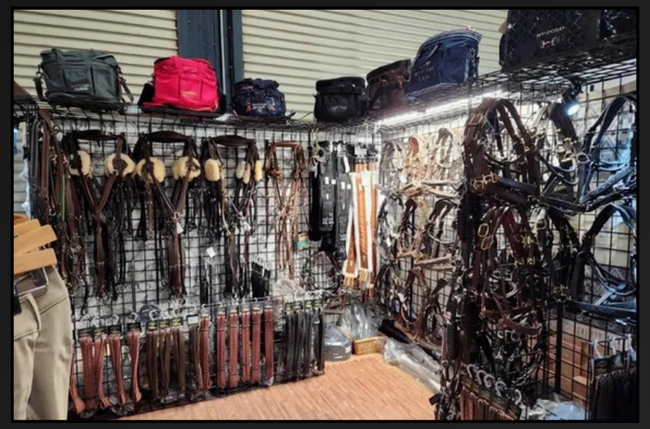
Saturday, April 24th 8:00am-6:00pm

Sunday, April 25th 8:00-5:30pm

CONSUMER ENGAGEMENT **VENDOR SPACE**

As a valued Trade Fair vendor, your company has the opportunity to engage with more than 90,000 attendees—including a large and highly engaged equestrian audience—over the course of the four-day event. With many attendees actively seeking products, services, and brands that fit their equestrian lifestyle, the Trade Fair provides a unique platform to connect directly with potential customers and key purchasing decision-makers.

Beyond driving sales and increasing visibility during the event, participating in the Trade Fair helps your brand build meaningful relationships, create memorable experiences, and establish connections that can continue long after the weekend comes to a close.







WHAT'S INCLUDED?

- Selected size booth space
- 4 Vendor Passes
- 2 Parking Passes
- One (1) 20-amp electrical circuit
- One (1) Wi-Fi code, additional available for purchase
- Two (2) reserved stadium seats for dressage competition - Thursday & Friday
- Black pipe & drape provided along back panel of booth *(indoor vendors only)*
- One (1) listing on Official Event Website with link
- One (1) Official Event Program listing
- One (1) vendor name and booth number in Spectator Map

ADDED HOSPITALITY

Vendors have the opportunity to purchase hospitality tickets at any of the public hospitality tents. A great option to offer to partners or executives!

- Members Pavillion
- Lexington Club
- Five-Star Club
- Kentucky Club
    - (Saturday only - on Cross-Country)



TRADE FAIR PRICING & APPLICATION

Indoor Booth Space Rental

Size		Early Bird Rate Oct. 1, 2026 - Dec. 10, 2026	Event Rate Dec. 11, 2026 - April 1, 2027
15' x 10'	*@*	*$2,125 each*	*$2,425 each*
20' x 20'	*@*	*$4,620 each*	*$5,235 each*
20' x 30'	*@*	*$5,880 each*	*$6,600 each*
30' x 30'	*@*	*$7,585 each*	*$8,475 each*

Individual Tented Space Rental

Size		Early Bird Rate Oct. 1, 2026 - Dec. 10, 2026	Event Rate Dec. 11, 2026 - April 1, 2027
10' x 10'	*@*	*$1,800 each*	*$2,120 each*
20' x 20'	*@*	*$5,225 each*	*$5,875 each*

Equipment Available for Rent

Table(s)
Chair(s)
Pipe & Drape
Flooring with carpet $6/square foot

Extra Wi-Fi Code(s)
Ethernet Line
TV with Monitor
Trade Fair Storage

Live Feed Cable
Vendor Permit
Vendor Parking

VENDOR **UPGRADE OPPORTUNITIES**

We are pleased to offer the following advertising options designed to complement your retail presence. Whether your goals include networking, sales and revenue generation, brand visibility and awareness, or aligning with equestrian brands and competitors, we deliver results. They are guaranteed to make an impact at the largest eventing and show jumping weekend in North America, unrivaled by any other!

OFFICIAL EVENT APP

- Push Notifcation
- Banner Ad

OFFICIAL SPECTATOR MAP

- Vendor Ad

OFFICIAL EVENT PROGRAM

- Full Page Ad
- Half Page Ad

CUSTOM SIGNAGE

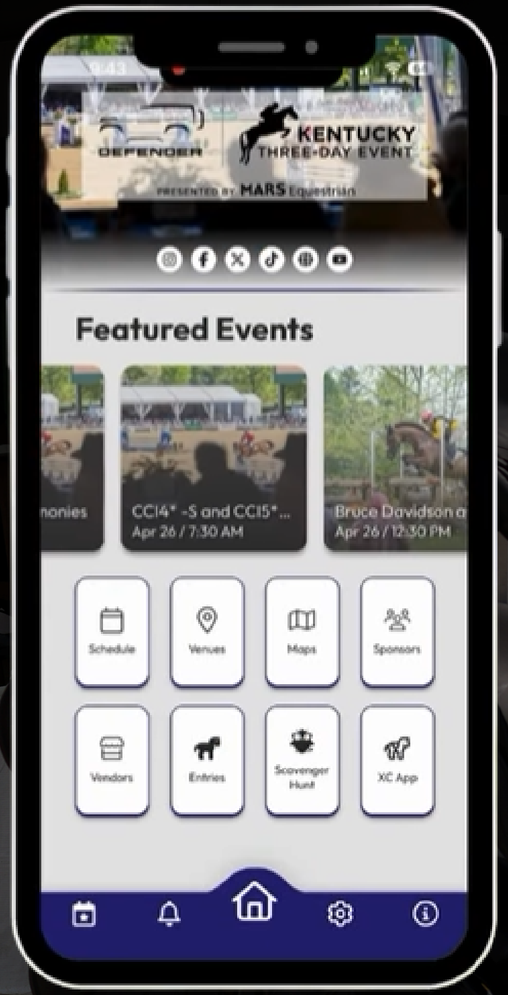
- 2x8' banner



VENDOR **UPGRADE OPPORTUNITY**

OFFICIAL EVENT APP

- Add-on or upgrade your vendor experience with an ad or custom notification on the Official Kentucky Three-Day Event App
  - Advertise your business on our Official Event App by having a logo banner at the bottom of a page with live URL
  - Create a customized notification about your business sent out to spectators during the event!
- **Banner Ad:** $500/ad
- **Push Notification:** $350/notification

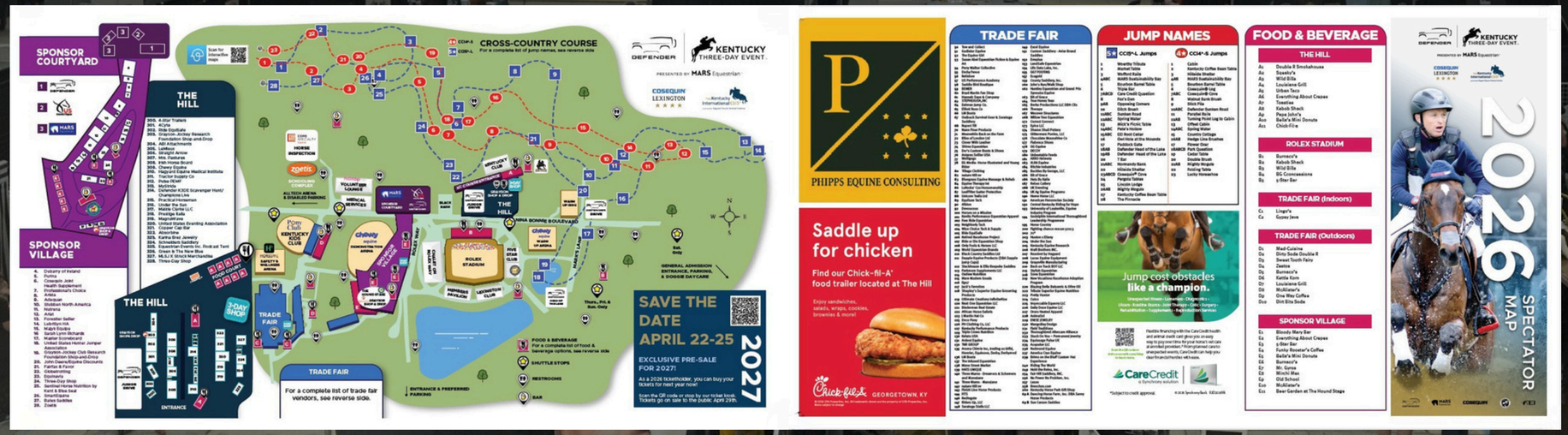


VENDOR **UPGRADE OPPORTUNITY**

OFFICIAL SPECATOR MAP

- Your message is placed directly in the hands of an estimated 20,000+ individuals
- Complement your retail experience by advertising in this hugely popular resource distributed for free at the entrance gates and throughout the venue

Vendor Fee: $5,000
*limited inventory



VENDOR **UPGRADE OPPORTUNITY**

OFFICIAL EVENT PROGRAM AD

- **Full Page Ad**: $5,000
- **Half Page Ad:** $2,500



2x8' TRADE FAIR SINGAGE BANNER

- **Vendor Fee:** $800 per sign
- max. 2, *limited inventory
- Located on the Kentucky Kids Club arena fencing at the entrance to the Trade Fair

IMPORTANT **DATES**

Returning Vendor Applications Open: September 14, 2027
Early Bird Applications Open: October 1, 2027
Event Rate Applications Open: December 11, 2027







*Application must be completed online only through the link provided. To have a complete application you must pay the $500 non-refundable deposit.
Completed applications must be approved by the Trade Fair Manager. Once your application has been reviewed and accepted, the remaining balance will be due.



THANK YOU!

We can't wait to partner with you to celebrate the **BEST WEEKEND ALL YEAR!**

Natosha Barnett
Trade Fair Manager
natosha@eq-events.com | 606-669-1974
kentuckythreedayevent.com