

2026 TRADE FAIR

APRIL 23-26, 2026



PRESENTED BY **MARS** Equestrian™

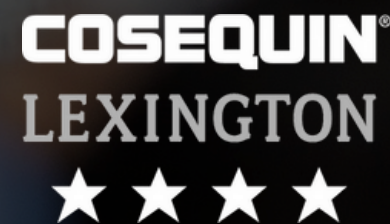


WELCOME TO THE DEFENDER KENTUCKY THREE-DAY EVENT

The Defender Kentucky Three-Day Event is one of the world's premier equestrian 5* events showcasing the world's highest level of equestrian eventing. Held the last weekend in April in Lexington, Kentucky, this internationally renowned event draws the best horse and rider combinations worldwide. The weekend attracts people from around the globe to witness leading riders compete in addition to shopping, attractions, and sponsor experiences you can only find here. The Cosequin® Lexington CCI4* and The Kentucky International CSI5* presented by Hagyard Equine Medical Institute are hosted over the same weekend for even more opportunities to see exceptional equestrian competitions.



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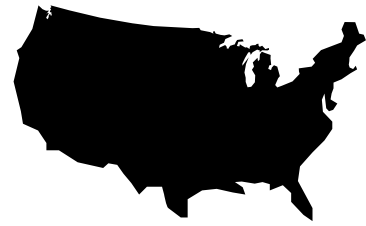


BEST WEEKEND ALL YEAR!

Proven Results. Driven by Data.



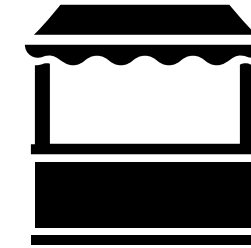
96,000 Attendees



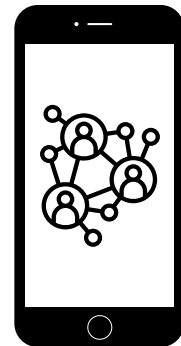
49 U.S. States



8 Countries (attendees)
12 Countries (competitors)
105 Countries (viewers)



162 Trade Fair
Vendors



244, 929 Audience Members in April
1,144,962 People reached in April
1.7 billion Total Media Reach

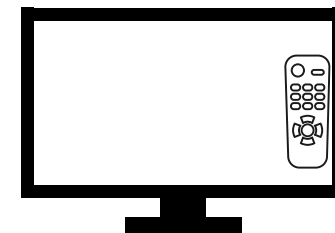
2025 Rider Starts

CCI5*-L: **35**

CCI4*-S: **53**

CSI5*: **104**

**Including 31 Olympians*



430, 419 User Sessions in April
977,024 Page Views in April



Unique Users: **78,672**
Unique Video Views: **383,934**
*still awaiting smartTV
viewership numbers*

Kentucky Three-Day Event (ESPN 2,
ESPN3, Watch ESPN): **179,810**
Kentucky International CSI5* (ESPNNews,
ESPN3, Watch ESPN): **78,000**

**Numbers include estimated replays on ESPN through December 2025*



SPECTATOR DEMOGRAPHICS

Source: USEF Membership Demographics

-  87.7% female attendees
-  75.8% own or lease a horse
-  61.1% own or lease a farm
-  75.8% have a dog(s) as part of their family

Source: 2023 Kentucky Attendee Survey

-  87.9% chose K3DE as the one eventing competition they would choose to attend annually
-  81.1% of attendees are from North America/18.9% from other continents

80%

of event visitors are from outside Kentucky

35%

have attended the event for 6+ years

77%

of patrons have graduated from college

90%

of patrons have completed some college

60%

of patrons have an annual income of \$100k+

33%

of patrons annual income ranges from \$150k+

\$244

spent on average by patrons

69.3%

stay for three nights or greater

\$14.2

economic impact of the K3DE

A NOTE TO OUR VENDORS...

The Trade Fair is our largest vendor area located off Lee Cholak Drive. Here you can find the 150+ vendors and one of our Food Courts. The wide variety of shops means there's a little something for everyone! Previous companies have included saddles and tack, clothing, jewelry, accessories, pet care, local artisans and more. Additionally, you won't miss a moment of the action with a jumbotron showing all of the competition inside of the Covered Arena.



TRADE FAIR SHOPPING HOURS

FAST FACTS

Thursday, April 23rd 8:00am-6:00pm

Friday, April 24th 8:0am-6:00pm

Saturday, April 25th 7:30am-6:00pm

Sunday, April 26th 8:00-5:30pm

Event Name: The Defender Kentucky Three-Day Event
presented by MARS Equestrian

Competition Dates: April 23 - April 26, 2026

Location: Kentucky Horse Park
4089 Ironworks Pkwy
Lexington, KY 40511



CONSUMER ENGAGEMENT VENDOR SPACE

As a valued trade fair vendor, your company will have the unique opportunity to connect directly with over 96,000 attendees—primarily equestrians—throughout the four-day event. This audience represents a highly engaged market, many of whom are key decision-makers when it comes to purchasing products and services. Participating in the trade fair not only allows you to generate sales and brand visibility during the event but also builds lasting connections and brand recognition that extend well beyond the weekend.

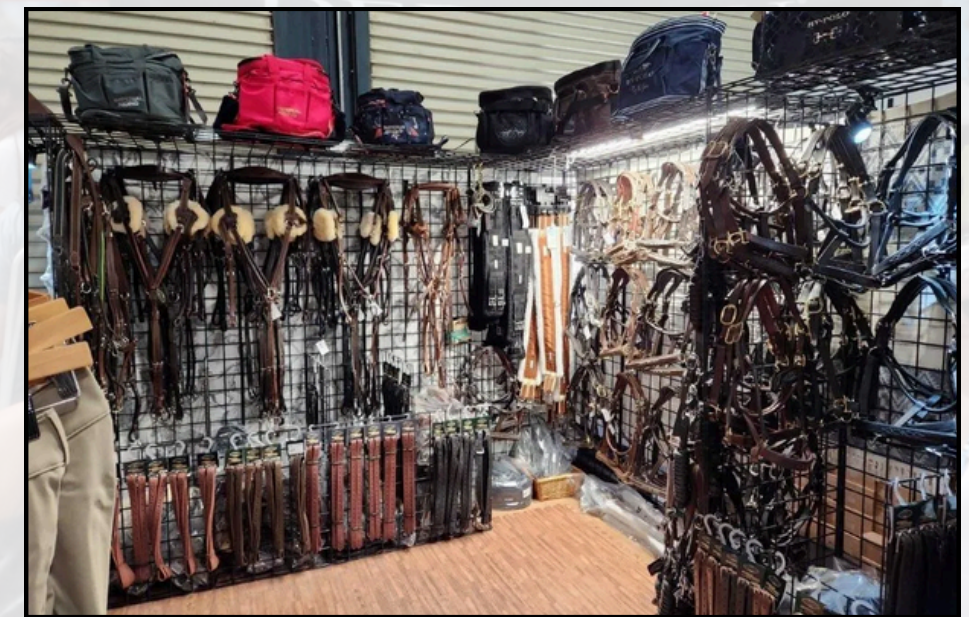
WHAT'S INCLUDED?

- 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

HOSPITALITY

Vendors have the opportunity to additionally purchase hospitality tickets at any of our hospitality tents.

- Hospitality tickets include breakfast, lunch, and drinks
- Hospitality tents:
 - Lexington Club
 - Five-Star Club
 - Kentucky Club(Saturday only - out on Cross-Country)



TRADE FAIR PRICING & APPLICATION

Indoor Booth Space Rental

Size		Early Bird Rate Nov. 1, 2025 - Dec. 10, 2025	Event Rate Dec. 11, 2025 - April 1, 2025
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 Nov. 1, 2025 - Dec. 10, 2025	Event Rate Dec. 11, 2025 - April 1, 2025
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 OPPORTUNITY

OFFICIAL EVENT APP

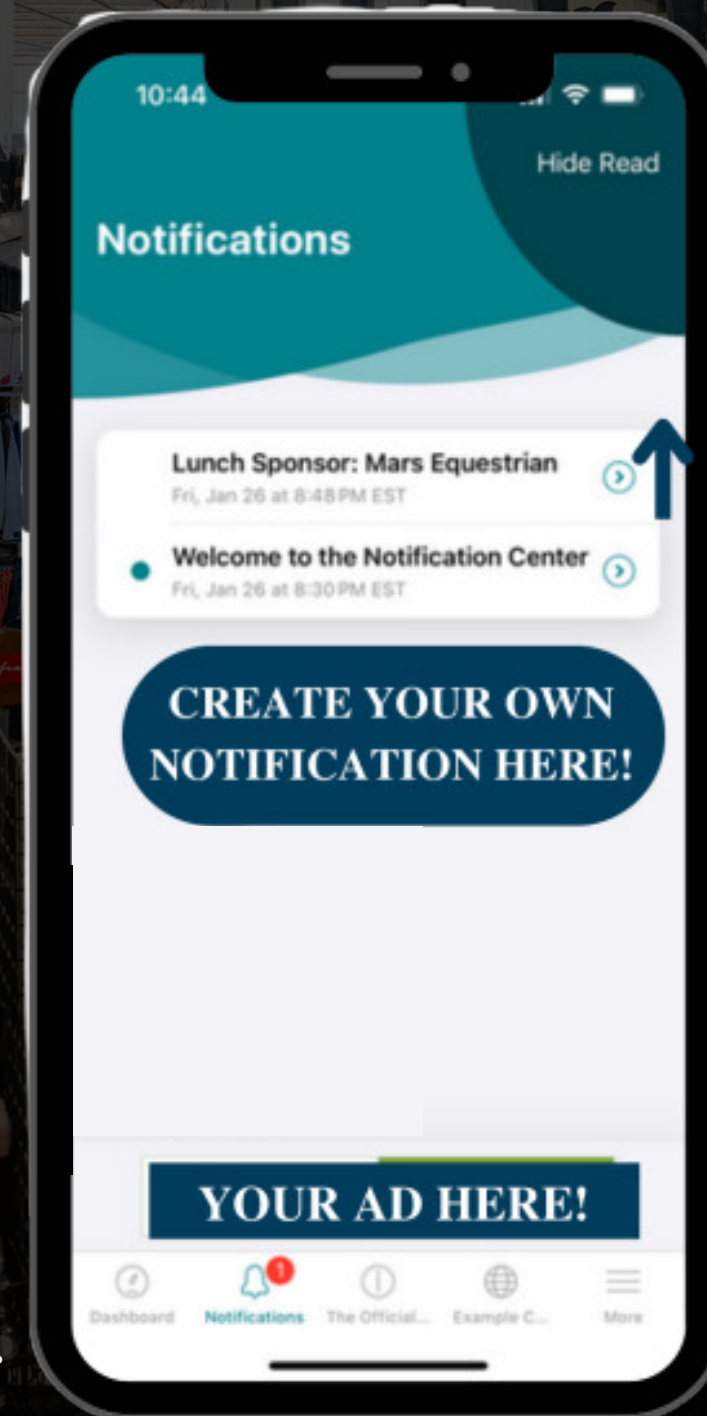
Add-on or upgrade your vendor experience with an ad or custom notification on the Official Defender Kentucky Three-Day Event App

Advertise your business on our Official Event App by having a logo banner at the bottom of a page with live URL

AND/OR

Create a customized notification about your business sent out to spectators during the event!

Banner Ad Fee: \$500/ad
Push Notification: \$350/not.



VENDOR UPGRADE OPPORTUNITY



Moon Horse Shop

2x8' Trade Fair Signage Banner

Location:

Kentucky Kids Club Arena Fencing

**Vendor Fee: \$800 per sign, max. 2
*limited inventory**

VENDOR UPGRADE OPPORTUNITY

OFFICIAL SPECTATOR MAP

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!



By advertising in the Spectator 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





THANK YOU!

We can't wait to see you at the
**BEST WEEKEND
ALL YEAR!**

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