

Helsinki International Horse Show (HIHS) is Finland's largest annual indoor arena event and a top-level international sports event, attracting around 60,000 visitors to the Helsinki Expo and Convention Centre over four days.

The event is a blend of world-class sport, diverse programme content and a unique atmosphere, combined with an extensive fair and exhibition area. Helsinki Horse Show is part of the world's toughest show jumping series – the FEI Jumping World Cup™ – and offers a unique opportunity to reach a high-purchasing-power, brand-aware and highly committed audience. For this audience, the Horse Expo fair area is an essential part of the event experience.

The renewed Helsinki International Horse Show at Messukeskus exceeded all expectations in February 2026. Next year, the event will once again feature two competition arenas showcasing elite sport and show performances, an event stage with engaging programme content, a hobbyhorse arena, and a diverse and high-quality restaurant world – all connected by a large exhibition area.

Exhibitor sales for 2027 have now begun – take advantage of our highly engaged and high-purchasing-power audience and secure your stand early. Spaces are allocated on a first-come, first-served basis.

VISITOR TARGET GROUPS

Consumers interested in top-level sport and horses, industry professionals and students, families with children who value animals, wellbeing, fashion, interior design and unforgettable experiences



PRODUCT CATEGORIES

Equestrian and horse-industry products, feeds and supplements, educational institutions and training, animal and pet products, clothing and fashion, lifestyle, interior design and home products, garden and outdoor living, cosmetics, wellbeing and hobbies, leisure and travel, automotive and mobility.

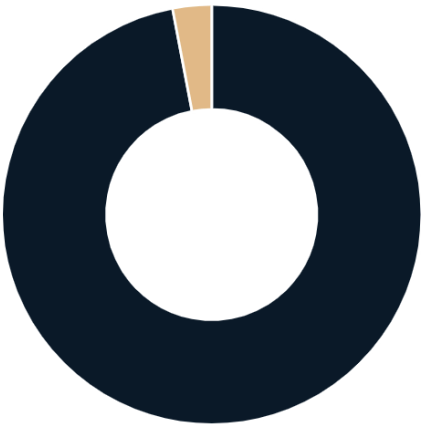
RESEARCH DATA ON HELSINKI HORSE SHOW

Interested audience	670,000
Average time spent at the event	13.7 hours
Visitor spending during the event	14.9 million €
Media & TV reach	2.3 million TV viewers (YLE), 42 million international reach

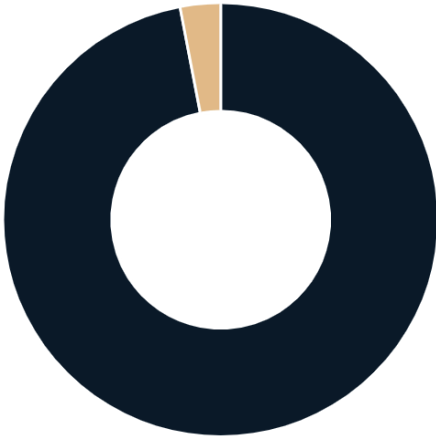
VISITOR PROFILE

Female visitors	93%
Average age	41 years
Higher education	42%
Household income over 80,000 € / year	40%

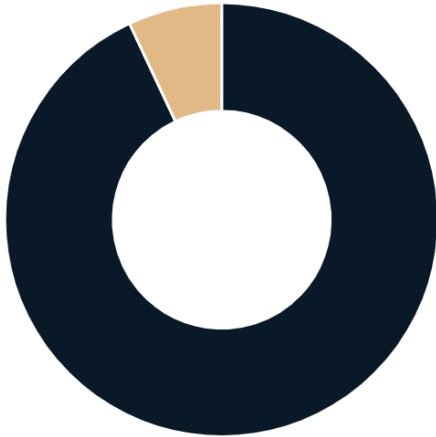
VISITOR SATISFACTION / SURVEY RESULTS



97% appreciated the event's great atmosphere



97% considered Helsinki Expo and Convention Centre an excellent event venue.



93% valued the Horse Expo area as an important part of the experience

Sources: Sponsor Insight visitor survey and Navigotor survey, 2026

Helsinki Horse Show Area Map

HELSINKI INTERNATIONAL
HORSE SHOW
LONGINES FEI WORLD CUP JUMPING™
4.3.-7.3.2027



MESSUKESKUS
Helsinki Expo and Convention Centre

Horse Expo Participation Options and Price List

PARTICIPATION OPTIONS

You can book raw exhibition space (floor space only) and build your stand with your own design, or enhance your presence by ordering structures, furniture, and technical services from Helsinki Expo Centres design and construction services.

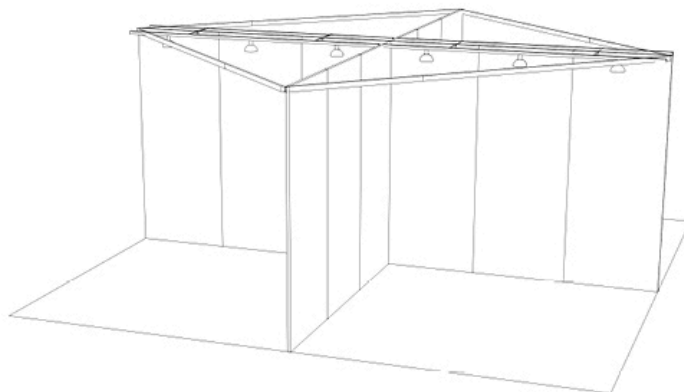
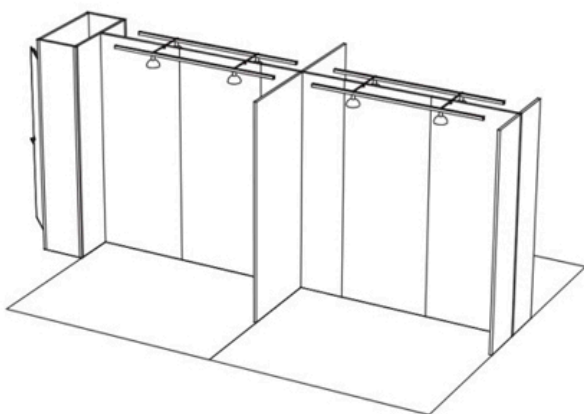
Two ready-made stand packages (market square areas) are also available in different sizes.

EXHIBITION SPACE	PRICE (WITHOUT STRUCTURES)
12+ m ²	145 €/m ²

READY-MADE STAND PACKAGES (MARKET SQUARE AREA)

Each ready-made stand package includes floor space rental, stand structures, and spotlights as shown in the layout. A limited number of stands are available in the Market Square area.

STAND SIZE	PRICE
5 m ² (2.5 x 2 m)	1,290 €
9 m ² (3 x 3 m)	1,990 €



REGISTRATION & BOOKING FEE	PRICE
Includes electrical connection (16A/230V/3.6 kW), electricity consumption, visibility and environmental fees.	450 € / stand

All prices are subject to VAT.

Contact

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Terms of Participation

The following terms apply in addition to the general terms of participation of the organizer (BCM Scanhorse Oy):

- Exhibition Start Fee €450m includes electrical connection (16A/230V/3.6 kW), electricity consumption, visibility and environmental fees.
- The participation fee is invoiced in two installments: 50% on 1 October 2026 and 50% on 1 February 2027, based on the stand rental.
- The maximum height for stand structures is 2.5 m. Any structures or decorations exceeding this height must be agreed upon separately with the organizer. The floor load capacity is 1,000 kg/m² (distributed load) and 10,000 kg (point load).
- **Ordering stand structures, furniture, and services:**
- Additional orders and services must be placed via the eMessukeskus online service for exhibitors. Personal login credentials will be provided separately.
- In accordance with the event's exclusivity terms, it is prohibited to display, advertise, or sell watches, jewelry products, or related brands at the stands.

Updated 28.10.2025. Subject to change.