

LONGINES EQUITA LYON

CONCOURS HIPPIQUE INTERNATIONAL

LYON
EUREXPO
29th OCTOBER
2nd NOVEMBER
2025

equitalyon.com



LONGINES EQUITA LYON, CONCOURS HIPPIQUE INTERNATIONAL



NEARLY 200 000
VISITORS IN 2024

140,000 m²
OF EXHIBITION BOOTHS AND
ENTERTAINMENT AREAS

3 500
HORSES ON SITE

750
EXHIBITORS AND BREEDERS

As a major event on the European equestrian calendar and a true international benchmark, Equita Lyon is both a trade show dedicated to horses and an international horse show: the Longines Equita Lyon, which presents 4 stages of the FEI World Cup, equestrian sport at all levels, non-stop entertainment and an unique performance show. An experience to share with your friends, family or partners.

40+
BREEDS OF HORSES AND PONIES

11
CONTINUOUSLY ANIMATED
ARENAS

2
EVENINGS OF SPORT AND SHOW

1
HEALTH CENTER



HOSPITALITY

VIP RESTAURANT

TO MAKE EACH EDITION A REMARKABLE «RENDEZ-VOUS»

For successful business relationships, the VIP village and the emblematic French gastronomic restaurant at Longines Equita Lyon, International Horse Show will welcome you for special moments with your friends and partners.

HIGH-LEVEL SPORT, PRESTIGE & GASTRONOMY

From the VIP Restaurant on the edge of the main arena, you can watch live coverage of the international competitions and the equestrian show created especially for the event.

The choice of food and wine is orchestrated by Mathieu Viannay, a two Michelin stars chef. Partnered for the occasion with our caterer PIGNOL, to whom the arts of the table are entrusted, the Chef designs the menus for your receptions, featuring regional products.



HOSPITALITY BOXES

WELCOME YOUR PARTNERS IN A PRIVATE SPACE BRANDED WITH YOUR COLORS

Privatize a VIP area overlooking the main arena and assist with your guests to the finest international jumping, dressage and driving competitions, as well as the Longines Equita Lyon, International Horse Show.

Booking a box allows you to organize 8 receptions from Wednesday to Sunday, and to offer each of your guests access to the VIP parking lot, to your box during the chosen session, and to the whole of the Equita Lyon show from 8:30 a.m. and for the whole day on the day of their invitation.

Our caterer is at your disposal to advise you and offer you a wide choice of cocktails.



INTERNATIONAL RENOWN

Over 250 hours of TV and web broadcasting worldwide and via FEI networks, Cheval TV and Equita TV.

190 media representatives accredited to cover the event. National and international press. 7 national and regional radio stations. Poster campaigns. Website: 1 081 163 page views and 330 000 users from September to November 2024. Active social networks. Facebook, Instagram, TikTok, Youtube, Twitter, Equita Lyon app.



VISIBILITY

Your logo on a LED advertising panel at the edge of the main arena with optimized visibility during the broadcast.

A video on the giant screen on the main arena.

An advertisement in the official program of the Longines Equita Lyon International Horse Show, distributed in the VIP areas and throughout the Equita Lyon exhibition hall.

An advertising banner on our web supports, such as the new official application, or on the event's website, equitalyon.com.



COMMUNICATION

Benefit from the visibility of Longines Equita Lyon, International Horse Show to promote your company.

YOUR CONTACTS

Sylvie Robert
Public relations

President of GL events Equestrian Sport
Cédric Prénat / cedric.prenat@gl-events.com
Julie Lefèvre / julie.lefevre@gl-events.com
+33 4 78 17 62 11

Lyon - Eurexpo
Boulevard de l'Europe
69686 Chassieu cedex France

Show opening hours

Wednesday 29th October to Friday 31st October, 8:30 am to 8:30 pm*.

Saturday 1st November, 8:30 am to 10:30* pm

Sunday 2nd November, 8.30am to 7.00pm*

*Access to the international arena grandstand from 8.00 am



Schedule of competitions and show on equitalyon.com and on the Equita app