

27 - 31 OCTOBRE
2021



CCI 5*L & CAIO 4*

DOSSIER EXPOSANTS

A UNIQUE EVENT WITH THE BEST ATHLETES OF THE EQUESTRIAN WORLD

“Les 5 Etoiles de Pau” gather two world-class competitions:

CCI 5*L: INTERNATIONAL 3-DAY EVENT *****

&

CAIO 4*: INTERNATIONAL CARRIAGE DRIVING EVENT *****

The best riders and drivers in the world meet in Pau for a breathtaking show!



The competition in figures

- **5* & 4*** : the highest level in both disciplines
- **6** top-level eventing competitions in the world (including Badminton and Burghley horse trials): Pau is the only venue in France!
- **31st** edition
- **40,000** visitors
- **Over 100** exhibitors
- **380** volunteers
- **120** journalists

ONE EVENT, TWO EQUESTRIAN TRIATHLONS

EVENTING CCI 5*L

CARRIAGE DRIVING CAIO 4*

DRESSAGE
Technicality
Harmony
Accuracy



DRESSAGE
Elegance
Suppleness
Control

CROSS-COUNTRY
Speed
Adrenalin
Intensive effort
Complicity



MARATHON
Speed
Adrenalin
Endurance

SHOWJUMPING
Balance
Control
Suspense



CONES
Accuracy
Know-how
Balance

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PROGRAMME 2021



| | CONCOURS COMPLET CCI 5*L | ATTELAGE CAIO 4* |
|---------------------|---|--|
| Mercredi 27 octobre | | Matin : inspection des chevaux Journée : dressage |
| Jeudi 28 octobre | Matin : inspection des chevaux Après-midi : dressage | Matinée : dressage |
| Vendredi 29 octobre | Journée : dressage | |
| Samedi 30 octobre | Après-midi : CROSS | Matin : maniabilité |
| Dimanche 31 octobre | Matin : inspection des chevaux Après-midi : saut d'obstacles | Matin : MARATHON (cross attelé) |

Remises des prix CCI 5*L & CAIO 4* en suivant

WHY YOU SHOULD JOIN US

- √ **1st eventing and driving competition in France:** target the French market with an international prospective
- √ **40,000 visitors with pre-sale for online ticketing:**
 - **Horse lovers (62%)** from across France and around the globe (UK, USA, Spain and Germany among others)
 - **General public from Southwestern France (38%)** who loves nature, outdoor activities and spectacular sports
 - **Socioprofessional groups:** mainly executives and employees (2018 Evaluametriz study)
- √ **A convivial and family event** where visitors stay the whole day:
 - Shows and entertainment for all
 - Children's games and activities
 - Bodega night on Saturday
 - Horses sales
- √ **90% of our exhibitors come back**
- √ **Integration of your business in our communication** (clickable logo on our mobile app, social media operations...)



THE EXHIBITORS' VILLAGE: TWO OPTIONS

25 or 9 m² tent (5x5m or 3x3m)

Includes: electricity, wooden floor, lighting, car park, security + 10 or 4 free admission tickets for your guests. Possibility to have several tents to match your commercial needs.

Price 5x5m: € 2100 excluding taxes

Price 5x5m corner booth: € 2500 excluding taxes

Price 3x3m: € 760 excluding taxes

Open space per m²

Uncovered space with electricity, car park, security: perfect for voluminous items or if you bring your own professional booth (conforming to French standard).

Price: € 80 /m² excluding taxes

Option wooden floor: €15/m² excluding taxes

Special discount for a 3-year commitment!

Please contact us for further information



INCREASE YOUR VISIBILITY AND ASSOCIATE YOUR IMAGE WITH A QUALITY INTERNATIONAL EVENT

To strengthen the impression you make, "les 5 Etoiles de Pau" offer you to reinforce your brand's visibility and to associate your image with this exceptional event:

- Fence sponsorship (cross-country, showjumping, marathon)
- Video advertisement on the big screens and/or the live stream of the competition
- Signboard on the main arena
- Signboard on the warm-up arena or the exhibitors' village
- Sponsor our team
- VIP hospitality: gourmet lunches or private lodges on the main arena
- Customized commercial operations on quotation



Contact us for a personalized offer
Centaure Production
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commercial@centaure-production.fr
marie.durin@centaure-production.fr



ORDERING FORM 2021 - EXHIBITORS' VILLAGE

Company name

Address

Post code

Country

Telephone

E-mail

City

VAT nr.

Mobile

Website

Contact name

Position

Billing contact if different

| Désignation | Quantity | Unit price (excl. tax) | Price before tax |
|--|----------|---------------------------|---------------------|
| 25m ² tent with electricity, floor, lighting, car park and security | | 2100 € | |
| 25m ² tent with corner option + electricity, floor, lighting, car park and security | | 2500 € | |
| 9m ² tent with electricity, floor, lighting, car park and security | | 760 € | |
| Open space (uncovered) with electricity, car park, security | | 80 € / m ² | |
| Wooden floor for open space | | 15 € / m ² | |
| Liquor licence authorization | | 800 € | |
| | | Total before tax | |
| | | 20% VAT | |
| | | Total incl. tax | |

Conditions de vente et de paiement

All extra square meter will be invoiced €100 /m² excluding taxes. Stands have to be set up for Tuesday, 24th October evening, and returned Sunday, 31st October by 21:00. Exhibitors commit to be present and to open their tradestands during the whole event.

Exhibitors commit themselves to be present during the whole competition.

In the case of an event cancellation for health reasons, the organizer will issue a credit to the exhibitor for the 2022 edition. If it is not possible for the exhibitor to use it, the amount will be refunded.

If the exhibitor cancels less than 6 weeks before the event, advanced payment will be owed. Spaces will only be booked after advanced payment.

The exhibitor is to contract a civil liability insurance policy and to provide the organizer with all information and documents which will be requested. All advertising media needed by the organizer will be provided by the exhibitor.

In case of any damage on his/her stand, the exhibitor renounces any recourse against the organizer.

Payment

50% when ordering
50% by September 3d, 2021

Only the exhibitors with full payment will have access to their stand. Payments will be made by bank transfer or cheques in Euros (payable to **Centaure Production** and sent with the ordering form).

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More information on
www.event-pau.fr or by e-mail :
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Name and position

Date

Signature and stamp