

## Cologne, Germany

FEBRUARY 9-11, 2008

A second German show, SPOGA Horse Cologne, has been launched and will be held in a newly remodeled hall in the Messeplatz. About 250 exhibitors from 25 countries are expected to fill the 17,000-meter space.

Unlike previous SPOGA shows, the new model will feature lectures from specialists in the equine trade industry. A state-of-the-art press center has been built to accommodate journalists expected from across the globe to cover the event.

Increasing demand for equine products and the constant introduction of new styles and colors in riding wear have necessitated a second show, organizers said. All the requirements of horse and rider—from care products for the horse to tack and equipment—will be presented.



A Herm Sprenger associate helps retail buyers with a bit purchase at SPOGA. > CONTINUED

## Winter Markets Calendar

JANUARY- APRIL, 2008

### JANUARY

■ **DENVER, Jan. 11-15**—Denver International Western/English Apparel & Equipment Market, Denver Merchandise Mart, Denver, Colo. Contact Amy Thomas, Western & English Sales Association, phone (303)295-0941 or (800)295-1041, fax (303)295-0941, e-mail info@denver-wesa.com, web site www.denver-wesa.com.

■ **RICHMOND, Jan. 25-27**—International Equine Business Alliance, Greater Richmond Convention Center, Richmond, Va. Contact Jim Herbert, phone (571)278-5658, e-mail jhh@GlobalStratLLC.com, web site www.aetaexpo.com.

■ **KANSAS CITY, Jan. 25-28**—Midwest Western Market Kansas City Show, Kansas City Market Center, Overland Park, Ks. Contact Robin Dunnam, phone (826) 289-2694, e-mail Dunnam.robin@sbcglobal.net.

■ **INDIANAPOLIS, Jan. 26-28**—Hopper Indy, Indianapolis Western & English Market, Indiana Convention Center, Indianapolis, Ind. Contact Kent Hopper, Hopper Expositions Inc., (El Paso office) toll free phone (877)832-7180, fax (915)875-0378, International calls (915)832-7180, e-mail kent@hopperexpos.com, or Ginger Estep, Hopper Expositions Inc. (Ohio office) toll free phone (800)945-1208, fax (513)261-7547 International calls (513)422-2468, e-mail ginger@hopperexpos.com, web site www.hopperexpos.com.

### FEBRUARY

■ **BILLINGS, Feb. 1-4**—Expo Center Metra Park, Billings, Mont. Contact Shawna Valentine, Billings Market Association, phone (406)652-6132, fax (406)652-2531, e-mail blgsmarket@aol.com, web site www.billingsmarketassoc.com.

■ **ORLANDO, Feb. 2-4**—AETA International Fair, produced by Hopper Expositions, Inc., Orange County Convention Center, Orlando, Fla. Contact Kent Hopper, Hopper Expositions Inc., (El Paso office) toll free phone (877)832-7180, fax (915)875-0378, International calls (915)832-7180, e-mail kent@hopperexpos.com, or Ginger Estep, Hopper Expositions Inc. (Ohio office) toll free phone (800)945-1208, fax (513)261-7547 International calls (513)422-2468, e-mail ginger@hopperexpos.com, web site www.hopperexpos.com.

■ **VANCOUVER, Feb. 3-4**—Pacific Western/English Equestrian Trade Market, Show Barn on the Cloverdale Rodeo & Exhibition Grounds, Cloverdale, British Columbia, Canada. Contact Karin O'Brian, phone

(250)545-1555, fax (250)542-8185, e-mail karin@bigD.ca.

■ **SPOGA-COLOGNE, Feb. 9-11**—SPOGA Horse, Cologne, Germany. Contact Darrin Stern, Cologne International Trade Fairs, phone (773)326-9925, fax (773)714-0063, e-mail d.stern@koelnmessenafra.com, web site www.koelnmessenafra.com.

■ **TORONTO, Feb. 9-11**—Canadian Equestrian Equipment & Apparel Association, International Centre, Mississauga, Toronto, Ontario, Canada. Contact Sheila Easton, CEEAA, phone (519)821-9207, fax (519)821-6069, e-mail info@ceeaa.com, web site www.ceeaa-market.ca.

■ **ENGLAND, Feb. 17-19**—BETA, British Equestrian Trade Association International Trade Fair, National Events Center, Birmingham, England. Contact Paul Wahl, phone (952) 237-7431, web site www.BETA-int.com, e-mail paul@wahlinc.biz.

■ **ATLANTA, Feb. 23-25**—Western & English Atlanta, North Atlanta Trade Center, Norcross, Ga. Contact Roger Tully, Western & English Atlanta, phone (770)978-8332, cell phone (404)683-1644, fax (770)978-6364, e-mail roger@tully.com, web site www.tullymarket.com.

### MARCH

■ **CALGARY, March 1-3**—Can-Am Western & Equestrian Lifestyles Association, Equi-plex, Calgary, Alberta, Canada. Contact Molly Sapergia, Can-Am Western & Equestrian Lifestyles Association, phone (403)995-1003, fax (403)995-2236, e-mail molly.s@telus.net, web site www.canammarket.ca.

■ **DALLAS, March 30-Apr. 2**—Dallas International Western Apparel & Accessories, FashionCenterDallas, Dallas, Texas. Contact Dave Appleton, phone (800)DAL-MKTS or (214)655-6139, fax (214)879-8351, e-mail dappleton@dmccmail.com, web site www.dallasmarket-center.com.

### APRIL

■ **JOHANNESBURG, April 4-6**—Al Fares 7th International Equine Trade Fair, Exhibition 2, Sandton Convention Centre, Johannesburg, South Africa. Contact Al Fajer Information & Services, phone, +971-4-340 6888, fax +971-4-3403608, web site www.alfajer.net/alfares, e-mail sid@alfajer.net. In U.S., Contact Peter Ottowitz, phone (978)897-7130, fax (978)897-7235, e-mail pottowitz@comcast.net.