



Winter Equestrian Festival
2026 RETAIL OPPORTUNITIES

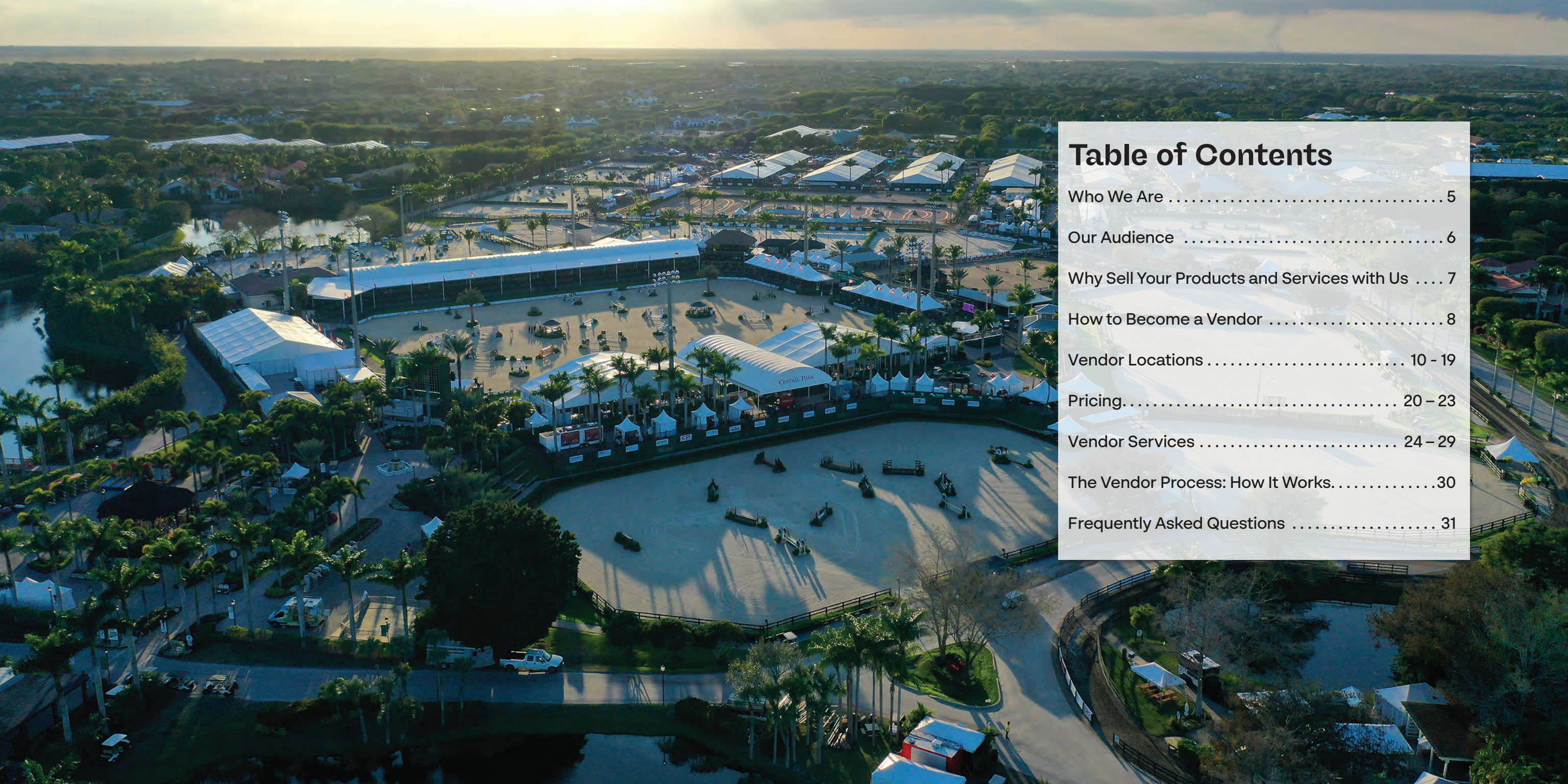


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Who We Are

Wellington International is considered the most recognizable equestrian sporting venue in North America. Nestled in the heart of an almost 8,000-acre equestrian paradise, the venue is best known as the home of the Winter Equestrian Festival (WEF), the longest-running equestrian festival from January through March every year.

The Wellington International community is comprised of more than 36 nationalities and offers unparalleled opportunities to leverage international exposure to a captivated and motivated audience. The showground is easily accessed from three international airports and several major metropolitan hubs.

Professional and amateur competitions take place 5 days a week and are always free and open to the public. The 13 weeks of the Winter Equestrian Festival competition draw over 8,882 exhibitors each year.

Wellington International also features additional offerings including VIP hospitality and multiple event spaces that make it a place where you can easily work, play, ride, and escape!



Winter Equestrian Festival by the Numbers

275,000
Website visitors

50 Countries
represented in FEI

62 million+
Total page views
(+25% increase YOY)

68,000+
Facebook Followers
(+4% increase YOY)

111,000+
Instagram Followers
(+11% increase YOY)

12,500+
TikTok Followers
(+19% increase YOY)

5,040 YouTube Followers
(+150% increase YOY)

The equestrian audience is unique to all other sporting audiences in the world because it represents many nationalities with one common interest: horses. Equestrians are incredibly loyal consumers and support brands that support the sport they love. Wellington International has a captive audience for more than four months out of the year. Based on a 2024 economic impact report, direct Wellington International visitor expenditures amounted to \$242.2 million.

Why Sell Your Products and Services With Us?

The Winter Equestrian Festival offers vendors the opportunity to showcase their brand and business to a unique demographic of visitors and exhibitors. Wellington International welcomes a variety of brands as vendors at the Winter Equestrian Festival. Although many brands are equestrian based, we highly encourage non-equestrian retailers to join us to provide a diverse shopping experience for our exhibitors and visitors.

There is ample space for all types of vendors and sizes of retail structures across our showgrounds. These shops can range from canvas tents with walls to attractive hybrid tent structures. There is also the option to bring your own trailer.

- The Winter Equestrian Festival represents all 50 states, Canada and over 36 different countries.
- The Winter Equestrian Festival provides overseas companies with an opportunity to launch into the U.S. market.
- Multiple levels of vendor locations and varied types of structure options are available, offering something for businesses of all types.

How to Become a Vendor at Wellington International

Application Process:

- Vendors must complete an application and sign a contract.
- Applications are open from July 2025 to October 2025.
- Applying does not guarantee acceptance to the event. If the application is accepted, each vendor will receive an individual payment plan.
- Along with the application and contract, vendors must provide Wellington International with Federal Tax ID numbers and certificate of liability insurance for the duration of the event. Please see the Rules and Regulations for full details.
- After the vendor application review process is complete, the vendor will receive an acceptance notification via email.





VENDOR LOCATIONS



PREMIUM – INTERNATIONAL CLUB LOBBY



PREMIUM – TIKI TERRACE

International Club Lobby

The International Club offers its members an elevated hospitality experience while watching world-class show jumping in the International Arena. As a vendor in the International Club lobby, you have access to our most elite customers. Your shop is the first these customers see as they enter “The Club!”

Tiki Terrace

Framing the always popular Tiki Hut restaurant on the southeast corner of the International Arena while also overlooking the Mogavero Ring, the Tiki Terrace is an attractive location for vendors. Shoppers have multiple access points to this area which allows increased foot traffic for vendors.



BRIDGE DECKS

Bridge Decks

Located on either side of the famous Wellington International bridge, the Bridge Decks offer vendors prime shopping real estate overlooking the International Arena. These locations are supported by several restaurants and satellite bars in their direct vicinity.



VENDOR VILLAGE

Vendor Village

Considered the epicenter of shopping at Wellington International, Vendor Village is a central location for every type of attendee. Vendor Village is located amidst competition rings, horse show offices and barns, and provides a great place to shop, eat, and relax. The size of vendor units can be adjusted to suit the vendor's needs. This location can also accommodate trailers, upon request and availability.



BRIDLE PATHS

Bridle Paths

Bridle Paths act as the main arteries of Wellington International and thread their way around the entire showgrounds. Vendor locations on bridle paths include Rings 9 & 10, the Mogavero Ring, International Ring Warm-Up, Ring 6, and Pony Island. These locations have high visibility to passing riders or visitors exploring the facility.



HUNTER HILL

Hunter Hill

Hunter Hill is the only vendor area that boasts views of three popular arenas. Overlooking the two hunter rings (Grand Hunter and Rost) and International Arena, this location provides vendors with diverse traffic. New amenities added each year increase the popularity of this location to a broad group of vendors.



TRAILER ROW

Trailer Row

Vendors have the option to bring their own trailer to be positioned on Trailer Row. In this location there is an electrical hook up available and the opportunity to have a display area set up outside the trailer.



THE BARNs

The Barns

For vendors specializing in equine care, equipment, and all those last-minute items, there is no setting more suitable than amidst the barns. Select locations are available for vendors that have trailers and self-contained set-ups which cater to equestrians, grooms, and managers. Inquire about whether your business is the right fit for these options.

PRICING



Pricing

All prices for tenting options include walls, flooring, electric and Wi-Fi.
Please note that not all locations offer all tent size options. Fees & taxes additional.

PREMIUM: Oasis, Bridle Paths,Tiki Terrace, Bridge Decks		STANDARD: Vendor Village Marquee	
10 x 10:	\$ 1,971.00 per week \$ 23,450.00 per season	10 x 10:	\$ 1,635.00 per week \$ 18,964.00 per season
10 x 15:	\$ 2,129.00 per week \$ 25,348.00 per season	10 x 15:	\$ 1,948.00 per week \$ 22,566.00 per season
10 x 20:	\$ 2,533.00 per week \$ 30,146.00 per season	10 x 20:	\$ 2,146.00 per week \$ 24,868.00 per season
20 x 20:	\$ 3,437.00 per week \$ 44,655.00 per season	20 x 20:	\$ 3,075.00 per week \$ 35,531.00 per season

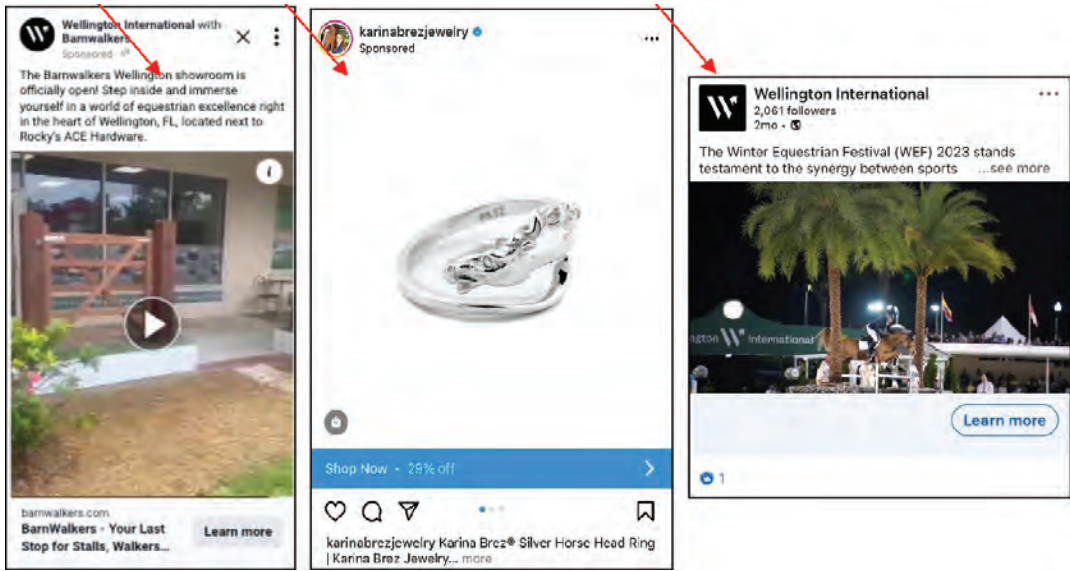
Hybrid/Glass Unit		
10 x 20:	\$ 3,186.00 per week	\$ 38,220.00 per season
Hunter Hill & Pony Island		
10 x 10:	\$ 1,500.00 per week \$ 14,991.00 per season	10 x 15: \$ 1,786.00 per week \$ 17,854.00 per season
10 x 20:	\$ 1,967.00 per week \$ 19,664.00 per season	20 x 20: \$ 2,819.00 per week \$ 28,179.00 per season
Trailers		
Decks or tented areas outside tent/trailer are considered additional square footage		
200 sq ft or less:	\$ 1,606.00 per week	\$ 17,887.00 per season
Over 200 sq ft:	\$ 4.50 per extra sq ft	\$ 3.40 per extra sq ft
Trailers: Electrical Costs		
20 amp: \$60.00 per week	30 amp: \$ 105.00 per week	50 amp: \$ 115.00 per week

Digital Marketing

Targeted digital advertising campaigns can help you reach our audience on the Wellington International platforms.

Placement	Cost per month	Cost for season
Facebook/Instagram (1080 x 1080 px)	\$ 1,000	\$ 3,000
Facebook contest or Lead Gen Ad	\$ 2,000	\$ 4,000

Facebook/Instagram /LinkedIn samples





VENDOR SERVICES



Catering

Wellington International's catering partner, White Horse Catering, is available for vendors who wish to supply refreshments or host a social event for shoppers. A full drinks list and menu is provided in the Vendor Welcome Packet upon arrival, along with the procedure on how to order the services.



Tent Signage

A standard tent sign bearing vendor's business name is included in the vendor agreement. Standard signage is 5" high x 48" wide with Wellington International logo and color.

Standard Vendor Signage



Upgraded Vendor Signage

Vendors have the option to upgrade their tent signage to incorporate their own logo and brand color. Upgraded signage is 10" high x 96" wide. Each sign is priced at \$45.



Tent Space Enhancements

Other customizable upgrades to your space are available

Window Decals

Lettering and custom decals are available for spaces with glass doors. Prices start at \$45 per decal and vary by installation. Quotes provided upon request.



Tent Size	Back Wall	3 Walls
10' x 10'	\$500	\$1,400
10' x 15'	\$650	\$1,550
10' x 20'	\$800	\$1,700
10' x 40'	\$1,500	\$2,450
15' x 15'	\$650	\$1,850
20' x 20'	\$800	\$2,300

Interior Signage

Vendors can enhance the interior of their space with custom-printed 4' x 8' Coroplast panels using vendor-supplied digital files. Choose to cover the back wall or 3 sides.





The Vendor Process: How It Works

- Review the Vendor Sales brochure to research the location of your vendor unit. Take note of the different pricing.
- Complete the Winter Equestrian Festival 2026 Vendor Application.
- Once accepted, you will receive an email with a lease and invoice attached. To secure the unit, vendor must provide a signed license, Certificate of Liability Insurance, and payment. (Please see Rules and Regulations for payment schedule). Vendor unit is not reserved until all 3 items are received by the specified date. Vendors must remit payment according to the schedule provided. Any missed payments will result in late fees or a revoked lease agreement.
- A Wellington International vendor representative will email back a lease for signature. Use this lease to acquire a business license from the Village of Wellington and Palm Beach County.
- Receive a load-in email from Wellington International vendor team with date, time, and location (as a meeting point). Please see Rules and Regulations for full load-in guidelines.
- Load in and enjoy the Winter Equestrian Festival!

See site map with vendor locations at front of brochure

Frequently Asked Questions

- 1. Does the space come with light fixtures?**
Vendor must provide their own light fixtures.
- 2. Does the space come with flooring?**
Wellington International provides basic wooden flooring for the vendor tent options. Most vendors add, at their own expense, either an outdoor rug or basic linoleum to their set up.
- 3. Will I be provided with electricity?**
Electricity is included in the vendor fees for tenting options. For trailers, the electrical fee is charged separately according to the amperage required. Please see trailer fee pricing on page 24. Vendors are responsible for providing their own electrical cable for hook-up. The electrical cord must be rated for outdoor use.
- 4. What items, if any, are restricted from sale at the Winter Equestrian Festival?**
All restricted sale items are noted in the vendor lease/license. Please review carefully.
- 5. Can I hire a laborer to assist in booth installation?**
Vendors must provide their own labor for booth installation and breakdown. Wellington International does not provide labor. If labor is required for set up and/or breakdown, it is recommended that vendors use a service such as "Task Rabbit" or "Thumbtack" to assist.
- 6. Is there on-site parking?**
There is parking on-site for vendors. Vendor parking passes are included with the Vendor Welcome Packet. The number of vendor parking passes is allocated according to vendor square footage. Please see Rules and Regulations for full details. Additional parking is available at the Equestrian Village venue at 13500 South Shore Boulevard with shuttle buses running throughout the day to the Wellington International venue at 14440 Pierson Road.
- 7. Can I ship product in; if so, where do I send it?**
Vendors are permitted to ship products to location. Please see Rules and Regulations for full details and the address to be used. As there is limited storage space, Wellington International encourages vendors to use "Just In Time" logistics and/or to seek off-site storage.
- 8. Are there security cameras?**
Wellington International does offer 24-hour security, however, vendors are encouraged to install their own security cameras in their vendor space and communicate any suspicious activity to Wellington International employees.
- 9. Do you offer inventory storage?**
Wellington International does NOT offer inventory storage. Vendors are encouraged to seek off-site storage for their inventory.



GET IN TOUCH.
Contact our team today to get started!
Vendor@WellingtonInternational.com



COMPETITION RINGS International Ring Mogavero DeNemethy Rost Arena Grand Hunter Ring 6 Ring 7 Ring 8 Ring 9 Ring 10 Ring 11 Ring 12 \$30 Ring South Ring	OFFICES & ADMIN PARKING 1 Show Office 2 ESP Administration 3 Exhibitor Services 4 Staff Parking 5 VIP Parking SHOPPING AREAS Bridge Deck Shops Farm Stand Hunter Hill Pony Island Ring 6 Vendors South Barn Vendors Vendor Village Tiki Terrace The Shoppes at Int'l Club Trailer Row	STABLING BARN & TENTS Barns 1-6 Tents 1-8 Tents 9-12 Tents 14-19 + Medic PBC Fire Rescue Restrooms Bridle Path Food Vendors ATM
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