



Winter Equestrian Festival
2027 RETAIL OPPORTUNITIES

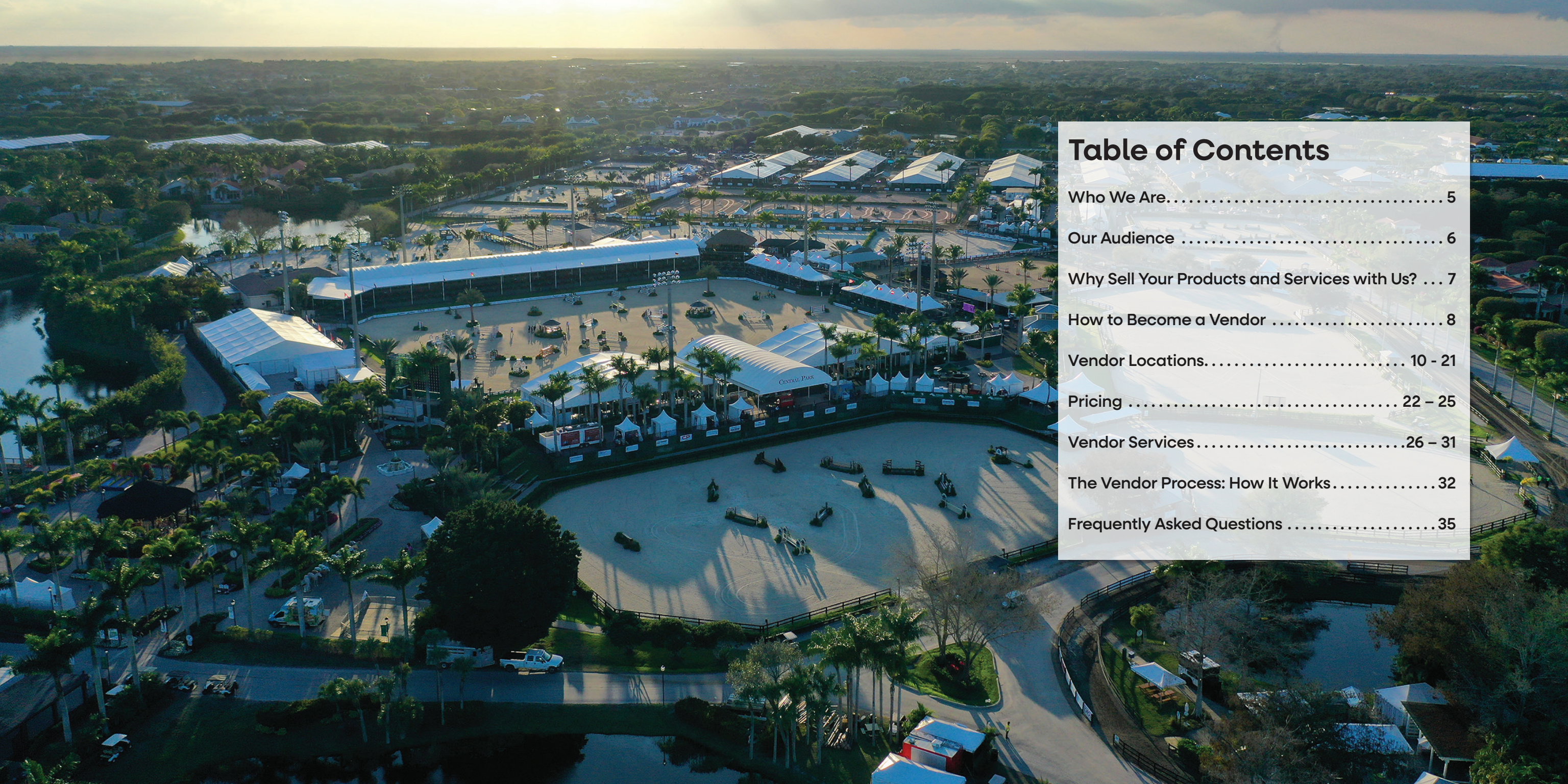


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Who We Are

Wellington International is widely recognized as North America's premier equestrian sporting venue. Nestled within nearly 8,000 acres of equestrian landscape, it is best known as the home of the Winter Equestrian Festival (WEF), the longest-running and most prestigious equestrian circuit in the world, held annually from January through March.

Our vibrant community represents more than 36 nationalities, offering unparalleled opportunities for international exposure to a highly engaged and discerning audience. The showgrounds are conveniently accessible from three international airports and major metropolitan areas, making Wellington a global destination for sport and lifestyle.

Competitions for both professional and amateur riders take place five days a week and are free and open to the public. Over the course of the 13-week WEF season, more than 8,000 horses compete, creating an atmosphere of world-class sport and excitement.

Beyond competition, Wellington International offers an elevated experience with premium VIP hospitality, diverse event spaces, and a dynamic environment where guests can seamlessly blend work, leisure, and equestrian passion.

WINTER EQUESTRIAN FESTIVAL by the Numbers

\$536.2 million
Economic Impact

55 Countries
represented in FEI

\$16 million
Prize Money Offered

251,000
Website visitors

76,000+
Facebook Followers
(+11.8% increase YOY)

125,000+
Instagram Followers
(+12.6% increase YOY)

14,500+
TikTok Followers
(+14.4% increase YOY)

8,500
YouTube Followers
(+68.7% increase YOY)

The equestrian audience is unlike any other sports audience in the world, bringing together individuals from a wide range of nationalities who share one common passion: horses. Equestrian consumers are exceptionally loyal and actively support the brands that invest in the sport they love.

Wellington International offers access to a highly engaged and captive audience for more than four months each year. According to the 2025 economic impact report, direct visitor expenditures associated with Wellington International totaled \$536.2 million, highlighting the significant reach and purchasing power of the event's audience.

Why Sell Your Products and Services With Us?

The Winter Equestrian Festival (WEF) offers vendors a unique opportunity to showcase their brand to a highly targeted and engaged audience of exhibitors, competitors, and spectators. While many participating businesses are equestrian-focused, we strongly encourage non-equestrian brands to join us in creating a diverse and elevated shopping experience.

Our expansive showgrounds accommodate a wide range of vendor needs, with flexible retail options including traditional canvas tents, upgraded hybrid structures, and the ability to bring your own trailer. Whether you are an established brand or an emerging business, there is space to suit every scale and vision.

- WEF attracts visitors and participants from all 50 U.S. states, Canada, and more than 36 countries, providing unmatched international exposure. For overseas companies, it also serves as an exceptional gateway to enter and grow within the U.S. market.
- With a variety of locations, foot traffic levels, and structure types available, WEF offers tailored opportunities to align with your brand goals and maximize visibility.



How to Become a Vendor at Wellington International

Vendors are required to complete an application and execute a contract to be considered for participation. Applications are open from July through October 2026.*

In addition to the application and contract, vendors must provide a valid Federal Tax ID number and a certificate of liability insurance covering the full duration of the event. For complete requirements, please refer to the Rules and Regulations.

Once the review process is complete, applicants will be notified of their status via email.

**Please note that submission of an application does not guarantee acceptance. All applications are subject to review, and approved vendors will receive a payment plan upon acceptance.*





VENDOR LOCATIONS



PREMIUM – INTERNATIONAL CLUB LOBBY

INTERNATIONAL CLUB LOBBY

The International Club delivers a refined hospitality experience, offering members premier viewing of world-class show jumping in the International Arena.

As a vendor within the International Club Lobby, you are positioned at the forefront of this exclusive environment, with direct access to our most distinguished clientele. Your storefront serves as the first impression upon entry, placing your brand at the center of a sophisticated and highly curated experience.



PREMIUM – TIKI TERRACE

TIKI TERRACE

Framing the ever-popular Tiki Hut restaurant on the southeast corner of the International Arena and overlooking the Mogavero Arena, Tiki Terrace offers a highly desirable location for vendors.

With multiple access points drawing visitors from across the showgrounds, this area benefits from consistent foot traffic and strong visibility, creating an ideal setting for vendors to engage with a steady flow of shoppers in a lively, social atmosphere.



VENDOR VILLAGE

VENDOR VILLAGE

Recognized as the epicenter of shopping at Wellington International, Vendor Village serves as a central hub for nearly every type of attendee. Ideally situated among competition rings, horse show offices, and barns, it offers a dynamic environment where guests can shop, dine, and unwind.

Vendor Village features flexible retail options, with unit sizes that can be tailored to meet a variety of business needs. Trailer placements may also be accommodated, subject to request and availability, making this location both versatile and highly sought-after.



OASIS

OASIS

Vendor spaces surrounding the Oasis Café provide businesses with the opportunity to benefit from one of the venue's highest-traffic locations, including visibility from a major bridle path.

Positioned at the end of Vendor Village and at the intersection of key pedestrian routes entering and exiting the horse-only areas, this location offers consistent exposure to riders, trainers, owners, and spectators throughout the season.



BRIDGE DECK

Positioned on the side of the iconic Wellington International bridge, the Bridge Deck offers vendors prime retail space with sweeping views of the International Arena.

Surrounded by popular restaurants and satellite bars, these locations benefit from continuous foot traffic and a vibrant atmosphere, making them an ideal setting for vendors to capture attention and engage with guests throughout the day and into the evening.

BRIDLE PATHS

The Bridle Paths serve as the main arteries of Wellington International, weaving throughout the entire showgrounds and connecting key competition and spectator areas. Vendor locations along these paths include Ring 9 & 10, the Mogavero Arena, the International Arena warm-up (Ring 6), and Pony Island.

These highly visible placements offer continuous exposure to both riders and visitors navigating the facility, creating consistent engagement opportunities in a dynamic, high-traffic environment.



HUNTER HILL

Hunter Hill is the only vendor location offering views of three of Wellington International’s most popular arenas— the Grand Hunter Ring, Rost Ring, and the International Arena. This unique vantage point provides access to a diverse and dynamic flow of spectators, competitors, and equestrian enthusiasts.

With the continued addition of new amenities each season, Hunter Hill’s appeal continues to grow, making it an increasingly sought-after destination for vendors looking to reach a broad and engaged audience.

PONY ISLAND

Pony Island offers vendors a unique opportunity to connect with families, young riders, and spectators in a fun and engaging environment. Home to the fan-favorite Farm Stand and located near the Grand Hunter Ring, this area provides vendors with visibility to a broad equestrian audience in a relaxed, family-friendly setting.



TRAILER ROW

Trailer Row offers vendors the flexibility to bring and operate from their own retail trailer within a dedicated vendor area. Each space includes access to electrical hookups, ensuring a seamless setup.

Vendors also have the opportunity to enhance their presence with an exterior pop-up display, creating additional visibility and customer engagement in a convenient and customizable setting.



THE BARN

For vendors specializing in equine care, equipment, and on-demand essentials, the barns offer an unmatched opportunity to connect directly with your core audience. Select barn locations are available for vendors with trailers and fully self-contained setups designed to serve equestrians, grooms, and barn managers where they work every day. Availability is limited and suitability is curated—please inquire to determine whether your business is an ideal fit for these premium locations.

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.

PREMIUM: Oasis, Bridle Paths,Tiki Terrace, Bridge Decks		STANDARD: Vendor Village Marquee	
10 x 10:	\$2,031.00 per week \$ 24,154.00 per season	10 x 10:	\$ 1,685.00 per week \$ 19,533.00 per season
10 x 15:	\$ 2,193.00 per week \$ 26,109.00 per season	10 x 15:	\$ 2,007.00 per week \$ 23,343.00 per season
10 x 20:	\$ 2,609.00 per week \$ 31,051.00 per season	10 x 20:	\$ 2,211.00 per week \$ 25,615.00 per season
20 x 20:	\$ 3,541.00 per week \$ 45,995.00 per season	20 x 20:	\$ 3,168.00 per week \$ 36,535.00 per season

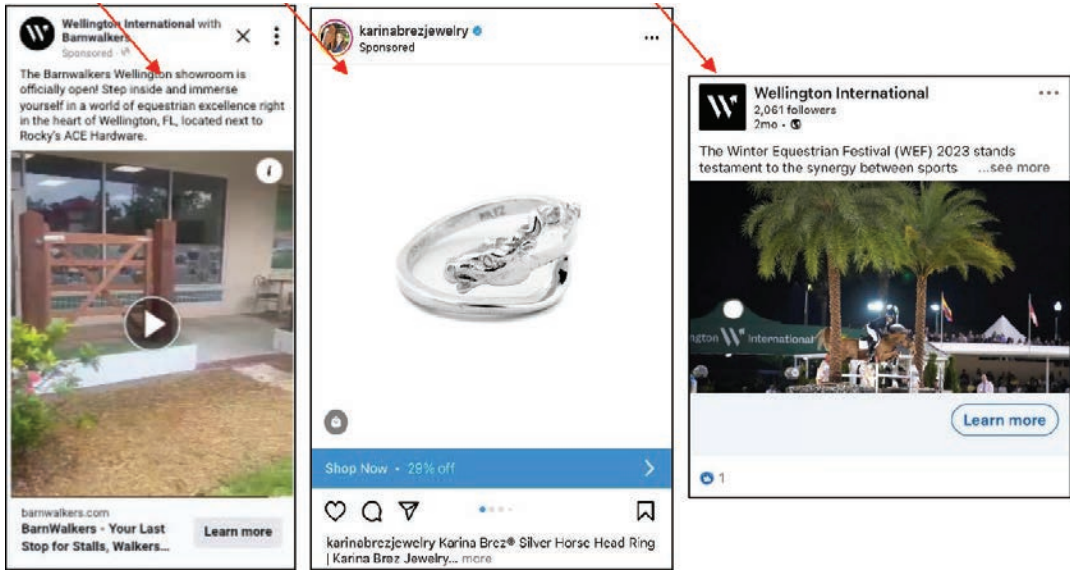
Hybrid/Glass Unit		
10 x 20:	\$ 3,282.00 per week	\$ 39,367.00 per season
Hunter Hill & Pony Island		
10 x 10:	\$ 1,545.00 per week \$ 15,441.00 per season	10 x 15: \$ 1,840.00 per week \$ 18,390.00 per season
10 x 20:	\$ 2,027.00 per week \$ 20,254.00 per season	20 x 20: \$ 2,904.00 per week \$ 29,025.00 per season
Trailers		
Decks or tented areas outside tent/trailer are considered additional square footage		
200 sq ft or less:	\$ 1,655.00 per week	\$ 18,424.00 per season
Over 200 sq ft:	\$ 4.60 per extra sq ft	\$ 3.60 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)	\$ 1,000.00	\$3,000.00
Facebook contest or Lead Gen Ad	\$ 1,000.00	\$3,000.00
LinkedIn Ad (1200 x 628 px)	\$ 1,000.00	\$3,000.00

Facebook/Instagram /LinkedIn samples





VENDOR SERVICES



CATERING

Vendors looking to offer refreshments or host a social activation are invited to partner with Wellington International's exclusive catering provider, White Horse Catering. A curated menu and full beverage list are available and can be tailored to enhance the shopper experience. Detailed ordering instructions and service procedures will be included in the Vendor Welcome Packet upon arrival.



Tent Signage

A standard tent sign bearing the 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

The vendor has an 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'	\$450	\$1,350
10' x 15'	\$600	\$1,500
10' x 20'	\$750	\$1,650
10' x 40'	\$1,500	\$2,400
15' x 15'	\$600	\$1,800
20' x 20'	\$750	\$2,250

Interior Signage

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





The Vendor Process: How It Works

- Review the Vendor Sales Brochure to explore available vendor unit locations and review the corresponding pricing options to determine the best fit for your business.
- Complete and submit the official Winter Equestrian Festival 2027 Vendor Application.
- Once accepted, vendors will receive an email containing an agreement and invoice. To secure your vendor unit, the following must be submitted by the specified deadline:
 - A signed lease
 - Certificate of Liability Insurance
 - Payment (refer to the Rules & Regulations for the payment schedule)
- Vendor space is not reserved until all three items are received. Payments must be made according to the established schedule; missed payments may result in late fees or termination of the lease agreement.
- After submission, a Wellington International vendor representative will return the fully executed lease. This lease is required to obtain a business license from the Village of Wellington and Palm Beach County.
- Receive a load-in email from the Wellington International vendor team with date, time, and location (as a meeting point). Please review the Rules & Regulations for full load-in guidelines.
- Load in and enjoy the Winter Equestrian Festival at Wellington International.

See site map with vendor locations at back 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. Trailers the electrical fee is charged separately according to the ampage required. Please see trailer fee pricing above. The vendor is responsible for providing their own electrical cable for hook up. The electrical cord should 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 read 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 the vendor uses 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. Please note that any extra car passes may be available at \$500.00 per pass. Please see Rules and Regulations for full details. Additional parking is available at the Equestrian Village venue at 15300 South Shore Blvd with shuttle buses running throughout the day to the Wellington International venue at 14440 Pierson Rd.
- 7. Can I ship product in; if so, where do I send it?**
Yes, 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.

Wellington International North



Wellington International South



Lenore Brown
Director of Sponsorship
lbrown@wellingtoninternational.com

Aurelia Tansey
Vendor Manager
atansey@wellingtoninternational.com

Isabella Lombardo
Vendor Coordinator
ilombardo@wellingtoninternational.com



For more information:
vendor@wellingtoninternational.com
wellingtoninternational.com