



## Press Release

April 27, 2021

### **AMERICANA 2021: Planning of the exhibition halls has begun - participant documents online as of June**

Preparations for AMERICANA 2021 (Augsburg, September 8-12, 2021) are in full swing. In the meantime, the planning for the exhibition halls has begun. In addition to a show of superlatives, AMERICANA also offers Europe's leading sales fair around western and leisure riding. Between 300 and 350 companies present their products, which leaves definitely no desires unfulfilled. And the visitors have wishes. After all, 96% of them ride, 84% own one or more horses and they all come to shop. And in 2019, things went better than ever for exhibitors: 81% of the 327 participating companies were "very satisfied" or "satisfied" with the business success of their participation, 6% were at least partly satisfied. Post-show business\*\* was equally positive, with 65% expecting "very good" or "good" post-show business, and another 31% expecting "satisfactory" post-show business. For companies that are at home in the western / leisure rider segment, AMERICANA is without alternative. They should not take too much longer and contact the project management, especially if they have concrete ideas regarding their placement.

Not only exhibitors and visitors are eagerly awaiting Europe's No. 1 in Western riding. Riders are also looking forward to finally being able to show their horses in Augsburg again. Whether reining, cattle classes, ranch riding or trail - AMERICANA is something very special in the show schedule. Registration materials will be available on the website starting in June.

### **Speakers of AMERICANA 2021: Darren Moore and Boris Kook**

This year, longterm AMERICANA speaker Boris Kook will receive support from a well-known colleague from the USA: Darren Moore – thanks to the sponsoring of Okami Wagyu Ranch (<http://www.okamiwagyu.com>) from Austria. The American is among other things the 'voice' of the NRCHA Snaffle Bit Futurity, the NRBC, the World's Greatest Horseman and the Houston Livestock Show and Rodeo.

## **AMERICANA supports Western associations**

For the Western breeding and riding associations, AMERICANA has been a must-attend event for many years. This year, for example, the NCHA Italy will present itself in Augsburg. By the way: Associations participating in AMERICANA 2021 will receive increased support for their shows. A separate budget has been set aside for this purpose, which can be accessed by the associations. Interested associations should contact [sport@americana.de](mailto:sport@americana.de) with a sponsoring concept.

### **For further information:**

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