



THE EQUESTRIAN INDEX HOYS TRADESTAND OF THE YEAR AWARDS 2023

The Equestrian Index HOYS Trade Stand of the Year Awards (TOTY) are designed to recognise exhibitor talents in trade stand dressing and etiquette throughout the show week. All trade stands by way of exhibiting are automatically entered into the awards which have two sections; Best Display 20sqm and under and Best Display over 20sqm.

Judging for the awards took place anonymously over Wednesday and Thursday of the show during trading hours. Every trade stand (and team) were observed and assessed across four categories; best overall impression, warmest welcome, best use of space and best interaction with customers.

The winner of the 20sqm and under category in 2023 was first time exhibitor Careers in Racing– the organisation is dedicated to providing help for individuals to better understand the industry and guide them towards making the right career choice. Careers in Racing representative Sean Simara was surprised and delighted to receive their new TOTY title. Judges feedback was that the stand space was used imaginatively and to great effect, was extremely engaging and interactive, and the staff were going above and beyond to deliver a great visitor experience.

Taking the honours in the over 20sqm was Fairfax & Favor. Their elegant, stylish, eye-catching stand stretched an impressive 90sqm's and was open on all sides which kept the team extremely busy and the way the staff managed the space and customers played a significant part in their victory. The judges' feedback was that the stand was stunning, and staff really did go the extra mile to provide a first class service to visitors despite often being inundated.

Amanda Watson, Managing Director at The Equestrian Index and Carl Storey, Tradestand Manager at HOYS awarded both worthy winners with a trophy and certificate and they have the choice of a year's digital membership or a 'This Business of Horses' podcast episode with The Equestrian Index.

Amanda Watson, Managing Director at The Equestrian Index said, "2023 has been yet another seriously tough year for the judges. Making a final decision is always challenging when there is always such a phenomenal amount of effort on display from all exhibitors. Congratulations to all and what a fantastic shopping experience you have given all the HOYS visitors!"

For more information contact:

Amanda Watson – a.watson@watsonsdirectories.com