

تحت الرعاية السامية لصاحب الجلالة الملك محمد السادس
UNDER THE HIGH PATRONAGE OF HIS MAJESTY THE KING MOHAMMED VI

المباراة الدولية لجمال الخيول العربية الأصيلة

International Arabian Horse "Title Show"

الجديدة - المغرب
14 و 15 أكتوبر 2026

*El Jadida - Morocco
October 14th & 15th, 2026*



W W W . E L J A D I D A S H O W . C O M

SALON DU CHEVAL D'EL JADIDA



Date

Form 13th To 18th October 2026



Place

Mohammed VI Exhibition Park, El Jadida



Moroccan Breeders' Cup for Arab Horse Date

October 13th 2026

International Arabian Horse "Title Show" Date

October 14th & 15th 2026



Retrospective of the 17th edition

+100 EXHIBITORS
from different countries

7 DAYS OF SHOW

150.000 VISITORS

+1000 HORSES



The Salon du Cheval d'El Jadida

The Salon du Cheval d'El Jadida is held under the High Patronage of His Majesty the King Mohammed VI, may God glorify Him, and has been organised annually since 2008.

Its mission is to contribute to the development of the equine sector, and in just a few editions, it has established itself as an essential annual gathering for professionals, industry stakeholders and the general public.

The Salon features a wide range of horse-related activities through high-level national and international competitions and exhibitions. These include the Moroccan Breeder's Cup for Arab Horse, the prestigious International Arabian Horse "Title Show", the Champions Cup for Barb Horses, and the Champions Cup for Arab-Barb Horse.

The highlight of the event remains the international jumping competition, which serves as the third leg of the "Morocco Royal Tour" (MRT) and a World Cup qualifier. In 2026, this event reaches a decisive milestone by joining the elite circle of CSI5-W* competitions. This major evolution officially ranks the Moroccan circuit among the most prestigious events on the international jumping calendar.

The equestrian night shows are also among the most anticipated highlights of the Salon. These immersive performances combine emotion, artistic excellence, lighting effects, and equestrian mastery to offer visitors a truly unique experience where equestrian traditions, artistic performances, and contemporary universes come together in a spectacular show.

Alongside this, the program is further enriched by hosting a simultaneous CSI2* competition. This new addition provides an exceptional showcase and opportunity for Moroccan riders, allowing them to excel and compete alongside the world's equestrian elite.

In the Tbourida area, distinguished sorbas, each representing a region of the Kingdom, perform daily high-level displays as part of the Grand Prix of His Majesty King Mohammed VI of Tbourida. Meanwhile, at the presentation arenas and the children's village, visitors can enjoy quality national and international equestrian shows. The cultural dimension is also highlighted through the Art and Culture Village and the hosting of various cultural and scientific conferences.









International Arabian Horse Show “Title ”

One of the most prestigious competitions of the Salon du Cheval d'El Jadida, this major event brings together Morocco's finest purebred Arabian horses alongside outstanding entries from Europe and the Middle East, offering a distinguished display of elegance, lineage, and performance.

Classified as a “Title Show”, the highest distinction granted by the European Conference of Arab Horse Organizations (ECAHO), the competition ranks among the most distinguished Arabian horse shows on the international circuit.

The event is organized by the Association du Salon du Cheval in partnership with SOREC and the Royal Moroccan Association of Arabian Purebred Horse Breeders, under the authority and guidelines of ECAHO. In addition, in 2023, the Association du Salon du Cheval was officially recognized as an associate member of ECAHO, reaffirming its role as a key player in the global Arabian horse community.



Sponsorship



Partners - International Arabian Horse "Title Show"



Media partenrs





- 1 VIP table on the first row with promotional material on VIP tables
- Sponsoring of a Championship (Presentation of the Award):
Representing the sponsor and delivery of the trophy
- Sponsoring of 2 qualifying classes
- Sponsor logo displayed on Cube screen in the show arena
- Promotional materials displayed on led banners in the show arena
- Sponsor logo displayed on digital support
- Sponsor logo with link while live streaming
- Sponsor logo displayed on the show website
- Sponsor logo insert on sponsors page in the show catalog
- 2 Adverts in the show catalog (central pages, full color)
- Sponsor logo insert on the show catalog cover
- Press briefing with national and international media
- 8 VIP access badges (guests) and 8 macaroons VIP access (vehicles)





Premium
15.000 Euros



Prestige

10.000 Euros



- 1 VIP table on the second row with promotional material on VIP tables
- Sponsoring of 1 qualifying class
- Sponsor logo displayed on digital support
- Promotional materials displayed on led banners in the show arena
- Sponsor logo with link while live streaming
- Sponsor logo displayed on the show website
- Sponsor logo insert on sponsors page in the show catalog
- Sponsor logo insert on the show catalog cover
- 1 Adverts in the show catalog (central pages, full color)
- 8 VIP access badges (guests) and 4 macaroons VIP access (vehicles)





Marhaba

5.000 Euros



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- 4 access badges (guests) and 2 macaroons access (vehicles)



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