



Horse of the Year Show 2010 will take place from 6th – 10th October at Birmingham's NEC and will host, alongside an impressive line-up of equestrian entertainment, the finals of the most highly regarded showing and show jumping championships.

The world's most famous horse show is renowned for its world-class international show jumping and national showing championships. Saturday Evening's performance plays host to the famous Puissance before the HOYS Leading Show Jumper of the Year (Grand Prix) and Supreme Championship titles take place during Sunday's Gala Evening performance, the climax to the show.

For the first time EVER in the UK, HOYS headline entertainment act will be the much acclaimed Frederic Pignon! Brother of HOYS favourite Jean François Pignon, Frederic will perform his own unique, awe-inspiring display that has dazzled audiences all over the world! From America to Europe and Canada to the Caribbean, Frederic has travelled the world impressing visitors with spell-binding talent and his performance at HOYS promises to be the most memorable display you will see in 2010. Frederic's relationship with his horses has wowed and entertained alongside the most impressive of acts in Las Vegas and he is working on something extra special for his only performance in England this year. You won't want to miss this debut!

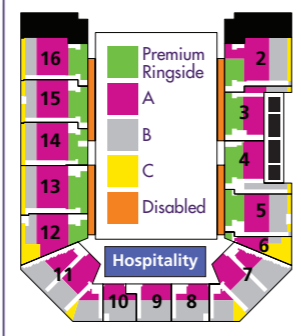
HOYS will also play host to the winning H Factor act. Four fabulous finalists, Equestrienne, Saffron Walden Quadrille Team, Knights of Middle England and Rockin' Horse, will perform at the British Open 2010 in April where the audience will vote for their favourite.

In addition to the Dressage Special on Friday 8th October, HOYS is also proud to host a Dressage Grand Prix Freestyle competition supported by British Dressage on Sunday 10th October, featuring six competitors performing exquisite freestyle to music. Dressage enthusiasts are now able to enjoy first-class dressage on Friday or Sunday at HOYS!

HOYS 2010 will also host the crowd favourite high speed Osborne Refrigerators Scurry Racing and the thrilling NFU Countryside Pony Club Mounted Games for the prestigious Prince Philip Cup.

Photo courtesy of Patrick Domec

TICKET INFORMATION



TICKETS FOR WED, THURS & FRI ARE VALID FOR DAYTIME AND EVENING PERFORMANCES. TICKETS FOR SAT AND SUN ARE SPLIT INTO DAYTIME OR EVENING PERFORMANCES.

	Adult	Concession
ALL TICKET PRICES		
PR	£56.75	£46.25
A	£46.75	£38.25
B	£36.75	£30.25
C	£26.50	£22.00
*SEASON	£312.00	£259.00
	£257.25	£209.00

Concessions: Under 15 and Senior Citizens

GOLD TICKETS

Wednesday, Thursday and Friday are Gold ticket days offering excellent value with all tickets giving access to both the daytime and evening performances.

WEEKEND TICKETS

On Saturday and Sunday, tickets are available for either the daytime or the evening performance. Only daytime tickets allow access to the Caldene Arena.

GROUPS

Groups of twelve or more can take advantage of discounts with larger groups of 30 or more enjoying greater price reductions. Subject to availability, tickets can be reserved until you have confirmed numbers. All group bookings also benefit from a reduced booking fee.

SEASON TICKETS

Season tickets are available in two price bands. The same seat is reserved for every performance of the Show. *Season tickets are issued as photo passes for the exclusive use of one individual only for the duration of the Show.

A booking fee of £3.10 per ticket applies (inc. season tickets). Group booking fee £1.90 per ticket.

Disabled customers are advised to book early. Asthmatics are advised that horses are the predominant feature of this event.

No photography or filming is permitted in the Arenas.

Your ticket guarantees a reserved seat in the Andrews Bowen International Arena for your chosen performance(s). Other areas of the Show are subject to capacity at all times.

Certain competitions are held during the day in the Caldene Arena where seating is on an unreserved basis. Latest access time to the Caldene Arena is 5pm daily.

There is no public access to the competitor warm-up areas (collecting rings).

All tickets allow access to the Retail Village from 9am on the day of your visit.

For car parking and travel information visit www.hoys.co.uk

BOX OFFICE: 0844 581 82 82

ONLINE BOOKING: www.hoys.co.uk

Groups Box Office: 0800 358 0058 Season Tickets: 01582 711 411

Hospitality & General Enquiries: 01582 711 411

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GRANDSTAND HOYS Organisers
www.grandstandgroup.com

"The World's Most Famous Horse Show"

HORSE OF THE YEAR SHOW

WEDNESDAY 6th – SUNDAY 10th OCTOBER 2010



www.hoys.co.uk

BOOKING LINE 0844 581 82 82



SHOPPING

The ever-popular HOYS Retail Village, in the heart of the show between the Andrews Bowen International Arena and the Caldene Arena, will be bigger than ever featuring hundreds of retailers. With over 12 hours of shopping each day and an even greater selection of trade stands selling everything from equestrian merchandise to clothing, gifts and jewellery, HOYS offers a unique shopping experience.

- Enjoy all day shopping every day
- Browse over 250 retail outlets
- Collection Point for bulky purchases
- Daily rider signings
- Meet the horses and ponies in our Interactive Feature Area
- Visit the HOYS website for a full list of retailers

The Retail Village will be open from 9am every day.



HOSPITALITY

Why not treat yourself to a VIP HOYS experience? Our purpose-built ringside hospitality offers spectacular views of the Andrews Bowen International Arena allowing you to "Dine in Style" whilst you enjoy the Show. The package includes:

- VIP parking
- Champagne reception in the exclusive VIP area
- Complimentary programme
- Exquisite three course meal
- Hostess in attendance

Prices from £135 plus VAT.
Call 01582 711 411 for more information and reservations.

ACCOMMODATION

Special hotel rates are available for HOYS visitors at the official hotels. Please call 01582 711 411 or visit www.hoys.co.uk for more information.



HOYS RETAIL VILLAGE

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final layout may vary.

Following the successful relocation of the Caldene Arena in 2008, the HOYS Retail Village remains directly between the Andrews Bowen International Arena and the Caldene Arena.

As part of the NEC's huge £28 million venue redevelopment, HOYS visitors will be treated to a very comfortable visitor experience. The newly refurbished LG Arena (formerly the NEC Arena) benefits from increased capacity and superior catering and customer facilities.



GOLD TICKET DAYS All tickets valid for both daytime and evening performances

WED 6th OCTOBER	ANDREWS BOWEN INTERNATIONAL ARENA	From 7.30am:	• TopSpec Lightweight Show Hunter of the Year	• TopSpec Middleweight Show Hunter of the Year	• TopSpec Heavyweight Show Hunter of the Year	• National Show Jumping - BS Amateur Championship	• TopSpec Lightweight Show Hunter of the Year - Final Judging	• HOYS Miniature Horse of the Year Championship	• TopSpec Middleweight Show Hunter of the Year - Final Judging	• Display - H Factor Winner	• TopSpec Heavyweight Show Hunter of the Year - Final Judging	• NFU Countryside Pony Club Mounted Games - NFU Countryside Cup	• National Show Jumping - Squibb Demolition National Pony Foxhunter Championship	From 6.00pm: Show Opening	• National Show Jumping - Tri-Zone Senior Newcomers Championship	• Osborne Refrigerators Double Harness Scurry (Round 1 - Large)	• Carrs BMW M & M Pony of the Year Championship	• NFU Countryside Pony Club Mounted Games - NFU Countryside Cup	• TopSpec Show Hunter of the Year Championship	• Display - Frederic Pignon	• National Show Jumping - HOYS 7 & 8 Year Old Handicap Championship	End of Performance 10.55pm	CALDENE ARENA From 7.00am:	• Carrs BMW M&M Pony of the Year - New Forest/Connemara	• Carrs BMW M&M Pony of the Year - Fell/Highland/Dales	• Carrs BMW M&M Pony of the Year - Dartmoor/Exmoor/Shetland	• HOYS Miniature Horse of the Year - 3 years old & over - Stallions	• HOYS Miniature Horse of the Year - 3 years old & over - Mares & Geldings	• HOYS Miniature Horse of the Year - Young Stock 1 & 2 year olds	• Carrs BMW M&M Pony of the Year - Welsh Section A	• Carrs BMW M&M Pony of the Year - Welsh Section B	• Carrs BMW M&M Pony of the Year - Welsh Section C	• Carrs BMW M&M Pony of the Year - Welsh Section D	• SEIB Search For A Star - Riding Horses / Hacks	• SEIB Search For A Star - Cob	• SEIB Search For A Star - Riding Club Show Horse	Arena Closes 5.15pm
THUR 7th OCTOBER	ANDREWS BOWEN INTERNATIONAL ARENA	From 7.20am:	• Mobile Phones 4 Business Ladies Hunter of the Year	• Garrick Surface Coatings Small Hack of the Year	• Philip Judge International Ltd Large Hack of the Year	• Xerox Special Event Services Harness Champion of the Year	• International Show Jumping	• Osborne Refrigerators Double Harness Scurry (Round 1 - Small)	• Topham Barnes Hack of the Year Championship	• Mobile Phones 4 Business Ladies Hunter of the Year Championship	• NFU Countryside Pony Club Mounted Games - NFU Countryside Cup	• M&M WHP of the Year Championship	• International Show Jumping	From 6.30pm: Show Opening	• National Show Jumping - Horse & Hound Foxhunter Championship	• Display - H Factor Winner	• NFU Countryside Pony Club Mounted Games - Prince Philip Cup	• Cuddy Supreme In-Hand Championship	• Display - Frederic Pignon	• International Show Jumping	• National Show Jumping - Horse & Hound Foxhunter Championship	End of Performance 10.50pm	CALDENE ARENA From 7.10am:	• 122cm M&M WHP of the Year	• 138cm M&M WHP of the Year	• ex 138cm M&M WHP of the Year	• SEIB Search For A Star Working Hunter	• SEIB Racehorse to Riding Horse Show Championship	• SEIB Search For A Star - Ponies	• Brineton M&M First Ridden Pony of the Year	• Colne M&M Lead Rein Pony of the Year	• Brineton Colne Mini M&M Pony of the Year Championship	• Cuddy Supreme In-Hand Pony Championship	• Cuddy Supreme In-Hand Horse Championship	Arena Closes 6.15pm		
FRI 8th OCTOBER	ANDREWS BOWEN INTERNATIONAL ARENA	From 7.20am:	• Cuddy Working Hunter of the Year	• National Show Jumping - Blue Chip Pony Newcomers Championship	• International Show Jumping	• HOYS Dressage Special	• Osborne Refrigerators Double Harness Scurry (Round 2 - Large)	• Coloured Horse & Pony of the Year Championship	• SEIB Search For A Star - Final	• NFU Countryside Pony Club Mounted Games - Prince Philip Cup	• Hutchinsons Staff Ridden Pure Bred Arab of the Year Championship	• National Show Jumping - Young Riders Championship of Great Britain	From 6.00pm: Show Opening	• International Show Jumping	• Osborne Refrigerators Double Harness Scurry (Round 2 - Small)	• Display - H Factor Winner	• Charlotte Morgan Children's Riding Pony of the Year Championship	• Cuddy Working Hunter of the Year Championship	• NFU Countryside Pony Club Mounted Games - Prince Philip Cup	• Display - Frederic Pignon	• International Show Jumping	• End of Performance 11.00pm	CALDENE ARENA From 7.00am:	• Coloured Ridden Non-Native Pony of the Year up to & incl 15 hh sponsored by CHAPS UK	• Coloured Ridden Non-Native Horse of the Year ex. 15 hh sponsored by CHAPS UK	• Coloured Ridden Native/Cob/Traditional Pony of the Year up to & incl. 14.2 hh sponsored by CHAPS UK	• Coloured Ridden Native/Cob/Traditional Horse of the Year ex. 14.2 hh sponsored by CHAPS UK	• SEIB Search For A Star - Hunters	• Hutchinsons Staff Ridden Pure Bred Arab Gelding of the Year	• Hutchinsons Staff Ridden Pure Bred Arab Stallion of the Year	• Hutchinsons Staff Ridden Pure Bred Arab Mare of the Year	• Charlotte Morgan 128cms Children's Riding Pony of the Year	• Charlotte Morgan 138cms Children's Riding Pony of the Year	• Charlotte Morgan 148cms Children's Riding Pony of the Year	Arena Closes 5.05pm		

WEEKEND TICKETS Tickets valid for either daytime or evening performance

SAT 9th OCTOBER DAYTIME PERFORMANCE	ANDREWS BOWEN INTERNATIONAL ARENA	From 7.00am:	• The Equimax & Eraquell Lightweight Cob of the Year	• The Equimax & Eraquell Heavyweight Cob of the Year	• National Show Jumping - HOYS 6 yr old Championship	• National Show Jumping - HOYS 128cms Championship	• National Show Jumping - 138cms Championship	• Display - H Factor Winner	• NFU Countryside Pony Club Mounted Games - Prince Philip Cup	• Small Show Hunter of the Year Championship	• Display - Frederic Pignon	• International Show Jumping	End of Performance 5.15pm	CALDENE ARENA From 7.00am:	• Oggy Oggy 153 cms Intermediate Show Riding Type of the Year	• Oggy Oggy 158 cms Intermediate Show Riding Type of the Year	• Oggy Oggy Intermediate Show Riding Type of the Year Championship	• Small Show Hunter of the Year	• 122cms Show Hunter Pony of the Year	• 133cms Show Hunter Pony of the Year	• 143cms Show Hunter Pony of the Year	• 153cms Show Hunter Pony of the Year	• Guy Fawkes III Intermediate Show Hunter of the Year Championship	• Lead Rein Pony of Hunter Type of the Year Championship	Arena Closes 6.15pm	ANDREWS BOWEN INTERNATIONAL ARENA	From 6.20pm: Show Opening	• International Show Jumping - Accumulator	• Osborne Refrigerators Double Harness Scurry of the Year Championship	• Display - H Factor Winner	• The Equimax & Eraquell Cob of the Year Championship	• NFU Countryside Pony Club Mounted Games - Prince Philip Cup	• Show Hunter Pony of the Year Championship	• Display - Frederic Pignon	• International Show Jumping - Puissance	End of Performance 10.55pm		
SUN 10th OCTOBER DAYTIME PERFORMANCE	ANDREWS BOWEN INTERNATIONAL ARENA	From 6.55am:	• Small Riding Horse of the Year sponsored by Richard & Lisha Leeman	• The Stennett Family Large Riding Horse of the Year sponsored by David Stennett Ltd	• British Dressage Grand Prix Freestyle	• National Show Jumping - Grade C Championship	• National Show Jumping - Leading Pony Show Jumper of the Year	• The Blundell Family Riding Horse of the Year Championship	• Display - H Factor Winner	• Underwood Working Hunter Pony of the Year Championship	• NFU Countryside Pony Club Mounted Games - Prince Philip Cup	• Display - Frederic Pignon	• International Show Jumping - Speed Horse of the Year	End of Performance 5.10pm	CALDENE ARENA From 7.30am:	• Underwood 133cms Working Hunter Pony of the Year	• Underwood 143cms Working Hunter Pony of the Year	• Underwood 153cms Working Hunter Pony of the Year	• Underwood Intermediate Working Hunter Pony of the Year	• Sandal BMW First Ridden Pony of the Year	• Sandal BMW Lead Rein Pony of the Year	• Sandal BMW Mini Show Pony of the Year Championship	• Supreme Horse of the Year - Preliminary Judging	• Supreme Pony of the Year - Preliminary Judging	• The Clayton Transport Shire Horse of the Year - Preliminary Judging	Arena Closes 6.45pm	ANDREWS BOWEN INTERNATIONAL ARENA	From 6.20pm: Show Opening	• Osborne Refrigerators Hurry Scurry	• Supreme Horse of the Year	• Display - H Factor Winner	• Supreme Pony of the Year	• The Clayton Transport Shire Horse of the Year Championship	• Display - Frederic Pignon	• NFU Countryside Pony Club Mounted Games - Prince Philip Cup - FINAL	• International Show Jumping - HOYS Leading Show Jumper of the Year	• Finale	End of Performance 11.00pm
SAT 9th OCTOBER EVENING PERFORMANCE	ANDREWS BOWEN INTERNATIONAL ARENA	From 6.20pm: Show Opening	• International Show Jumping - Accumulator	• Osborne Refrigerators Double Harness Scurry of the Year Championship	• Display - H Factor Winner	• The Equimax & Eraquell Cob of the Year Championship	• NFU Countryside Pony Club Mounted Games - Prince Philip Cup	• Show Hunter Pony of the Year Championship	• Display - Frederic Pignon	• International Show Jumping - Puissance	End of Performance 10.55pm	SUN 10th OCTOBER GALA EVENING PERFORMANCE	ANDREWS BOWEN INTERNATIONAL ARENA	From 6.20pm: Show Opening	• Osborne Refrigerators Hurry Scurry	• Supreme Horse of the Year	• Display - H Factor Winner	• Supreme Pony of the Year	• The Clayton Transport Shire Horse of the Year Championship	• Display - Frederic Pignon	• NFU Countryside Pony Club Mounted Games - Prince Philip Cup - FINAL	• International Show Jumping - HOYS Leading Show Jumper of the Year	• Finale	End of Performance 11.00pm														

All tickets allow free access to the Retail Village during the day of your visit. Please note that the timetable and show content is subject to change. Details correct at time of print.

SHOW INFORMATION AND ONLINE BOOKING: www.hoys.co.uk

