



GUASCO'16

EEM

EEM
PRESENTS

THE GRAND SLAM INDOOR OF SHOW JUMPING



LONGINES MASTERS

LOS ANGELES — PARIS — HONG KONG



WE RIDE THE WORLD

CLICK HERE TO WATCH THE VIDEO

WWW.YOUTUBE.COM/LONGINESMASTERS

THE MASTERS SERIES

LOOK OF THE SEASON

EACH YEAR EEM INVITES AN ARTIST TO DESIGN THE OFFICIAL POSTERS
OF LOS ANGELES, PARIS AND HONG KONG
2016-2017 SEASON TO BE REVEALED MAY 2016



THE LOS ANGELES, PARIS AND HONG KONG POSTERS – 2015-2016

THE MASTERS SERIES



W H O W E A R E



EEM CREATOR OF EXCEPTIONAL EQUESTRIAN EVENTS SINCE 2004

To reinvent Show Jumping! What an ambitious goal EEM CEO and Founder Christophe Ameeuw and his team at EEM have set for themselves!

A passionate equestrian and owner of the well established sport horse training, trading and breeding facilities Ecuries d'Ecaussinnes in Belgium, Christophe Ameeuw made his debut as show organizer in 2004.

Together with the Pessoa Family he took over and re-launched the Jumping de Bruxelles, an event dear to him as it was, as he says, where his passion for horses was born as a child.

For over ten years, EEM has been dedicated to bringing equestrian sports to the international front stage. Inspired by the Grand Slam in tennis and its legendary tournaments, EEM created the Longines Masters in Los Angeles, Paris and Hong Kong, the Grand Slam Indoor of Show Jumping. The unique concept, recognized as the world's most prestigious equestrian events, gathers under one roof the best of sport, entertainment, glamour and elegance.

EEM is the creator, owner and organizer of the Longines Masters Series. The company's team is spread between the headquarters in Ecaussinnes and the subsidiaries in Los Angeles and Hong Kong. In addition to event organization and sports management, EEM oversees the career development of distinguished international equestrian athletes and artists.

EEM CREATOR OF EXCEPTIONAL EQUESTRIAN EVENTS SINCE 2004



"FOR 10 YEARS I HAVE BEEN DRIVEN BY A DESIRE TO REINVENT SHOW JUMPING AND GIVE OUR NOBLE SPORT THE VISIBILITY IT DESERVES. INSPIRED BY TENNIS THE GRAND SLAM INDOOR CONCEPT WAS CREATED WITH THAT IN MIND".

CHRISTOPHE AMEEUW

THE MASTERS SERIES



“THE WIMBLEDON OF EQUESTRIAN SPORT”

TATLER

THE MASTERS SERIES

A UNIQUE & PIONEERING EVENT CONCEPT

A UNIQUE COMBINATION OF SPORTING ACTION & ENTERTAINMENT BOASTING EXCEPTIONAL SHOW JUMPING COMPETITIONS, LIFESTYLE EXPERIENCE, GLAMOUR, GASTRONOMY AND CONTEMPORARY ART.

Official global Series recognized by the FEI (Fédération Equestre Internationale).

The world's most prestigious Indoor equestrian events.

Sporting excellence with the world's best Show Jumping riders and horses, Olympic Champions, World Champions, sporting legends and international rising stars.

A brand that embodies values of Excellence, Innovation, Elegance & Entertainment.



BEST MOMENTS

CLICK HERE TO WATCH THE VIDEO

MORE THAN 180K VIEWS

WWW.YOUTUBE.COM/LONGINESMASTERS

THE MASTERS SERIES



“THE NEXT BIG USA SPORT”

ESPN

THE MASTERS SERIES

THE GRAND SLAM INDOOR OF SHOW JUMPING

INSPIRED BY TENNIS, THE MASTERS SERIES: THE GRAND SLAM INDOOR OF SHOW JUMPING
THE ULTIMATE SHOW JUMPING CHALLENGE ACROSS ASIA, EUROPE AND AMERICA
GRAND SLAM SUPER BONUS OF 1 M € FOR THREE CONSECUTIVE WINS - LOS ANGELES - PARIS - HONG KONG



LONGINES MASTERS
OF LOS ANGELES 2016
September 29- October 2
Long Beach Convention Center
3rd edition



LONGINES MASTERS
OF PARIS 2016
December 1-4
Paris Nord Villepinte
8th edition



LONGINES MASTERS
OF HONG KONG 2017
February 10-12
AsiaWorld-Expo
5th edition

6

STAR EVENT
CONCEPT

5

STAR SHOW JUMPING
COMPETITIONS

3

CONTINENTS

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GLOBAL FEI
ACCREDITED SERIES

1

GRAND SLAM INDOOR
SUPER BONUS

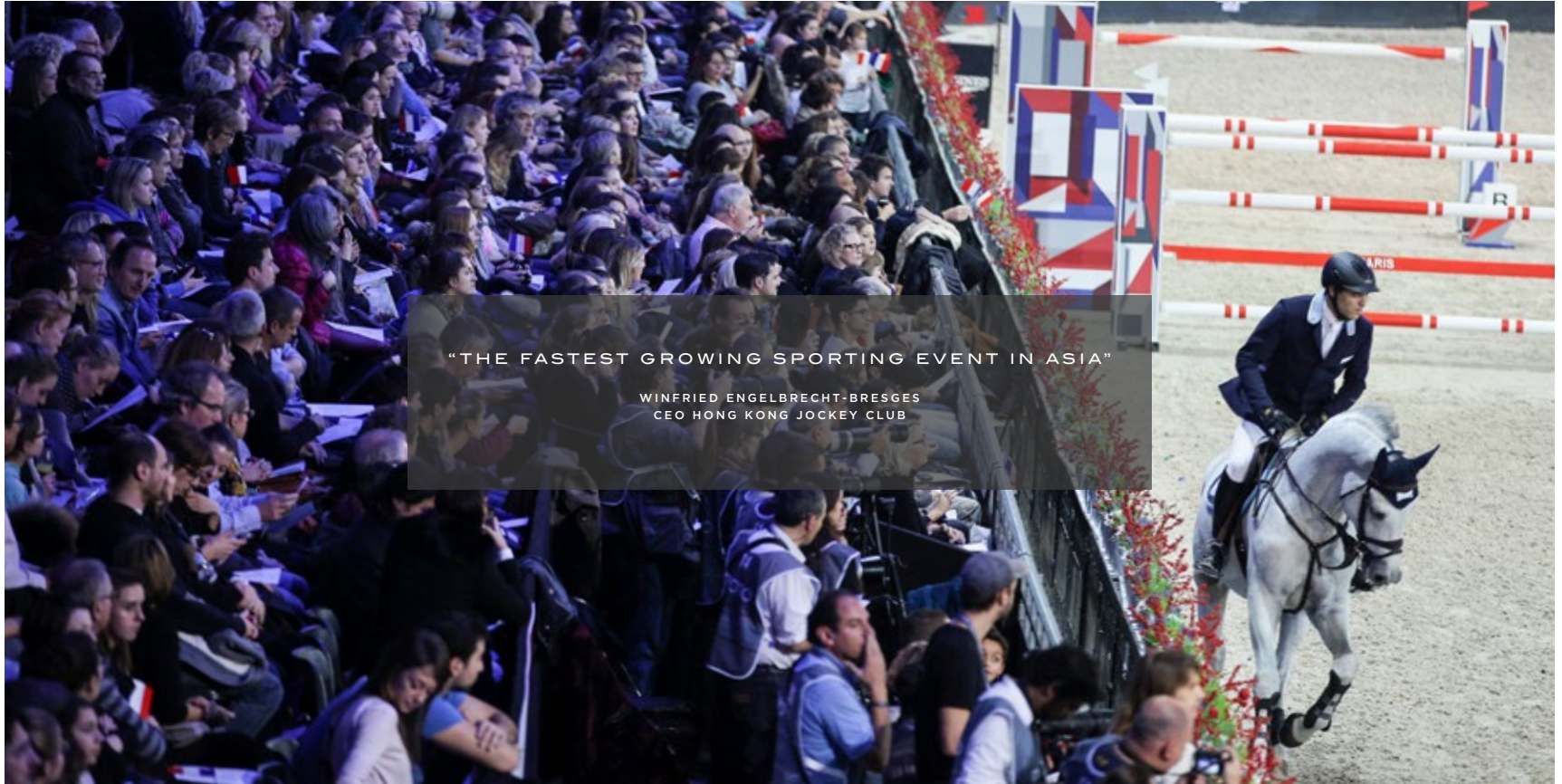
1

WINNER

1

ICONIC TROPHY IN
SHOW JUMPING

THE MASTERS SERIES



“THE FASTEST GROWING SPORTING EVENT IN ASIA”

WINFRIED ENGELBRECHT-BRESGES
CEO HONG KONG JOCKEY CLUB

OUR VALUES & CONCEPT

SPORT EXCELLENCE - ELEGANCE - INNOVATION - ENTERTAINMENT

LUXURY LIFESTYLE EXPERIENCE & ENTERTAINMENT

- Prestigious Partner Brands
- Contemporary Art & Gastronomy
- Live Music and After Parties
- Unique Hospitality Experience

THE BEST OF SPORT

- Olympic Champions, World Champions, World Cup Champions and rising stars
- Elite amateur riders
- US\$ 4 Million in Prize Money
- The iconic Grand Slam Indoor Trophy

PRESTIGIOUS HIGH PROFILE AUDIENCE

- VIP and Red Carpet celebrities, decision-makers from the worlds of luxury and fashion and industry leaders
- An annual meeting point with unparalleled networking opportunities

OUTSTANDING GLOBAL MEDIA PRESENCE

- International broadcast audience reach to 550 Million households across 120 countries
- Year Brand global PR Strategy & Social Network activation

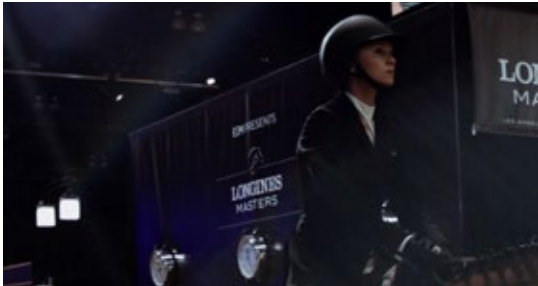
CHARITY ENGAGEMENT

- Long standing support of Amade Mondiale, an organization presided by HRH Princess Caroline of Hanover
- Involvement with many local associations in support of children and the development of the sport

THE MASTERS SERIES

THE RIDE OF MY LIFE

A WIDE-ANGLE SHOT OF THE EQUESTRIAN WORLD IN A SAGA BY THE LONGINES MASTERS
475K VIEWS



GEORGINA BLOOMBERG
MORE THAN 114K VIEWS



AUDREY COULTER
MORE THAN 114K VIEWS



GUILLAUME CANET
MORE THAN 247K VIEWS



THE RIDE OF MY LIFE

CLICK HERE TO WATCH THE VIDEO

WWW.YOUTUBE.COM/LONGINESMASTERS

THE MASTERS SERIES



KEY FIGURES

THE MASTERS SERIES

MEETING POINT

BUSINESS LEADERS, FORTUNE 500 CEOs, LUXURY WORLD INFLUENCERS, OPINION MAKERS, BANKING, ART,
ENTERTAINMENT INDUSTRY, OWNERS OF THE BEST SHOW JUMPING HORSES IN THE WORLD.

	LOS ANGELES	PARIS	HONK KONG
INTERNATIONAL	20%	10%	30%
VISITORS	2015: 23,000 2016: 35,000 2018: 50,000	50,000 (MAX. CAPACITY) 200,000 IN 2015 INCLUDING THE SALON DU CHEVAL DE PARIS	2015: 22,000 2016: 25,000 2018: 40,000
VIPS	6,000	8,000 (MAX. CAPACITY)	5,000

THE MASTERS SERIES



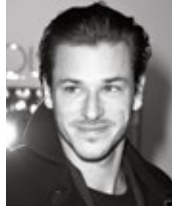
CHARLOTTE CASIRAGHI



STEVEN SPIELBERG, CHRISTOPHE AMEEUW & KATE CAPSHAW



BO DEREK



GASPARD ULLIEL



BILL GATES



MISS HONG KONG 2016



JAMES CAAN



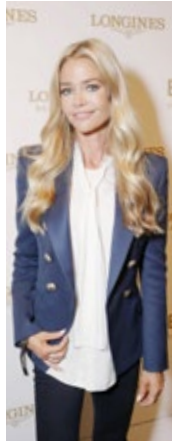
KALEY CUOCO

RED CARPET

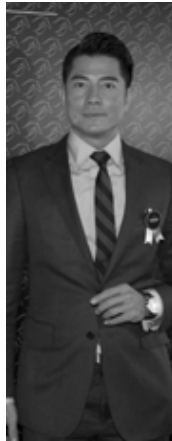
THE 3 LEGS OF THE LONGINES MASTERS SERIES ROLL OUT THE RED CARPET FOR BIG NAMES IN FASHION, FILM, SPORT AND BUSINESS. STARS FROM ALL OVER THE WORLD COME TO SUPPORT THEIR FAMILY, FRIENDS AND CHAMPIONS OR SIMPLY TO ENJOY THE SHOW. LET'S INJECT A BIT OF GLAMOUR BETWEEN COMPETITIONS: IT'S THE HOLLYWOOD PHOTOCALL.



GUILLAUME CANET



DENISE RICHARDS



AARON KWOK



MICHAEL MANN & SUMMER MANN



DAVID CARUSO & FRIENDS



MARION COTILLARD



LOS ANGELES MAYOR ERIC GARCETTI



GARY DOURDAN



STEFFI GRAF & ANDRE AGASSI



PATTI & BRUCE SPRINGSTEEN



MICHAEL BLOOMBERG



GAD ELMALEH



CHRISTOPHE AMEEUW, JEAN-CLAUDE VAN DAMME, DR. CLAUDE CHAUCHARD & BIANCA BREE



RICHARD ORLINSKI



DR. SIMON IP

THE MASTERS SERIES



GLOBAL BROADCAST

	LOS ANGELES	PARIS	HONK KONG
MILLION HOUSEHOLDS	422	320	300
TERRITORIES	107	120	110
HOURS PRODUCED	8 HOURS + 52 MIN HIGHLIGHT	8 HOURS + 52 MIN HIGHLIGHT	8 HOURS + 52 MIN HIGHLIGHT
LIVE STREAMING (MILLION HOUSEHOLDS) (NOT INCLUDING TV BROADCASTERS WHO ALSO LIVESTREAM)	800	800	800
HOST BROADCASTER	FOX SPORTS 1	EUROSPORT	TVB



THE MASTERS SERIES



LOS ANGELES



LOS ANGELES



HONG KONG



HONG KONG



PARIS

IN THE CITY



HONG KONG



HONG KONG



LOS ANGELES



PARIS



HONG KONG



PARIS



PARIS




HONG KONG

GLOBAL COMMUNICATION

	LOS ANGELES	PARIS	HONK KONG
MEDIA PLAN	1,2 MILLION US\$	1,5 MILLION € + 2,3 MILLION € (SALON DU CHEVAL DE PARIS)	1,8 MILLION US\$
EDITORIAL MEDIA COVERAGE EQUIVALENT AD VALUE	25 MILLION US\$	12 MILLION €	5 MILLION US\$
ACCREDITED MEDIA	335	405	220
WEBSITE (VISITS)	55,000	72,150	30,000
PAGE VIEWS	237,000	276,000	130,000
FACEBOOK (USERS REACHED)	3,100,000	5,800,000	1,000,000
FACEBOOK FANS	100,800	108,000 (+7%)	120,000 (+11%)
INSTAGRAM FANS	7,430 (+101%)	11,350 (+54%)	25,500 (+126%)
MASTERS TV	150,000 VIEWS (LIVE STREAMING +25%)	600,000 VIEWS (LIVE STREAMING +40%)	500,000 VIEWS (LIVE STREAMING +200%)

THE MASTERS SERIES





B E C O M I N G A P A R T N E R

- INTERNATIONAL BRAND EXPOSURE guaranteed through international broadcast & outstanding media coverage
- BESPOKE VIP HOSPITALITY EXPERIENCE through the Masters Club Michelin Star Chef gastronomy, private suites and 'behind the scenes' experiences to discover and enjoy the magic of Show Jumping
- GLOBAL COMMUNICATION PLATFORM a consistent message throughout the year and across continents through digital, on site and media presence and activation
- NETWORKING TO A HIGH PROFILE AUDIENCE a passionate fan base of high net worth individuals and influencers from the worlds of business, art, government, culture and sports
- PRODUCT SHOWCASE and personalized contact with Masters affluent consumers through Pop-up Boutiques at the Prestige Village, on site activation and outreach



"THE LONGINES MASTERS DESERVE 6 STARS"

NELSON PESSOA
SHOW JUMPING LEGEND

PRESENTS

Throughout the years EEM has built a solid and trustworthy relationship with prestigious partners that have greatly contributed to the success and credibility of the Masters Series. Our approach is based on tailor made & CREATIVE high-end activation concepts, long term commitment, selected number of partners and GLOBAL synergies across continents.



CREATE MEMORABLE MOMENTS AT THE EVENT

GUCCI



NOELLE FLOYD



ELLE

THE HOLLYWOOD REPORTER



The Hong Kong Jockey Club

THE WALL STREET JOURNAL



LES ECURIES DE CAUSSINNES

ELLE

ABSOLUT ELYX

AMERICAN EXPRESS

poggen poh



Los Angeles Times

CHAMPAGNE BARONS DE ROTHSCHILD



HYATT

South China Morning Post

sense of touch

OPERA GALLERY



The Hong Kong Jockey Club

EUROSPORT



FINANCIAL TIMES

Esquire

RICHARD ORLINSKI

LIDO DE PARIS

LONGINES

HERMÈS SELLIER PARIS



COSMOPOLITAN

TATLER



HKT | THE CLUB

AIRBUS GROUP

BANG & OLUFSEN

B&O

ROLEX

CHIVAS



CP



L'EQUIPE

Marriott HONG KONG SKYCITY

evian

Massimo Dutti

SHANGHAI TANG

AIRFRANCE



Artemide



WEST PALMS EVENT MANAGEMENT



EQUESTRIO

明報



LEXUS

Cheval

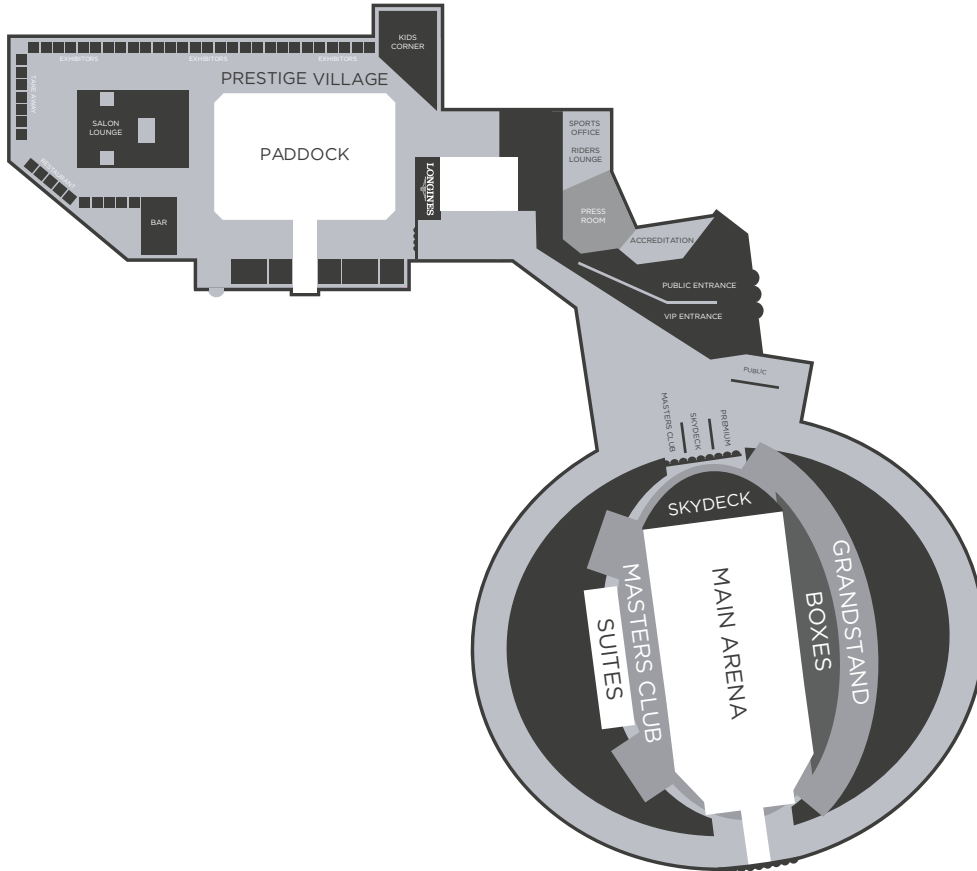
KINGSLAND





A P P E N D I X

LONG BEACH CONVENTION CENTER



THE MASTERS CLUB

Gastronomy VIP experience located along side the ring with Michelin Star Chef, fine wines & champagne. Private "suite", VIP tables and lounges.

MAIN COMPETITION AREA

Spectacular Sporting Action with the best show jumping Riders in the world, 6 Masters competitions (5*) and many classes for the elite professional and amateur riders Prestige (2*) and Invitational (1*) Trophy.

PRESTIGE VILLAGE

Pop-up stores and luxury boutiques by our partners around the Paddock area, Art Exhibitions, activities for children, reading room, and demonstrations throughout the event.

PADDOCK LOUNGE

Food and beverage, live music and entertainment.

THE MASTERS CLUB

Gastronomy VIP experience located along side the ring with Michelin Star Chef, fine wines & champagne. Private “suite”, VIP tables and lounges.

MAIN COMPETITION AREA

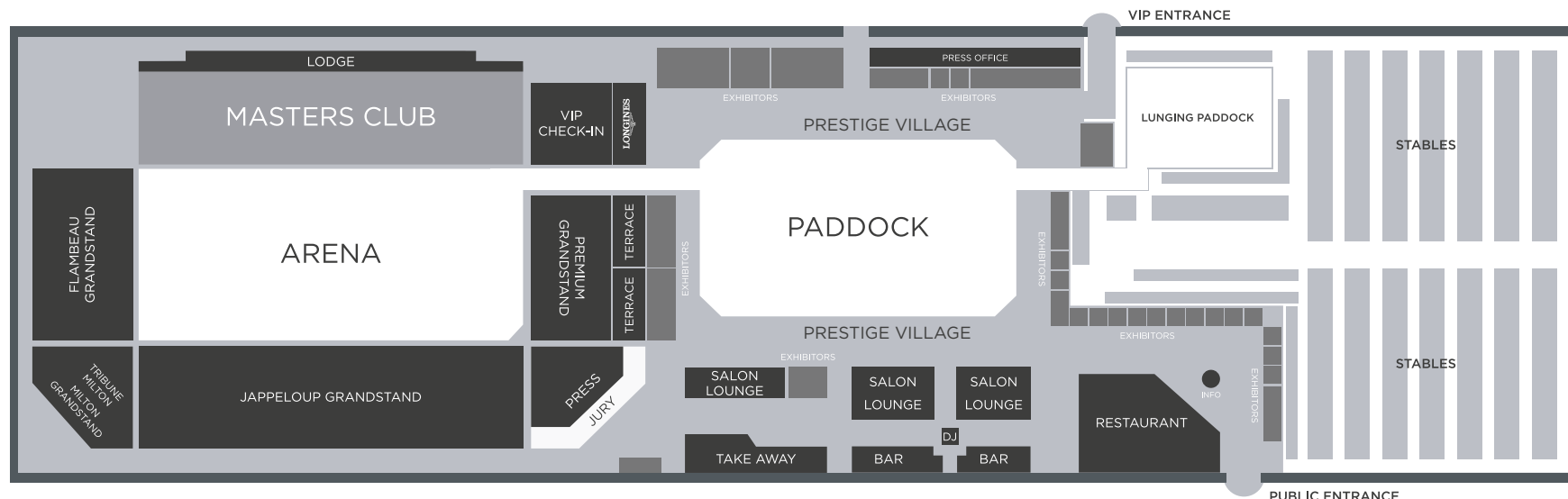
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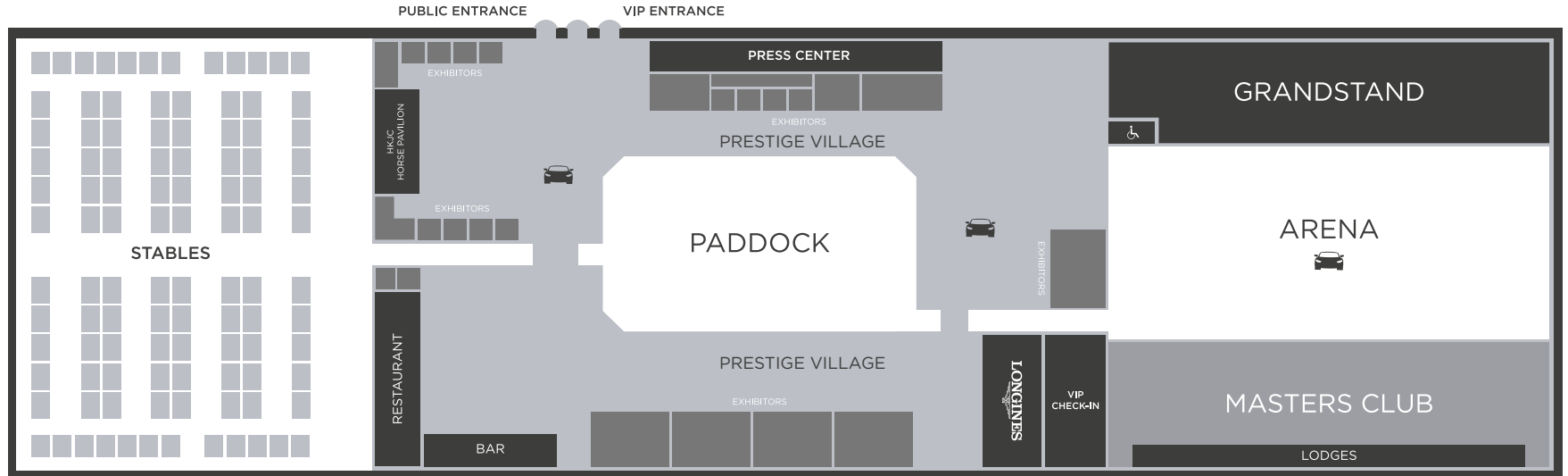
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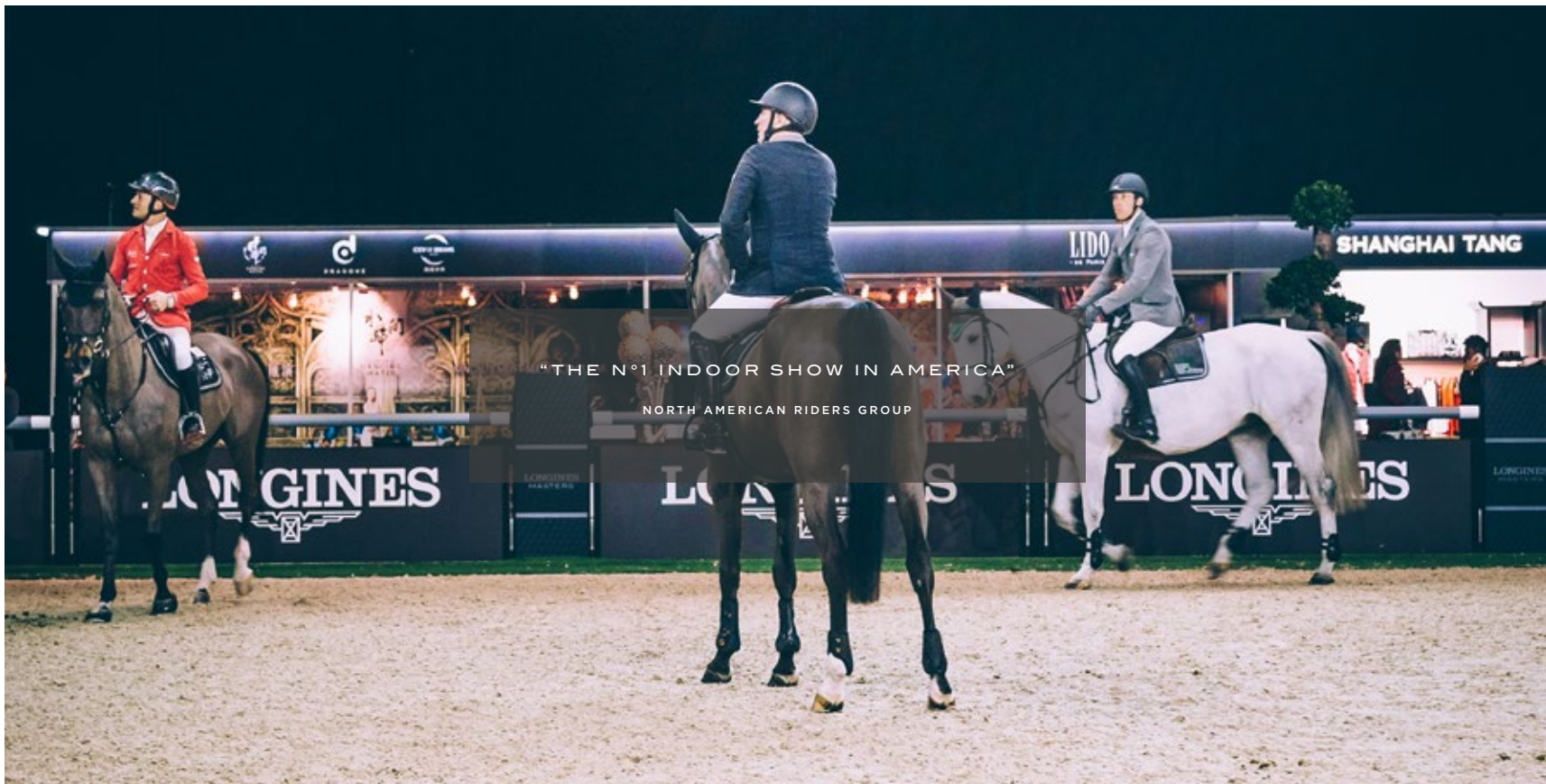
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PADDOCK LOUNGE

Food and beverage, live music and entertainment.





“THE N°1 INDOOR SHOW IN AMERICA”

NORTH AMERICAN RIDERS GROUP

THE MASTERS PROGRAM OF LOS ANGELES



	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MORNING 8AM to 12PM	National & Prestige Competitions	National & Prestige Competitions	National & Prestige Competitions	National Grand Prix Prestige Grand Prix
AFTERNOON 12:30PM to 5PM	Warm Up Masters Media Preview « Behind the Scenes » & Meet the Riders	Masters Riding Class « Meet the Riders » For Kids	Masters Competition Masters Talk « The Ride of My Life » Charity Class	Show Longines Grand Prix LIVE Press Conference
EVENING 6PM to 11PM	Opening Gala Evening	Masters Competition Longines Speed Challenge	Masters Competition Riders Cup	
AFTER COMPETITION	Private Concert	DJ Set	Masters After Party	

SESSION 1 / DISCOVERY DAY

SESSION 2 / KIDS DAY

SESSION 4

BY INVITATION

SESSION 3

SESSION 5

SESSION 6

THE MASTERS PROGRAM OF PARIS



	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MORNING 8AM to 12PM	Invitational & Prestige Competitions	Invitational & Prestige Competitions	Invitational & Prestige Competitions	Invitational Grand Prix Prestige Grand Prix
AFTERNOON 12:30PM to 5PM	Warm Up Masters Media Preview « Behind the Scenes » & Meet the Riders	Masters Riding Class « Meet the Riders » For Kids	Masters Competition Masters Talk « The Ride of My Life » Charity Class	Show Longines Grand Prix LIVE Press Conference
EVENING 6PM to 11PM	Opening Gala Evening	Masters Competition Longines Speed Challenge	Masters Competition Riders Cup	
AFTER COMPETITION	Private Concert	DJ Set	Masters After Party	

SESSION 1 / DISCOVERY DAY

SESSION 2 / KIDS DAY

SESSION 4

BY INVITATION

SESSION 3

SESSION 5

SESSION 6

THE MASTERS PROGRAM OF HONG KONG



	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MORNING 8AM to 12PM				MasterClass Asian Junior Competition	Asian Junior Competition MasterClass Masters Competition
AFTERNOON 12:30PM to 5PM		Asian Junior Competition Masters Competition Training session and media preview at the Longines Masters	Asian Junior Competition MasterClass Masters Competition	MasterClass Masters Competition	Show Longines Grand Prix LIVE Press Conference
EVENING 6PM to 11PM	Meeting of the riders and jockeys at the HKJC Happy Valley race course	Opening Gala Evening	The HKJC Race of The Riders The HKJC Trophy	Longines Speed Challenge	
AFTER COMPETITION			DJ Set	Masters After Party	

SESSION 1 / DISCOVERY DAY

SESSION 2 / KIDS DAY

SESSION 4

SESSION 6

DISCOVERY DAY

BY INVITATION

SESSION 3

SESSION 5

BE PART OF A CLUB OF PRESTIGIOUS BRANDS



KEY FIGURES

EEM

300

HORSES

13

PONIES

1 800

BAGS OF WOOD SHAVINGS

600

BALES OF HAY

1 200

SET UP HOURS

98

TONS OF EQUIPMENT

5 000

BOTTLES OF CHAMPAGNE

153

RIDERS

25

NATIONALITIES

50 000

VISITORS

500

MILLION HOUSEHOLDS REACHED IN 120 COUNTRIES

1 MICHELIN 2-STAR CHEF

3 SOUS-CHEFS

10 COOKS

AT THE MASTERS CLUB

130

VIP TABLES



TIMELAPS OF THE LONGINES MASTERS OF LOS ANGELES 2015

[CLICK HERE TO WATCH THE VIDEO](#)

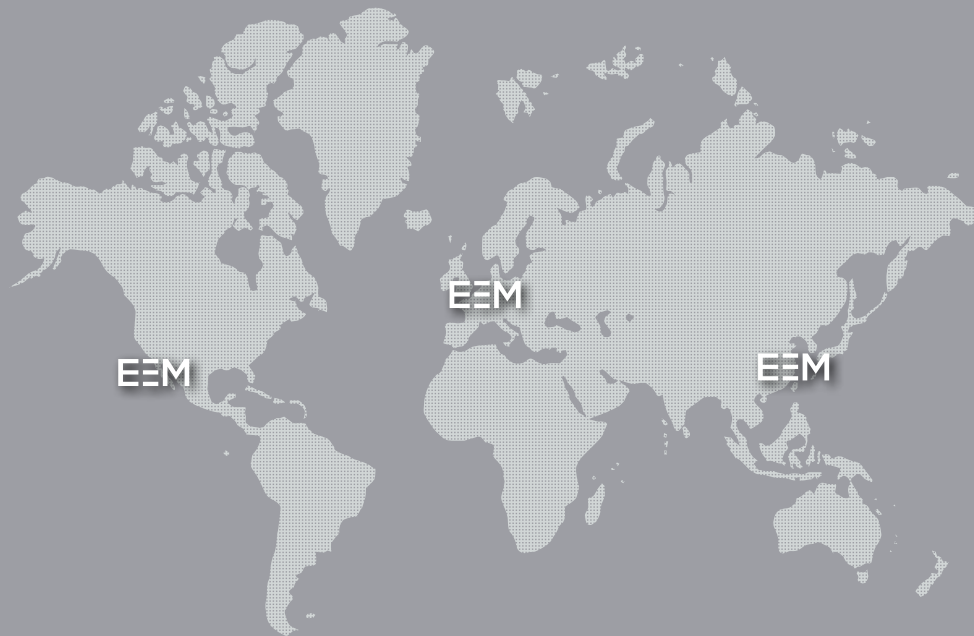
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“THE MASTERS OF PARIS HAS REALLY HELPED
THIS SPORT GROW”

QUOTE INFO JUMPING



EEM



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WE RIDE THE WORLD



LONGINES MASTERS OF PARIS 2015

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