

MEDIA GUIDE

**DANISH WARBLOOD STALLION SHOW
2026**



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Welcome to the Danish Warmblood Stallion Show 2026

Dear journalists and photographers

When the doors open to the Danish Warmblood Stallion Show at MCH Messecenter Herning, breeding and sport enthusiasts from most of the world will be following the event.

We are delighted to welcome so many journalists and photographers this year, and we are certain that numerous stories are waiting to be written. We also know that there are fantastic photo opportunities featuring both breeding and sport, as well as during the two spectacular gala shows on Friday and Saturday evenings.

Thousands of horse enthusiasts around the world will follow the event in Herning and the news and images you share through your media. Your efforts are therefore extremely important in telling the stories and passing on information and results to your readers or TV viewers.

To support you in this important work, we have sought to create the best possible working conditions during the Danish Warmblood Stallion Show.

With this Media Guide, we hope you will find answers to all practical questions you may have. Otherwise, competent Danish Warmblood staff will be ready to assist you in the press center.

With our very best wishes for some exciting and pleasant days in Herning.

Director Claus Hansen and Press Officer Britt Carlsen



Director Claus Hansen



Press Officer Britt Carlsen

Program

PLEASE NOTE THAT CHANGES MAY OCCUR. THE UPDATED PROGRAM CAN BE FOUND HERE:

<https://dvevent.dk/programme>



The poster features a background image of a horse's legs in motion. It is divided into five columns representing different days of the week: Onsdag, Torsdag, Fredag, Lørdag, and Søndag. Each column lists various equestrian events, including dressage, show jumping, and endurance, along with their respective venues and times. A diagonal banner in the bottom left corner reads 'PROGRAM HINGSTEKÅRING 2026'. A circular badge in the bottom right corner states 'VI SES I HERNING 4.-8. MARTS'.

ONSDAG	TORSdag	FREDAG	LØRDAG	SØNDAG
JYSKE BANK BOXEN Blue Hors Unghestechampionat Dressur – 1. test med egen rytter Hööks CSIYJ 130 cm. CSIU25 140 cm. European Youngster Cup	JYSKE BANK BOXEN CSI3* Big Tour 145 cm. Blue Hors Unghestechampionat Dressur – 2. test med egen rytter CDIS* Åben træning CSIU25 140 cm. European Youngster Cup	JYSKE BANK BOXEN Ifor Williams CSI3* Big Tour LR 150 cm. Helgstrand Dressage CDI3* Grand Prix Nordentoft CDIS* Grand Prix ECCO FIVE STAR DRESSAGE Andresen Dressage Gallashow	JYSKE BANK BOXEN Blue Hors Unghestechampionat Dressur – Testrytter del 1 Ridehesten.com Præsentationsklasse Dressurhingste CSI3* Big Tour LR 150 cm. STUTTERI ASK GRAND PRIX ECCO CDIS* GP Freestyle ECCO FIVE STAR DRESSAGE ECCO Gallashow	JYSKE BANK BOXEN Blue Hors Unghestechampionat Dressur – Testrytter del 2 Helgstrand Dressage CDI3* GP Special CSI3* Medium Tour LR 145 cm.
KRAFFT ARENA M Dansk Hesteforsikring Unghestechampionat Springning – 1. test med egen rytter KRAFFT Tour of Amateurs 115 cm. Laxå Pellets CSI3* Small Tour 130 cm.	KRAFFT ARENA M Statera CDI1* Prix St. Georges CSI3* Medium Tour 140 cm. KRAFFT Tour of Amateurs 115 cm. Dansk Varmblod Hingstekåring Eldre dressur- og springhingste Dansk Hesteforsikring Unghestechampionat Springning – 2. test med egen rytter	KRAFFT ARENA M Dansk Varmblod Hingstekåring Dressurhingste, longering Blue Hors Unghestechampionat Dressur – B-finale Ridehesten.com Præsentationsklasse Dressurhingste Dansk Varmblod Hingstekåring 4 års og ældre springhingste Kingsland CSI3* Medium Tour 140 cm.	KRAFFT ARENA M Dansk Hesteforsikring Unghestechampionat Springning – Testrytter del 1 Stutteri EVO CDI1* Intermediare I Dansk Varmblod Hingstekåring Springhingste, første løsspringning Dansk Varmblod Hingstekåring 4 års og ældre springhingste, frasoortering	KRAFFT ARENA M Dansk Varmblod Hingstekåring Springhingste, anden løsspringning Dansk Hesteforsikring Unghestechampionat Springning – Testrytter del 2 Dansk Varmblod Hingstekåring Dressurhingste, løvvisning
DANSK HESTEFORSIKRING ARENA E MCH CSI1* Small Tour 125 cm. Easy Agri Care CSIYH1* 6/7-års 125/130 cm. Dansk Varmblod Hingstekåring 3-års dressur- og springhingste – egen rytter	DANSK HESTEFORSIKRING ARENA E Dansk Varmblod Hingstekåring Fast bund MCH CSI1* Small Tour 125 cm. Hööks CSIYJ 135 cm. Clinic	DANSK HESTEFORSIKRING ARENA E Easy Agri Care CSIYH1* 6/7-års 125/130 cm. Ridehesten.com Præsentationsklasse Springhingste Dansk Hesteforsikring Unghestechampionat Springning – B-finale Laxå Pellets CSI3* Small Tour 130 cm. Helgstrand Dressage DWB Amateur Cup	DANSK HESTEFORSIKRING ARENA E Laxå Pellets CSI3* Small Tour 135 cm. Ridehesten.com Præsentationsklasse Springhingste Hööks CSIYJ 135 cm. CSIU25 Grand Prix 145 cm. European Youngster Cup Helgstrand Dressage DWB Amateur Cup Finale	DANSK HESTEFORSIKRING ARENA E Easy Agri Care CSIYH1* 6/7-års 125/130 cm. Clinic Statera CSI3* Medium Tour 140 cm. Consolation



Danish Warmblood Press Center

The Danish Warmblood press center is in the foyer of Jyske Bank Boxen, to the right of the entrance.

The press center is equipped with worktables and chairs, as well as an area for press conferences.

There is free access to high-speed Wi-Fi, and complimentary coffee, tea, water, and soft drinks are available, along with snacks at the “press bar”.

No access badge is required to enter the press center, but upon arrival you must check in at the counter. **Here you will receive your access badge and VIP parking pass.**

Accreditation

If you are attending the Danish Warmblood Stallion Show as a representative of the press, accreditation is required. This is done via the official website: <https://dvevent.dk/presse>

Accreditation deadline: March 2, 2026

Accreditation grants access to all three exhibition arenas as well as the Hest & Rytter trade fair. It does **not** provide access to the international FEI stables.

Press access badges (journalists and photographers) do **not** automatically grant access to the Friday or Saturday evening gala shows in Jyske Bank Boxen. Tickets for these must be requested at the counter upon arrival and will be distributed in the press center between 5:00 PM and 7:00 PM on Friday and Saturday.

Press Center Opening Hours

The Danish Warmblood press center will be open approximately one hour before the first class begins and until one hour after the last class/inspection/show ends.

The press center opens on **Wednesday, March 4 at 1:00 PM.**

There will be no security staff in the press center. Any items left there are at your own risk. A limited number of lockable lockers are available on a first-come, first-served basis.

Distribution of access badges and photographer vests in the press center takes place during the following times:

- **Wednesday:** 12:00 – 6:00 PM
- **Thursday:** 8:00 AM – 3:00 PM
- **Friday:** 8:00 AM – 12:00 PM
- **Saturday/Sunday:** As needed



Press Conferences

A press conference will be held immediately after Saturday's **ECCO Five Star Dressage Grand Prix Freestyle.**

If you need to contact, for example, test riders after the decision in the Young Horse Championships, please inform the press team in the press center.

Contacts:

Britt Carlsen – presse@varmblod.dk – +45 21 42 14 16

Annika Knudsen Lorentsen – info@aklcreative.dom – +45 28 92 55 68

Photographers and Journalists in the Warm-Up Areas

As a rule, photographers and journalists have access to the warm-up arenas and the stallion stables in Hall C. Due to very limited space in the warm-up areas, unrestricted and close access poses a safety risk for both people and horses. Not all media representatives are experienced in navigating confined areas with heavy traffic of horses and stallions being led or ridden past at close range.

Therefore, photographers and journalists wishing to stay in the warm-up areas or the stallion stables must wear a vest, which is mandatory in these areas.

This makes it visible to TDs and stable staff who and how many people are present. TDs may at any time ask media representatives to leave the area if dangerous situations arise or if they assess that too many people are present at a given time.

All movement on the event grounds is at your own risk.



For Accredited Journalists

Workspaces with tables and power outlets are available for accredited journalists inside Jyske Bank Boxen. These seats are accessed via stairway L14 and are in the four back rows.

There are no numbered seats during events in **KRAFFT Arena M** or **Dansk Hesteforsikring Arena E**, so journalists may work from any available seating.

Web TV / video

DV EVENT A/S holds the rights to all moving images, and any use must be agreed with the organizer. A maximum of **10-second excerpts** from rides or from the stallion licensing event may be shared on your media channels. The same applies to the gala shows. Live streaming from the field of play to Facebook or similar platforms is **not permitted**.



For Accredited Photographers

As a rule, photographers are not allowed to stand inside the arenas to take photos. However, photographing stallions during the inspection on firm ground on Thursday, as well as the final presentation on Sunday inside the arena, is permitted. Photographers also have access to photograph prize and award ceremonies inside the arena.

There must be **NO photographers inside the arena during the two gala shows**, except in connection with prize and award ceremonies.

The photographers from Ridehesten magazine are the official photographers of the event. If in doubt, please contact one of them

Overview of MCH Messecenter Herning

