



FEI WORLD
EQUESTRIAN GAMES™

World Equestrian Games™ Tryon 2018
September 11–23, 2018
PRESS PACK



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ABOUT TRYON INTERNATIONAL EQUESTRIAN CENTER AT TRYON RESORT

Tryon International Equestrian Center at Tryon Resort is one of the world's premier equestrian lifestyle destinations and competition venues.

The venue provides outstanding facilities for hunter/jumper, dressage, and eventing competitions. With onsite shops, dining, entertainment and plans for more, non-equestrian visitors are equally marvelled by the Tryon Resort experience. This facility opened in June 2014 with sanctioned horse shows and initial supporting amenities. The Center now boasts 12 riding arenas, more than 1,200 permanent stalls, and a variety of restaurants, shops, and lodging options, plus a

sporting clay course and a golf and sports club. Future expansion includes a 180-room resort hotel, condos and apartments, additional mixed-used retail, visitor center, and sports complex.

Tryon International Equestrian Center is a spring, summer and fall haven for eastern and northeastern American equestrian competitors and enthusiasts, and a year-round destination for connoisseurs of diverse cuisine and family entertainment.



Key Messages

- In the U.S., there are 8 million people who ski, 23 million people who pick up a tennis racquet, 25 million who golf, and 27 million people who ride a horse annually. There is a great passion for horses and horse sport and Tryon International Equestrian Center is a dedicated platform to grow the sport across all disciplines.
- The FEI World Equestrian Games™ Tryon 2018 (WEG) will tap into global audiences via social media who may not naturally gravitate to pure equestrian sport or the WEG. Horses are not a fringe activity for the elite few, but a high-interest activity for a huge global audience. Within Facebook alone, there are 129 million people who list "Horses" as their interests in their core Facebook profile.
- Tryon is uniquely positioned as a venue to hold all eight disciplines within one central venue.
- Fully-integrated and existing on-site lodging, restaurants, permanent VIP hospitality venues.
- Abundance of on-site and local area family activities that are attractive for vendors, sponsors, competitors, horse owners, and spectators.
- 60,000 hotel beds within 60 miles of the venue, with multiple local airports and travel access points.



ABOUT THE FEI WORLD EQUESTRIAN GAMES™

The FEI World Equestrian Games™ (WEG), which are administered by the Fédération Equestre Internationale (FEI), the worldwide governing body of equestrian sport, is the major international championship event for the eight core equestrian disciplines of jumping, dressage and para-equestrian dressage, eventing, driving, endurance, vaulting and reining.

The 2018 WEG has the potential to be the largest sporting event in North Carolina history with over \$400 million dollars of projected economic impact and 500,000 spectators over the 13-day event in September 2018.

The inaugural FEI World Equestrian Games™ were hosted in Stockholm (SWE) in 1990. Since then the Games have been staged in The Hague (NED) in 1994, Rome (ITA) in 1998, Jerez (ESP) in 2002, and Aachen (GER) in 2006. The

first Games to be organized outside Europe were the Alltech FEI World Equestrian Games™ in Kentucky (USA) 2010, where 57 countries were represented by 800 human athletes and their horses. The Games returned to Europe for the 2014 edition, the Alltech FEI World Equestrian Games™, which was held in Normandy (FRA).

An average of 500,000 people are expected to attend the Games over the two-week period. TIEC is preparing for a daily attendance of 40,000 – 50,000 people.

The 2014 Games in Normandy delivered over \$400 million in economic impact, and attracted 984 athletes, 1,234 horses, 74 nations, 1,900 accredited media from 52 countries and 575,000 spectators.

For more information, visit the FEI website here <http://inside.fei.org/fei/events/fei-weg>





ABOUT MARK BELLISSIMO

Mark Bellissimo, 55, is the founder, managing partner, and largest shareholder of a series of equestrian-related entities, which are focused on creating sport, entertainment, lifestyle, and commerce centered around the love of horses.

Bellissimo and his partners have invested over \$500 million dollars in the equine industry including the acquisition of thousands of acres of real estate that are dedicated to the equestrian lifestyle. They own and operate three of the largest equestrian venues in the world: the Palm Beach International Equestrian Center located in Wellington, Florida; The Colorado Horse Park located in Parker, Colorado; and the Tryon International Equestrian Center located in Mill Spring, North Carolina.

As CEO of Equestrian Sport Productions, Bellissimo manages the Winter Equestrian Festival, which is the largest and longest running hunter/jumper event in the world. Bellissimo also created the Global Dressage Festival, which is the world's premier dressage circuit that also operates over 12 weeks in the winter. The two events, located at the Palm Beach International Equestrian Center, run from the beginning of January to the end of March and have up to 3,300 horses showing in any given week and over 7,500 over the duration of the circuit. The events attract participants from 50 states and 43 countries.

In January 2014, Bellissimo's entities purchased the Colorado Horse Park for \$11 million dollars. The venue is located in Parker, Colorado, just 40 minutes outside of Denver. The venue primarily runs jumping, dressage, and eventing competitions from April through September on nine competition rings. Also in 2014, Bellissimo launched the Tryon International Equestrian Center in Mill Spring, North Carolina. The 1,600-acre equestrian Tryon Resort is located at the foothills of the Blue Ridge Mountains and is intended to be the World's premier year-round equestrian lifestyle destination, combining world-class horse sport with comprehensive lifestyle amenities. The venue is located between four cities; Charlotte, Asheville, Spartanburg and Greenville. In addition to Mark and Katherine Bellissimo, the Tryon Equestrian Partnership (TEP) consists of Roger and Jennifer Smith, Lisa Lourie, Howard and Gwen Dvorkin, Jennifer and Diana Mercer, and

Joe and Cindy Mitchell. The TEP Partnership has invested over \$150 million dollars developing Tryon Resort.

In January 2016, Bellissimo's Wellington Equestrian Partners (WEP) purchased the Wanderers Club for \$6.8 million dollars. The Wanderers Club is a 200-acre private sports club and golf course located three minutes from the Palm Beach International Equestrian Center. In April 2016, WEP purchased the 248-acre International Polo Club of Palm Beach (IPC) for \$74 million dollars. IPC is one of the highest profile polo venues in the world and home of the U.S. Open, the most prestigious polo tournament in the U.S. The recent purchases in 2016 bring WEP Wellington land holdings to nearly 1,000 acres.

Bellissimo is also the owner of International Equestrian Group (IEG) that owns the Chronicle of the Horse media business and the Rolex Central Park Horse Show in NYC, as well as other equestrian related entities and events.



FEI WEG SCHEDULE OF EVENTS

TUESDAY, SEPTEMBER 11

Opening Ceremony

WEDNESDAY, SEPTEMBER 12

- Endurance—Team/Individual Competition
- Reining—Team Medals/Individual Qualifier
- Dressage—Team Competition/Individual Qualifier (Grand Prix)

THURSDAY, SEPTEMBER 13

- Dressage—Team Medals/Individual Qualifier (Grand Prix)
- Eventing—Team/Individual Competition (Dressage)
- Reining—Individual 2nd Qualifier

FRIDAY, SEPTEMBER 14

- Eventing—Team/Individual Competition (Dressage)
- Dressage—Individual Competition Medals (Grand Prix Special)

SATURDAY, SEPTEMBER 15

- Eventing—Team/Individual Competition (Cross-Country)
- Reining—Individual Medals

SUNDAY, SEPTEMBER 16

- Dressage—Individual Competition Medals (Grand Prix Freestyle)
- Eventing—Team/Individual Medals (Jumping)

MONDAY, SEPTEMBER 17

Off

TUESDAY, SEPTEMBER 18

- Para-Dressage—Individual Medals
- Vaulting—Individual/Squad Compulsories

WEDNESDAY, SEPTEMBER 19

- Para-Dressage—Individual Medals
- Vaulting—Nations Cup Team Freestyle Medals, Individual and Pas de Deux Freestyle
- Jumping—Team Competition/Individual Round 1

THURSDAY, SEPTEMBER 20

- Para-Dressage—Team Competition
- Jumping—Team Competition/Individual Qualifier
- Vaulting—Pas de Deux Freestyle Medals, Squad Freestyle (Non-Nations Cup Teams), Individual Technical

FRIDAY, SEPTEMBER 21

- Para-Dressage—Team Medals
- Driving—Team/Individual Competition (Dressage)
- Jumping—Team Medals

SATURDAY, SEPTEMBER 22

- Para-Dressage—Individual Freestyle Medals
- Driving—Team/Individual Competition (Marathon)
- Vaulting—Individual/Squad Medals

SUNDAY, SEPTEMBER 23

- Driving—Team/Individual Medals (Cones)
 - Jumping—Individual Medals
- Closing Ceremony



TEST EVENTS CALENDAR BY DISCIPLINE

DISCIPLINE	CATEGORY OF EVENT	DATE**
 Jumping	CSI3*	25–29 Oct 2017
 Endurance	CEI2*	26–28 April 2018
 Eventing	CIC3*	5–8 April 2018
 Driving	CAI	19–22 April 2018
 Dressage	CDI3*	19–22 April 2018
 Para-Dressage	CPEDI3*	19–22 April 2018
 Reining	CRI3*	11–13 May 2018
 Vaulting	CVI2*	5–8 April 2018

**dates subject to change





FAQs

How do I apply for accreditation?

1. Go to the website <http://media.tryon2018.com>
2. Register for site access
3. Upon receiving approved access to the WEG Media Site, you can access the Media Accreditation Application Form. Please note that approved access to the WEG Media Site does not confirm event accreditation
4. To apply for accreditation, please complete and submit the Application Form as instructed

Will I be informed if my accreditation request has been accepted?

Accredited media applications will be reviewed regularly with successful applications notified within 30 working days. If delays in the accreditation procedure occur, we will kindly ask you for your understanding.

Do I need to apply for accreditation to specific disciplines?

You will need to select which disciplines you will be covering when you fill out the accreditation application form.

Where do I collect my accreditation from?

Further details will be provided in your accreditation pack, which will be distributed via email at least one month ahead of the Games.

Is there media parking onsite?

There will be designated areas for media parking on the south side of the property. The distance is walkable to most areas of the show grounds. However, shuttles will run continuously from this lot to main showgrounds, as we know many media will likely be carrying equipment. In addition, there will be shuttles available on a well-defined schedule from each of the Official Media Hotels to showgrounds and back to the hotels.

Will there be a media shuttle service?

Shuttles will run regularly between the Official Media Hotels and Tryon International Equestrian Center on a well-defined schedule. Timetables will be available in your official accreditation pack.

How do I find accommodation near Tryon?

Several Official Media Hotels are on hold in the surrounding area to Tryon International Equestrian Center. Once your Media Accreditation Application is approved, you will be provided with a code to access the media lodging booking process.

Where do each of the disciplines take place?

All disciplines competitions will take place at Tryon International Equestrian Center.

Are there lockers?

There will be lockers in the International Media Center, available on a first-come, first-served basis. Unfortunately, advanced reservations are not available.

Will there be press tribunes at each arena?

Yes, there will be press seats in each arena. The Main Arena will also have a limited number of seating with desks, available on a first-come, first-served basis.

Is there guaranteed seating for press tribunes?

There are no guaranteed seating places on the press tribunes and seats will be available on a first-come, first served basis. We reserve the right to reserve seating places for specific media.

When and where will press conferences be held?

Press conferences will be held after all important competitions in the Press Conference Room, which is within the International Media Center. Please check the posted information in the International Media Center for start times for all competition press conferences and any additional press conferences that may be held.

Are there Mixed Zones for interviews with athletes?

There will be designated Mixed Zones and Flash Zones for each discipline where short interviews will take place.

How do I make requests for interviews during WEG?

All requests should go through the OC Media Team in the International Media Center.

What is the capacity of the Media Center?

There will be minimum of 300 desks available in the International Media Center at any one time. There will also be satellite media centers at the indoor arena for Reining and Vaulting and within close proximity to the cross-country course.

What is the broadband capacity in the Media Center?

The Media Center will be equipped with high-speed internet service.

What are the International Media Center hours?

7:00 a.m.–11:00 p.m. (Times are subject to change)

Who should I contact about broadcast rights?

Any broadcast related questions should be directed to the FEI Commercial Director Ralph Straus at ralph.straus@fei.org.

Can media attend Test Events? If so, how do they get accreditation for this?

Yes, media are welcome to attend test events. Apply for accreditation through the Tryon 2018 web site (tryon2018.com).

What are the catering facilities for media?

Catering facilities for the media will be available within the International Media Center building. Drinks, snacks and lunch will be available daily.

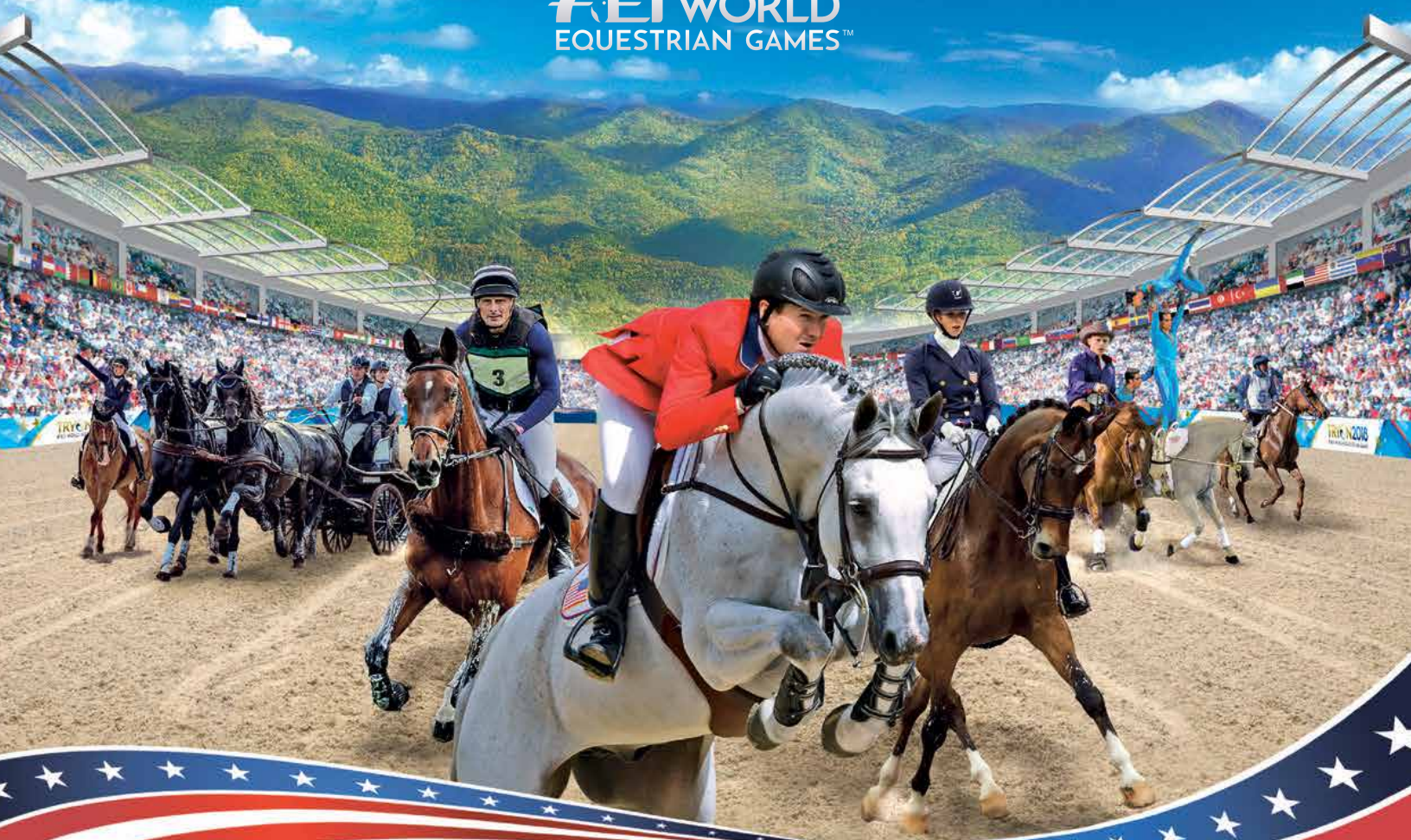
How many spectators are you expecting to attend?

We expect approximately 500,000 spectators to attend in total.





FEI WORLD
EQUESTRIAN GAMES™



CELEBRATE THE HORSE - CELEBRATE THE SPORT

World Champions in 8 Disciplines. 1 Incredible Venue. 70 Nations. 1000 Athletes. 1500 Horses.

SEPTEMBER 11-23, 2018

Tryon - North Carolina - USA

@Tryon2018

Tryon2018.com

FEI.org

LONGINES

ABOUT THE ORGANIZING COMMITTEE

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Michael Stone—President
Dan Farrell—Chief Revenue Officer
Mark Windfeldt—Chief Finance Officer
Paul Regal—Director of Hospitality

Sharon Decker—Chief Operating Officer
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A full-page background image showing a rider in a red jacket and white breeches jumping a brown horse over a red and white striped obstacle. The rider is wearing a black helmet and is in a jumping position. The horse is brown and has a blue fly sheet. The background is a blurred crowd of spectators.

Thank you for your interest in the
FEI World Equestrian Games™ and
Tryon International Equestrian
Center. We look forward to seeing
you at the Tryon 2018 Games in
North Carolina on September 11-23.

If you have any further questions
regarding the FEI World Equestrian
Games™ Tryon 2018 or the facility,
please do not hesitate to reach out
to our team!

Learn more at **www.tryon2018.com**
or on social media at **@Tryon2018**.



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