

British Exhibitor Information Guide



Interzoo 2024

Nuremberg, Germany

Tuesday 7 May to Friday 10 May 2024

www.interzoo.com

Interzoo is the world's leading trade fair for pet supplies, the show offers your company an ideal platform to present products to pre-qualified buyers to boost your sales.

- 120,000 square metres of exhibits with 1,326 stands
- 28,000 trade visitors
- 129 countries
- 72% international visitors
- 93% of the visitors were involved in purchasing & procurement decisions in their company
- 97% of exhibitors were able to reach their most important target groups
- 96% of exhibitors made new business contacts and were happy with the quality of visitors met

*WZF Show Report Interzoo 2022



“Interzoo is such an international show! Importers/distributors and pet retailers visit the British group from all over Europe, North America, the Middle East and further afield.”

Eleanor Wigram,
Research Manager,
PetQuip



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Location, Location, Location

The British pavilion aims to strengthen the presence and increase visibility of UK pet manufacturers and suppliers in the international market place.

- **Unparalleled location** at the front of hall 9, directly accessible from one of only two entrances to the show
- The **New Product Showcase** can also be found adjacent to hall 9, a hotspot area for all visitors to the show

The British pavilion welcomes visitors immediately after the show doors open as buyers flow through to hall 9. Exhibiting as part of the PetQuip British pavilion will ease your experience and maximise your business potential – due to increasing demand we have increased the size of the British pavilion for the 2024 show.

The New **Interzoo App** connects the physical with the digital Interzoo world and allows exhibitors:

- Detailed company profiles
- QR badge scanning facility
- Networking opportunities

Included within the mandatory marketing package this App should be used to maximise your participation. PetQuip offers support on how to access this facility in advance of your participation to help promote your goods and services.



“Exhibiting at Interzoo has been invaluable for us over the years. The event has given us the opportunity to promote our products to an international audience, and to meet both distributors and retailers from across the globe. Our export business has grown exponentially as a result of our participation at the show.”

James Hancock, Director, Petlife International





PetQuip Membership

Join PetQuip to make the very most of your participation at Interzoo! Whilst it is possible to exhibit on our UK pavilion as a non-member, members enjoy extra benefits:

- Entry in the PetQuip Buyers' Guide, distributed to thousands of buyers before and during the show
- Opportunity to order PetQuip database reports and invite international buyers to visit your stand
- Option to book space-only stands in the PetQuip British pavilion
- Invitation to 'Meet the Buyer' event in the UK on 18 October and preferential rates for buyer meetings
- Reduction of £190 on the PetQuip exhibitor support package fee

Interested in these and the many other benefits of PetQuip membership?
Click [HERE](#) for further details or contact Emma Brazier emma@petquip.com

For 2024 we have a fresh NEW stand design offering a comprehensive British themed pavilion and stand package designed so that you can just turn up and display your products.

Package to include:

- Floor space
- Walls
- Carpet
- Lighting
- Fascia board with name and GREAT branding
- Lockable counter
- Electricity connection and consumption
- Daily stand cleaning
- Exhibitor drinks networking party
- Optional stand extra seamless, panel and counter graphics*
- Optional stand extras: table, chairs, shelving, slat walls etc*
- Package to included mandatory AUMA and waste disposal fees
- Help & expertise with freight, travel, accommodation and other logistics from PetQuip's dedicated event organising team
- PetQuip stand offering support, interpreters and refreshments
- Advice and information about how to prepare for and how to maximise your presence at the show
- The support at the show of an industry information stand, organised by PetQuip and manned by its experienced team
- A wide reaching schedule of press releases before, during and after the show, to publicise the goods and services of the British group participants
- A preview sent out to named buyers in advance of the show to generate advance publicity for the group
- Preferential PetQuip exhibitor support package fee for members

*costs to be circulated with stand allocations

Examples of new stand design used at other trade shows:



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SOME EXAMPLES OF STAND SIZES / COSTS

Below are costs for a variety of stand sizes as examples only. If you have a specific stand size in mind, please calculate the cost by multiplying the cost per square metre by the overall stand size you wish to book. You should also allow for other cost factors which we have highlighted below.

	9m ²	10.5m ²	12m ²	18m ²
Exhibitor support and stand package (£351 per m ²)	£3,159	£3,685.50	£4,212	£6,318
Organisers mandatory Marketing Services Package	£590	£590	£590	£590
Sub total	£3,749	£4,275.50	£4,802	£6,908
Corner supplement if feasible	£100	£100	£100	£100
	PetQuip Member		Non Member	
Plus PetQuip exhibitor support package fee, mandatory for all British group exhibitors and payable on application	£500+VAT (£600)		£690+VAT (£828)	

The fee includes support as outlined above and is designed to simplify the process of exhibiting, help you prepare for and make the most of the show, promote the British group presence and to make your exhibiting experience as smooth and trouble-free as possible

Space Only are available on request; all space only exhibitors must be members of PetQuip. Please contact us for further information on Space Only options

Other factors	Ballpark budget	Information
Travel, accommodation and subsistence; the latter being entirely subject to your budget	<p>Out Sunday 5 May, back Saturday 11 May (gives you a clear day to dress your stand)</p> <p>Flight costs from approximately £80-250 depending on the chosen airline.</p> <p>Accommodation costs from £1,000 for 6 nights</p>	<p>Direct and indirect flights are usually on offer from London airports with prices ranging from around £80 to £150 return.</p> <p>A realistic budget to allow for accommodation would be between £170 and £250 per night, subject to hotel rating and location.</p>
Getting your display / goods to the show	<p>Exhibition freight forwarding, approximate costs (1 m³ / 200kg) £950 one way and £980 for the return</p> <p>Individual quotations according to requirements – please contact your specialist freight forwarder or</p> <p>GBH Exhibition Freight Forwarding: Mark Saxton, Sales Manager mark@gbhforwarding.com Tel: 0114 269 0641</p>	<p>It is optional who you use to transport your consignment to the show. PetQuip will again be working with GBH a specialist in exhibition freight forwarding that has provided services to British exhibitors at Interzoo (and other shows) successfully for many years. Their expertise guarantees your freight will be delivered to your stand as requested and pallets returned immediately after the show closes. A professional and reliable service that will guarantee a trouble free end to the show.</p>
Interpreters	€190 to €300 per day	<p>There will be 2 PetQuip interpreters based on the pavilion for exhibitors to utilise. If you do not have multi-lingual capability amongst your staff you might prefer to enlist the assistance of your own. Cost varies according to experience / language skill</p>

WISH TO BOOK?

1. All costs based on an exchange rate of £1 = €1.11 which may alter and impact either way. Costs will be charged at the prevailing interest rate at time of invoicing. All costs must be paid in advance of the event by the deadlines provided
2. Complete the booking application
3. Submit the form to PetQuip, along with payment for the PetQuip exhibitor support package fee; a receipted invoice will be issued

REQUEST MORE INFO?

Further information / other cost factors information can be obtained by contacting PetQuip

The exhibitor must insure against costs and expenses, which may be incurred in the event of the Fair being abandoned, cancelled, postponed or curtailed in whole or in part for causes outside the trade association's control, since we accept no responsibility in such an eventuality

For all bookings and enquiries please contact **Emma Brazier** or **Lydia Stubbs**

e: emma@petquip.com or lydia@petquip.com

t: 01959 565 995