

# British Exhibitor Information Guide



## Petfair South East Asia, Bangkok

Wednesday 30 October to Friday 1 November 2024

[www.petfair-sea.com](http://www.petfair-sea.com)

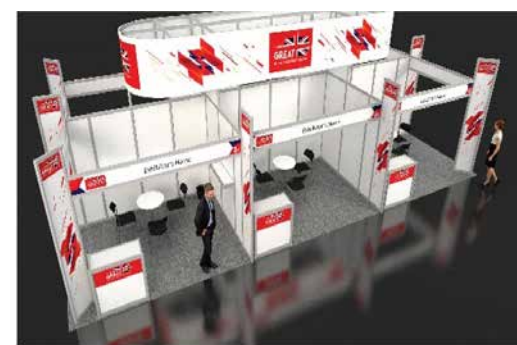
Launch your products to over 10,000 trade visitors at Petfair South East Asia with comprehensive stand support package organised by PetQuip

Pet Fair South East Asia originated three years ago as a virtual event and has grown into an industry experience platform attracting 281 exhibitors from 40 countries, hosting 9,646 trade visitors from 74 countries in 2023. This reflects the growing pet market across South East Asia, where revenue is forecast to be \$US 4.42bn in 2024, with expected annual growth of 8.25% (CAGR 2024-28)\*.

- 35% of the audience were international with the largest country groups attending from Malaysia, China, India, Philippines and Vietnam
- International exhibitors included USA, India, Japan, Canada and Belgium in 2023
- The largest visitor group by business type were importers (18%), distributors (16%), brand owners (15%) and retailers (10%)
- The highest visitor product interest groups were pet food and healthcare
- Trade visitor attendance increased by 55% in 2023 compared with the previous year

\*Source: Statistica.com

There are many opportunities for you to amplify your presence in partnership with the Pet Fair South East Asia organisers via their website, social media, online business matching meetings and product showcase. There will also be live presentations on the Pet Square Stage covering trends, opportunities and challenges, plus two networking events.



For 2024 we have a fresh stand design offering a comprehensive British themed pavilion and stand package designed so that you can just turn up and display your products, with the support of the PetQuip team

## PetQuip comprehensive package of exhibitor support:

### Shell Scheme includes:

- British branding for the pavilion
- Prime pavilion position within the hall
- Floor space
- Walls
- Fascia name board with company name and hi-vis branding
- 1 x lockable counter
- 3 x flat shelves
- 1 x bistro round table
- 3 x chairs
- 1 x power socket & consumption
- 3 x LED spotlights
- 1 x waste basket
- 1 x printed graphic panel (1m x 2.5m)
- Grey carpet
- Stand cleaning night before show and during show days
- Interpreter based on PetQuip stand for the use of exhibitors
- Daily lunch pack
- Manned industry information area on pavilion
- Additional sales leads via the PetQuip info stand
- Entry into Product Showcase – located at the main entrance to the show
- Two networking events to include informal evening with live music and exclusive roof top bar networking mixer
- Free access to the Buyers' Lounge for business meetings and refreshments

- Extra meeting space available on PetQuip info stand
- Team on site during build-up, show and break-down
- Promotion of the British group and products on the Petfair SE Asia website and features in the show organisers' regular newsletters & social media posts
- Access to free online business matchmaking for pre-arranged meetings
- Help and expertise with freight, travel, accommodation and other logistics from PetQuip's dedicated event organising team
- Advice and information about how to prepare for and how to maximise your participation
- 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 publicity for the group
- Preferential PetQuip exhibitor support package fee for members
- Market information supplied to all exhibitors to aid their understanding of the market
- Sales leads taken by PetQuip team, sent post show
- Full logistics support throughout process
- Package includes Thai VAT

# PetQuip Membership

Join PetQuip to make the very most of your participation at Petfair South East Asia! 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 buyer database reports and invite international buyers to visit your stand
- Invitation to 'Meet the Buyer' event in the UK and preferential rates for buyer meetings
- Reduction of £190 on the PetQuip exhibitor support package fee



## Cost

The table below shows costs on a 9sqm stand. Other stand sizes are available, please contact [emma@petquip.com](mailto:emma@petquip.com) to discuss. VAT applies to all cost.

	9m <sup>2</sup>	
PetQuip stand package @ £360 per m2 If you would like a larger size please contact <a href="mailto:emma@petquip.com">emma@petquip.com</a>	£3,240	Please contact us if you are interested in a larger stand
Show organisers' mandatory admin fee	£245	
<b>Total Costs</b>	<b>£3,485</b>	
£250 per corner for prime locations adjacent to main aisle (first come first served, only 2 corner locations available)	£250	
Plus, PetQuip administration fee, mandatory to all British group exhibitors and payable on application. PetQuip member's discount £190+VAT	<b>PetQuip Member (+VAT)</b>	<b>Non Member (+VAT)</b>
	£500 (£600)	£690 (£828)

The fee includes support as outlined overleaf 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

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



## NOTES:

- See Terms & Conditions via the link on our application form
- All costs based on an exchange rate of £1 = \$1.20 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.
- Corner and end stands available on a first come, first served basis, are charged at £250+VAT.

### Questions?

Call Emma Brazier 01959 565995

e: [emma@petquip.com](mailto:emma@petquip.com) or [Lydia@petquip.com](mailto:Lydia@petquip.com)

## TO RESERVE YOUR STAND:

1. Complete the PetQuip Booking Form
2. Submit all forms and payment of the PetQuip administration fee and 50% of stand package payment to PetQuip will need to be paid by return to secure your stand
3. **Stands need to be secured by the end of February 2024**

Other factors	Ballpark budget	Information
Travel, accommodation and subsistence; <i>the latter being entirely subject to your budget</i>	Around £1,110 - £1,250 per head could be budgeted for a reasonable hotel and budget airline seat	Thai Airways fly direct to Bangkok or there are plenty of other airlines with one stop with an average price of £800 - £1000  Optional group hotel to be announced once group has been recruited
Getting your display / goods to the show	For a 1m3 one way shipment collected from your warehouse to delivery to stand at Pet Fair S.E. Asia will be approximately £1,900	There may be additional charges of import license fee, customs fee, storage & return of empty packaging if applicable. This figure is to guide you with approximate costs for your consideration  Please contact Mark Saxton direct on <a href="mailto:Mark@gbhforwarding.com">Mark@gbhforwarding.com</a> for a quotation
Additional display equipment	Subject to needs and budget	The PetQuip stand package is comprehensive but additional graphics, furniture & display aids can be provided via Petquip's appointed stand contractor
Travel requirements for Thailand	Please look on the website below for requirements on entry to Thailand  <a href="#">Entry Requirements for Thailand</a>	Your passport must be valid for at least 6 months from when you enter Thailand.  British passport holders arriving by air or land can enter Thailand for 30 days without a visa (visa exemption).  If you intend to stay longer (for work, study or other reasons) you need a visa before you travel  Check what vaccinations are required <a href="#">here</a>