



## **Interzoo 2012: Once again the world's largest show for pet supplies**

**The world's leading fair for pet supplies, Interzoo, is registering an outstanding exhibitor response: so far around 1,100 manufacturers have registered their participation. The worldwide pet supplies industry, ranging from small manufacturers right up to the global players, will present their comprehensive range of pet foods and accessories, grooming aids, garden and equestrian articles along with services from 17<sup>th</sup> to 20<sup>th</sup> May 2012. The growth in trade fair participation mainly comes from Europe, Asia and Australia.**

“Even at this stage there are indications that Interzoo 2012 will once again be the world's largest show for the pet supplies sector at which all the key sector players will come together. Of the previous total of around 1,100 registered companies, well over two-thirds come from abroad. We are also equally delighted about the clear increase in booked stand space and exhibitor numbers from Germany”, says Norbert Holthenrich, President of the honorary sponsor of the trade fair, German Pet Trade and Industry Association (Zentralverband Zoologischer Fachbetriebe Deutschlands e.V. – ZZF).

In Europe registrations for increased stand space and new exhibitors are mainly coming from the Netherlands, France, Poland and Czech Republic. Overseas the trade fair is registering high exhibitor participation figures, especially from Asia and Australia. Numerous countries will once again be presenting themselves within the framework of large pavilions, including Brazil, Canada, China, Great Britain, Singapore, Sri Lanka, Taiwan, the USA and recently Hong Kong.

### **Start now: advertising for fair participation**

However, being at Interzoo is not yet everything: the active advertising and canvassing behind a trade fair presentation is a decisive success factor in trade fair participation. “At a world leading trade fair companies can only then attract attention when they emphasize their unmistakable characteristics and innovative strengths. In order to draw attention to themselves, we recommend that exhibitors plan an attractive stand at an early stage and communicate their core expertise and new products in their advertising”, explains Hans-Jochen Büngener, chairman of the Interzoo fair committee.

The most effective advertising for one's own range at Interzoo is the personal letter. When sending invitations to company customers, the trade show promoter, the Commercial Association of Specialist Zoological Companies (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH – WZF), supports exhibitors with an advertising aids package: in January all exhibitors will receive printed advertising stickers, visitor brochures, online banners with the exhibitor's stand number, text templates for letters of invitation along with

admission vouchers, which companies can use to provide their customers with free admission to Interzoo.

In addition, all the exhibitors who have received a stand confirmation, will be automatically listed in the online database on the Interzoo website, the fair catalogue, the hall layout plans and the folding trade fair guide. The entries in the printed and online catalogue can be edited in the exhibitors' shop on the trade fair website.

Apart from this, at Interzoo 2012 there will once again be the opportunity to book online banners on almost all the sub-pages of [www.interzoo.com](http://www.interzoo.com) as well as place company or brand logos in the catalogues. The printed fair catalogue is also ideal for placing advertisements.

### **Advertising on site**

In the entrance or service areas the suppliers have the opportunity to conduct their advertising using banner-ups, floor posters or illuminated CityLight showcases. The trade visitors are also well reached via an advertisement in the German/English "Interzoo aktuell" trade fair journal: At Interzoo 2012 it will be published for the first time on all four days of the fair with a circulation of 10,000 copies each day. The trade fair journal is available in the mornings in the hotels' breakfast rooms and is distributed at the entrances to the fair, the airport and the main rail station.

### **Planning media work**

The media work represents cost-effective advertising for your own fair participation before, during and after the fair. The earlier exhibitors inform the sector press about their planned fair events or new products, the sooner they can expect comprehensive reporting. All exhibitors are free to hold press conferences or events on their own stands during the fair or to book a conference room suitable for this purpose with the project team. You can also – without additional cost – display your press releases in the press centre and have them published in the exhibitors' database at [www.interzoo.com](http://www.interzoo.com).

### **Chatting in a relaxed atmosphere at the evening party**

The exhibitors' stand parties on Friday evening, 18<sup>th</sup> May 2012, from 18 to 22 hrs, will provide a good opportunity to secure customer loyalty. The trade fair promoter recommends early registration with the project team to ensure that they can report on the exhibitor parties in the run-up. In addition exhibitors can also invite their business partners to the official Interzoo Party on Saturday evening, 19<sup>th</sup> May.

As the world's largest trade fair for pet supplies, Interzoo is directed at buyers from the retail trade, at veterinary surgeons, boarding kennels, grooming salons as well as official agencies. In 2010 over 38,000 trade visitors from 115 countries travelled to Interzoo in Nuremberg, including the top buyers from the major retail companies in Germany and abroad.

The promoter of Interzoo is the Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF), which has commissioned NürnbergMesse GmbH with organizing and staging the fair.

**Registration forms can still be obtained from:**

NürnbergMesse GmbH

Projektteam Interzoo

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