

PetEx

Ireland's Pet & Aquatic Trade Event



4th & 5th September 2012

Burlington Hotel, Donnybrook
Dublin 4, Ireland

Ireland's
Pet & Aquatic
Trade Event

Ireland's National Show for Pet Retailers

The pet industry in Ireland is a **€380 million business** – recession resistant and growing steadily, between 2004 - 2010 the Pet Care market increased at an annual growth of 3.7% providing excellent business opportunity for your company to do business in this sector.

Big business representative group IBEC predicts the Irish economy will grow by 1.5% in 2011 and 2.8% in 2012. Chief economist Fergal O'Brien says "firms are now reinvesting in their businesses".

New for 2012

New Hotel Venue: Burlington Hotel, Dublin. Central location, with all facilities on site including ample car parking, 4* accommodation at discounted rates, a convivial atmosphere in which to do business, in a relaxing and informal setting.



Why Exhibit?

- New Sales Opportunities - we attract the key decision makers
- Meet Existing customers
- Make Immediate sales
- Promote show "special offers"
- Launch new products
- Increase brand awareness and marketing support for suppliers
- Quality networking with Industry colleagues & friends
- Showcase your products for free in the New Product Showcase Area
- Attend the PetEx Awards Dinner
- Cost effective all inclusive Exhibitor Packages to suit your marketing budget

Exhibiting at PetEx

Ireland's only Pet Trade Show now established as a bi-annual event for Ireland's growing Pet Industry.

PetEx attracts key players in the Pet Supply Market who are suppliers, brand owners or manufacturers looking to increase their market share in Ireland and promote new and existing brands.

PetEx brings the Irish Pet Market to you over two days giving you the opportunity to meet hundreds of buyers all under one roof as well as growing & enhancing your business.



A great Return On Investment

Reserve your exhibit space today at PetEx 2012 and experience firsthand the growth of the Irish Pet market. This two day show attracts more than a thousand visitors all under one roof. Grow your business at PetEx 2012.

Who Visits?

PetEx targets all decision makers in the Irish Pet Market from larger retail chains to independent retailers:

Retail Visitors:

- | | |
|----------------------|-------------------------------|
| ● Supermarket Buyers | ● Independent Pet Shop Owners |
| ● FMCG Wholesalers | ● Groomers |
| ● Garden Centres | ● Dog Trainers |
| ● DIY Retailers | ● Veterinary Practices |
| ● Farm Supply Stores | ● Kennels |
| ● Online Retailers | |

I would like to thank Marie and Lesley for the opportunity of profiling our business at the PetEx. Have to say the exposure we got was really good, we made a lot of contacts and I would definitely take a stand at the next show.

Barbara Gordon, MD whatswhat.ie – bringing the Pet Retailers to No. 1 in Google

Marketing Programme

Direct Marketing – to our extensive database

Email marketing – regular newsletters, promotion through our membership of Pet Trade Associations

Social Networking – LinkedIn, business blogs, www.petex.ie, links to associated pet industry websites.

www.petex.ie with links to associated Pet Industry Website

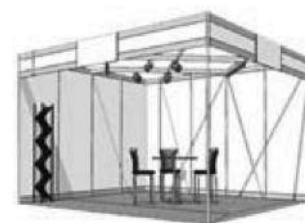
Advertising & PR Campaign – working with the Pet Trade Magazines, both print & on-line

Show Guide – distributed to all pre-registered visitors before the event

The 2010 PetEx trade show held in the RDS recently provided an opportunity for our sales team to meet with existing customers and introduce them and potential new clients to the Chanelle Pet range. It also was an excellent platform to launch our new range of pharmaceutical products for pets to our target audience. Attending the exhibition is invaluable to any wholesaler in pet accessories.

Russell Good, Chanelle Pet Sales Manager

Cost effective Stand Packages



Option 1 9 sq mt €1,800

2 Spot lights
Name boards
Carpet to stand area
1 round table
2 Chairs

Option 2 18 sq mt €3,600

4 Spot lights
Name boards
Carpet to stand area
1 round table
3 Chairs

Option 3 27 sq mt €5,400

6 Spot lights
Name boards
Carpet to stand area
1 round table
4 Chairs

*We have a 6 sq mt option for companies who are promoting services or distributing information and have a requirement for a compact booth. Price available on request.

Inc. free product placement in the New Product Showcase Display.

Organisers:

Sherwood Media & Events Ltd
Greenfields
Blainroe
Co. Wicklow
Ireland

T: +353 (0) 404 66855

www.petex.ie

Venue:

Burlington Hotel
Donnybrook
Dublin 4
www.burlingtonhotel.ie

Tuesday 4th September 10am - 5pm
Wednesday 5th September 10am - 5pm

Industry Networking Awards dinner
Wednesday 4th September Burlington Hotel



Location:

On the City side of **Dublin 4**! The Burlington Hotel is located in the south corner of **Dublin's City Centre** – yards from the historic Canal, and the famous doors of Georgian **Dublin's Leeson Street** (just a brisk ten minute stroll to **Grafton Street**, St Stephen's Green and Trinity College).

Along with secure on-site private parking. The luxury Burlington Hotel Dublin 4 enjoys a host of public transport services at its doorstep including Dublin's Aircoach (fast, direct access to Dublin Airport), 24-hour taxi service and Dublin Bus. The DART and LUAS lines are within a ten minute stroll with various Dublin car rental companies and Ireland's nationwide Train and Bus Service within easy reach.



“Really enjoyed visiting PetEx. I found it an interesting source for new products and a great opportunity to meet suppliers face to face. Great to have an Irish trade show rather than travel to the UK only takes a day out of the shops. I spent several thousand euros on products at the show and look forward to PetEx 2012.”

Pat O'Sullivan, Sully's Pet Superstores, Munster

www.petex.ie



Book your stand now:

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