



# Interzoo 2008

Zutritt nur für Fachbesucher  
Access for trade visitors only



## **British Group Participation** **30th edition of Interzoo** **Nuremberg Messe**

**Thursday 22 to Sunday 25 May 2008**

[www.interzoo.com](http://www.interzoo.com)

We are pleased to have the opportunity to help you have a smooth and trouble-free show and look forward to working with you to make your participation at Interzoo 2008 a success!

## PetQuip exhibitor support and stand package

At **£180** per square metre, plus a mandatory charge imposed by the organisers for the Communications Package of approximately £305 and the PetQuip management fee, this comprehensive package includes:

- Advice, support and guidance to help you prepare for the fair – including help with logistics/technicalities, promotion, interpreters, exhibition freight forwarding, travel and accommodation options, troubleshooting and advice on how to maximise your presence at Interzoo 2008
- Communications package – provided by the organisers - including printed and online catalogue entry, links from the Interzoo website to your website, inclusion of your new product information within the organiser's electronic new product centre, display of your press information in the press centre, advertising material and a free exhibition catalogue for each exhibitor
- Your details promoted to international pet product buyers
- Attractive, British themed pavilion design and the opportunity to reserve space to suit your needs, subject to a minimum stand size of approximately 8-9sqm
- Stand package as described
- Interpreter for the UK pavilion
- Full overall management of the group and pavilion by PetQuip
- At show exhibitor facilities on the PetQuip information stand

### PetQuip stand package

All necessary rear and side walls, covered with light grey Velcro compatible material

Header grid with fascia containing company name

0.5m backlit side wall panels containing company name and stand number

Blue carpet with protective plastic covering, removed before the show

Electrical connection, 3 spot lights per stand of 9sqm and a power point

Free standing lockable counter for literature storage, a table and 2 chairs

Opportunity to order additional display equipment, shelving, furniture etc via PetQuip appointed contractor



Illustration for reference only; a similar design will be used for Interzoo 2008.

## Cost factors

Below are some examples of costings for a variety of stand sizes. Please also allow for other cost factors (travel, accommodation, freight forwarding, see page 3 for further details):

	10m <sup>2</sup>	15m <sup>2</sup>	20m <sup>2</sup>	30m <sup>2</sup>
Exhibitor support and stand package	£1,800	£2,700	£3,600	£5,400
Mandatory Communications Package	£305	£305	£305	£305
<b>Total</b>	<b>£2,105</b>	<b>£3,005</b>	<b>£3,905</b>	<b>£5,705</b>
PetQuip Management fee – members	£385+VAT	£385+VAT	£385+VAT	£385+VAT
PetQuip management fee – non members	£535+VAT	£535+VAT	£535+VAT	£535+VAT

### \* Notes

1. Costs may vary according to any significant exchange rate fluctuation and necessary adjustments made.
2. German VAT of 19% will be applied to all appropriate costs. This can be re-claimed by exhibitors and details of how to make a claim will be circulated.
3. The PetQuip management fee, applied to all participants in the British group, is due on application and is non-refundable.

## Travel, accommodation and freight options

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### Travel

With travel options being so readily available and inexpensive on the internet, PetQuip is not organising a specific travel package. Flights direct to Nuremberg are available from London Stansted via Air Berlin (available online shortly from as little as around £50 + taxes, [www.airberlin.com](http://www.airberlin.com)). In-direct flights are also available from other airports via Lufthansa, Air France, KLM and bmi with prices varying from around £130 to £180 + taxes. Nuremberg is also accessible via train (DB) from Munich and Frankfurt Airports (train journey approx 2 to 2\_ hours). A number of operators fly direct to Munich from the UK including BA from Heathrow and Easyjet from Stansted. Alternatively Pressplan Travel who are providing accommodation options for the fair, would be happy to provide a quotation for your travel needs. Please contact Suzanne, Georgia or Claire on 01727 833291.

### Accommodation

A reasonable budget to allow for accommodation would be between £70 and £200 per night, subject to the hotel rating and location. PetQuip has secured some rooms at a small 3 star hotel close to the main train station in Nuremberg centre and will be notifying exhibitors of the details, however additional options are available from Pressplan Travel where costs start from £114 per night. Full details of Pressplan's options will be circulated to all exhibitors.

### Interpreters

PetQuip will have an interpreter on the UK pavilion, but it is recommended – particularly if you do not have multi-lingual capability amongst your stand personnel – to enlist the assistance of your own interpreter. The cost varies according to experience and language skills from around £90 to £150+ per day. A list of German based interpreters which are likely to have worked with UK exhibitors previously can be provided to exhibitors on request.

### Freight

Although it is entirely optional whom you use to transport your consignment to the show, PetQuip will again be working with AM & PM for Interzoo 2008 as they received significant acclaim from 2006 exhibitors and we have worked with them for many years on other shows in the gardening sector. AM & PM is a family run specialist exhibition freight forwarder and they have provided services to UK exhibitors at Interzoo successfully for many years. Their experience of the anomalies of the Nuremberg Messe can be beneficial, particularly to first-time exhibitors. Based on around 1m<sup>3</sup> of freight, a ballpark return cost (including storage of empties at the show) is around £350, but, to obtain a specific quotation for your consignment, please contact AM & PM direct on 01938 850495.

## UK Trade & Investment funding

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PetQuip will be making a bid for funding for Interzoo 2008 under the UK Trade & Investment Tradeshow Access Programme which, if successful, will allow eligible UK exporters within the British group to obtain grants of around **£1,800** towards the cost of exhibiting. Full details will be announced as soon as the outcome of bids is known, although it is anticipated that this will not be until around late November/early December.

## What to do next

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To reserve your place, please complete the attached reservation form and return it to Theresa Swann at PetQuip, as soon as possible. Your application will be acknowledged and an invoice for the non-refundable PetQuip management fee will be issued. Your application will only be secured, once payment of the fee has been received.

**Thank you for your interest in Interzoo 2008.  
Please do not hesitate to contact Neale Hutchinson or  
Theresa Swann on 01959 565995 if you have any questions.**



# Interzoo 2008



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BRITISH GROUP PARTICIPATION

30<sup>th</sup> edition of Interzoo, Nuremberg Messe, Thursday 22 to Sunday 25 May

## RESERVATION FORM

### Section 1 – Exhibitor details

Business name

Full address,  
including post code

Tel

Fax

E-mail

Web site

Business  
VAT No

Company  
Reg No

Approximate exports as a % of business turnover

%

Details of any brand names and business/trading names you plan to promote at the fair

Name you plan to display on any fascia

### Section 2 – Product range

Please **briefly** describe goods or services you plan to promote at the fair

We will be exhibiting goods **of UK origin** *delete as appropriate*

YES/NO

If any non-UK goods/services are being promoted, please give details of the economic benefits to the UK

### Section 3 – Your stand

We wish to reserve the PetQuip exhibitor support and stand package and accept costs quoted in PetQuip exhibitor information dated September 2007. We wish to reserve a stand size of

m<sup>2</sup>

Should UK Trade & Investment funding not be forthcoming, we may wish to re-consider. We accept that the PetQuip management fee may not be refunded if a decision is not made in a timely manner once any announcement is made

Indicate below any preferences in terms of your space (see 4b):

Notes:

### Section 4 – Terms & Conditions

- a. **Applications.** Applications are not considered complete unless the appropriate forms and payment have been received.
- b. **Space allocations.** PetQuip reserves blocks of space which are divided up, following the relevant cut-off date, into various sizes according to exhibitors' requirements. Very occasionally there could be difficulties in meeting requirements exactly therefore some stands may be slightly larger or smaller than applied for. While PetQuip will at all times endeavor to meet exhibitor requirements we are unable to guarantee that you will receive space, a specific site or size of stand. Exhibitors will only be charged for actual space allocated. Applications are subject to space availability at the time of applying and cannot be accepted if made conditional upon receiving a specific site or set amount of space.
- c. **Liability/insurance.** You accept full liability and responsibility for insurance for any risks associated with taking part in this exhibition including unexpected or uncontrollable events eg war, flood, avalanche, terrorist attack etc. PetQuip is not liable for the consequences of any such risks or any costs incurred.
- d. **Cancellation.** Any amendment / cancellation by an exhibitor once it has submitted an application to PetQuip will mean retention by PetQuip of the non-refundable management fee and may result in any or all of the following: i) Liability for any outstanding payments or costs incurred, including cost of stand space and construction. ii) Reclamation of any grant payments made. Any amendment to an application or request to cancel must be made in writing by the exhibitor at the earliest opportunity. All such correspondence will be acknowledged and the outcome notified. If for any reason the trade show is cancelled, any grant/cost adjustments necessary will be considered in light of the circumstances at the time when the cancellation took place.
- e. **Payment terms.** Once you have received an invoice for your stand, payment must be made to PetQuip within 14 days of issue or within the terms stated on the invoice. Failure to comply will result in your stand being jeopardised and you may remain liable for the full cost.
- f. **Grant claims (where appropriate).** In the event that UK Trade & Investment funding is granted, as a single claim is made on behalf of the whole British group to UKTI, you must comply with deadlines for the submission of appropriate documentation. Exhibitors must also submit an exhibitor questionnaire to UK Trade & Investment prior to presenting its claim to PetQuip for grant and within one month of the show or any right to funding will be withdrawn.
- g. **Terms & conditions.** You must acquaint yourself and comply with conditions laid down by the exhibition organisers, with all local technical requirements and safety regulations. By signing this application you are agreeing to all terms and conditions laid down by the organisers, UK Trade & Investment and PetQuip. PetQuip will not be responsible for any claim arising out of failure to comply.
- h. **Accepting these terms & conditions.** By signing this application, you agree to comply with these terms and conditions.

### Section 5 – Declaration

On behalf of the business named in section 1, I confirm that the information given on this application is true and accurate. I will comply with the terms and conditions and I accept that if the business named in section 1 is indebted to PetQuip when any grant payment is due, PetQuip will deduct any debt before paying the grant.

Name

Position

Signature

Date

This form must be signed by a director, company secretary or owner of the business applying.

**Please return this form to Theresa Swann at PetQuip, as soon as possible. Your application will be acknowledged and an invoice for the non-refundable PetQuip management fee will be issued. Your application will only be secured, once payment of the fee has been received.**