



# Interzoo 2021



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

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

## Nuremberg, Germany – Tuesday 1 June to Friday 4 June 2021

Nuremberg is once again set to host the world's biggest trade fair for pet supplies which was postponed from 2020 to 1-4 June 2021 due to the coronavirus pandemic. The show will offer your company an ideal platform from which to present products to a qualified professional audience and to boost sales, as more than 38,600 visitors travel to Nuremberg from over 126 countries.

At the last edition of this pivotal bi-ennial fair for British companies, in 2018, the largest PetQuip-organised British group thus far took part and it comprised 56 exhibitors that were located predominantly in the UK pavilion which had a prime spot at the front of hall 9, or they were elsewhere on the Nuremberg site. It was an extremely successful fair for the group and post show feedback was positive with many new distributorships being signed at the show or later as a result of it.

Interzoo is an ideal opportunity to showcase products to the world and is by far the most important overseas exhibition for the British pet care industry with an expanse of over 120,000 square metres of exhibits. Trade buyers visit the show from every continent: 74 per cent of those at Interzoo 2018 came from outside Germany and 94 per cent of the exhibitors made new business contacts and were happy with the quality of visitors met.

No other international trade fair for pet suppliers offers a more comprehensive product spectrum. Themes like equestrian sports, pet food technology, shop fittings, IT systems etc. are represented as well as traditional products for dogs, cats, small mammals, birds, aquaria and terraria.

**“An excellent opportunity to meet with our existing clients and to meet with some new opportunities as well. Our favourite international trade show – always a pleasure to attend.”**

**“Very successful show with great support from PetQuip, as always.”**

**“Interzoo will help raise our profile, credibility and secure orders from new markets we have been exploring for a few months.”**

**“The show is a major platform for all design led pet brands to attend, the visitor has a wonderful opportunity to see a fabulous collection of brands under one roof”**  
*.....Interzoo Exhibitors 2018*

**PetQuip is organising the British group at Interzoo 2021 and has once again secured a prime spot for the British Pavilion. The package below is on offer for UK firms:**

- A prime location for the UK pavilion at the front of hall 9 - accessed via the West entrance / train station (U-bahn). Stands are available in the size of your choice, subject to availability; minimum 8-9m<sup>2</sup>; a limited number of 6m<sup>2</sup> options may be available
- A comprehensive British themed pavilion and stand package designed so that you can just turn up and display your products. Package includes floor space, walls, carpet, lighting, fascia board, table, chairs, counter, electricity connection and consumption, daily stand cleaning, local taxes
- Help with freight, travel & accommodation and other logistics from PetQuip's dedicated event organisers

- Government grants to help offset the cost of a stand will be bid for and it is hoped that at least £1,000 per eligible exhibitor will be available. The outcome may not be known before commitment needs to be made!
- 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 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

## 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 <sup>2</sup>	10.5m <sup>2</sup>	12m <sup>2</sup>	18m <sup>2</sup>
Exhibitor support and stand package (@ around £292)	£2,628	£3,066	£3,504	£5,256
Organisers mandatory Marketing Services Package	£487	£487	£487	£487
<b>Sub total</b>	<b>£3,115</b>	<b>£3,553</b>	<b>£3,991</b>	<b>£5,743</b>

Grants, if they are confirmed, should be around £1,000 to £1,500 for eligible companies

Plus PetQuip exhibitor support package fee, mandatory for all British group exhibitors and payable on application	PetQuip Member	Non Member
	£485+VAT (582.00)	£675+VAT (£810.00)

The fee includes support as outlined on page one 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

Other factors	Ballpark budget	Information
Travel, accommodation and subsistence; <i>the latter being entirely subject to your budget</i>	Out Sunday 30 May, back Saturday 5 June (gives you a clear day to dress your stand)  Flight costs from approximately £80-250 depending on the chosen airline.  Accommodation costs from £700 for 5 nights	Direct and indirect flights are usually on offer from London airports with prices ranging from around £80 to £150 return.  A realistic budget to allow for accommodation would be between £150 and £250 per night, subject to hotel rating and location.
Getting your display / goods to the show	Around £460-£490 based on 1 pallet (ballpark figure).	It is entirely optional whom you use to transport your consignment to the show. But PetQuip will again be working with AM&PM a specialist in exhibition freight forwarding which has provided services to British exhibitors at Interzoo (and other shows) successfully for many years.
Interpreters	€190 to €300 per day	There will be a PetQuip interpreter based on the pavilion but it is recommended – particularly if you do not have multi-lingual capability amongst your stand staff – to enlist the assistance of your own interpreter. Cost varies according to experience / language skill.

### WISH TO BOOK?

1. Costs based on exchange rate of £1 = €1.11 which may alter and impact either way. Local taxes may apply to all factors. All costs must be paid upfront whereas grants - if confirmed - are paid retrospectively, subject to compliance
2. Decide if you are happy to commit without prior knowledge of the funding. The funding would be £1,000 to £1,500 but only if it is confirmed!
3. Complete the booking application
4. Submit the form to PetQuip, along with payment for the PetQuip exhibitor support package fee; a receipted invoice will be issued

### REQUEST MORE INFORMATION?

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

**Questions? Email Katie-Mai Smith**  
e: [katie-mai@petquip.com](mailto:katie-mai@petquip.com)