

Zoomark International, Bologna, Italy

Wednesday 10 – Friday 12 November 2021

The biennial Zoomark International is set to be the leading pet trade show in Europe later this year. In 2019 the show hit new records with 757 exhibitors, 507 of which were from 45 countries. The number of buyers that attended exceeded 29,000 and one third of the visitors came from 100 foreign countries; overall a 23% increase compared with the 2017 edition.

According to figures published by Assalco in 2019, it is estimated there are 60.4 million pets in Italy, an average of one pet per person. The report estimated pet populations at 7.5 million cats, 7m dogs, 30m fish, 13m birds and around 3m small mammals and reptiles. The total turnover for cat and dog food was estimated at €2,082m and pet accessories around €72m. Cat litter sales alone were valued at over €72 million. According to the report there are around 9,000 supermarkets, 600 stores belonging to pet chains and 5,000 independent pet shops.

To offer the highest level of service to the pet industry, manufacturers and professionals from Italy and the rest of the world, and respond to the growing number of global exhibitors, Zoomark International 2021 will be held with health and safety regulations in halls 25 and 26 and brand new hall 37. The exhibition will be complemented by a digital platform, which will enable companies to reach out and build new relationships, whilst still being able to attend the show.

The following social distancing measures are currently in place:

- Masks are required at all times
- Larger aisles
- Temperatures taken at all entry points
- Hand sanitising stations throughout the fair
- Surveillance personnel to monitor social distancing
- Medical stations onsite
- Cleaning of all public areas
- Clear signage to help with social distancing
- Increased air ventilation in halls
- Capacity control of halls

“We have had orders and delivered them from several independent Italian, German, Spanish and Hong Kong shops, it was a hugely successful show for us, thank you for your support.”

“Visiting Zoomark has been our first international experience and PetQuip did an amazing job. Commercially it has been a great success.”

“Thank you to the PetQuip team, another very successful event”

Zoomark Exhibitors 2019

PetQuip is organising the British group and pavilion at Zoomark - The package below is on offer for British firms:

- A prime location for the British pavilion. Stands are available in the size of your choice, subject to availability.
- A comprehensive British themed pavilion and stand package designed so that you can just turn up and display your products. Package includes floor space at a discounted rate, walls, carpet, lighting, fascia board, table, chairs, counter, electricity connection and consumption, daily stand cleaning.
- Government grants to help offset the cost of a stand have been bid for and it is hoped that at least £1,000 per eligible exhibitor will be available (☎ PetQuip for the latest news). The outcome may not be known before commitment needs to be made!
- Help with freight, travel & accommodation.

- 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



COST FACTORS

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 ²	12m ²	18m ²
Exhibitor support and stand package (£293.50 per sqm)	£2,641.50	£3,522	£5,283
Grants, if they are confirmed, should be at least £1,000 for eligible companies			
Optional add on - a clear counter top screen	£74.00 per screen (contact PetQuip)		
Plus PetQuip exhibitor management fee, mandatory to all British group exhibitors and payable on application. Noting your application will not be processed until fee is received.	PetQuip Member	Non Member	
	£485+VAT (£582.00)	£675+VAT (£810.00)	
The management 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 Monday 8 November, back Saturday 13 November (gives you a clear day to dress your stand) Flight costs from approximately £80 Accommodation costs from £650 for 6 nights	Direct and indirect flights are usually on offer from London airports with prices ranging from around £80 to £200 return. A realistic budget to allow for accommodation would be between £100 and £220 per night, subject to hotel rating and location. PetQuip has secured some rooms at Hotel Metropolitan a boutique hotel within the heart of Bologna and within easy access by bus to the exhibition centre. Exhibitors will be notified of details in due course.	
Getting your display / goods to the show	Individual quotations according to requirements Please contact Mark Saxton direct on Mark@gbhforwarding.com for a quotation	It is entirely optional whom you use to transport your consignment to the show. But PetQuip will again be working with GBH Exhibition Forwarding a specialist in exhibition freight forwarding which has provided services to British exhibitors at Zoomark (and other shows) successfully for many years. Their experience at Bologna Fiere can be extremely beneficial and usually speeds up the process for build up and break down for exhibitors. Empties are stored and returned speedily due to the proximity of their lorry and knowledge of Bologna Fiere.	
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.	

NOTES

- Costs based on exchange rate of £1 = €1.1501 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
- Companies wishing to exhibit independent of the British pavilion may apply, subject to availability / feasibility
- It is preferred that exhibitors on the British pavilion take advantage of the PetQuip stand package

To book a stand at Zoomark 2021

1. Decide if you are happy to commit without prior knowledge of the funding. The funding would be at least £1,000 but only if it is confirmed!
2. Complete the Exhibitor Stand Booking Application.
3. Submit the form to PetQuip, along with payment for the PetQuip exhibitor management fee.

Questions? Contact Katie-Mai Smith or Lydia Stubbs

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