

# Display your brochures and a product sample at Expozoo

**Sunday 18 – Tuesday 20 March 2007**

**Parc des Expositions, Paris-Nord Villepinte**

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

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## **Expozoo**

The biennial Expozoo is the only trade show in France catering for the whole pet care sector. 300 manufacturers, importers, wholesalers and service providers exhibited at the 2005 edition of Expozoo. Nearly half of them were from abroad. Companies took part from Austria, Belgium, Canada, China, France, Germany, Ireland, Israel, Italy, Malaysia, Malta, Monaco, the Netherlands, Poland, Singapore, Spain, Sri Lanka, Switzerland, Taiwan, Turkey, the United Kingdom and the United States.

Almost 19,000 visitors from pet retail stores, grooming parlours and other pet care businesses attended Expozoo in 2005. International buyers from 45 countries accounted for approximately 20 per cent of the visitor total.

## **The pet care market in France**

Just over a half of all French households have at least one pet. With retail sales last year (excluding live animals and services) standing at €3.15 billion including VAT, France has one of the largest markets for pet care in Europe.

## **A cost effective way to test the French market**

Supported by UK Trade & Investment, PetQuip will have an industry information stand at Expozoo 2007 with the purpose of promoting British goods and services to overseas trade buyers and helping those buyers source specific products from the UK. As part of that promotion, we're offering you the opportunity to display your firm's sales literature and a small product sample on the PetQuip stand at Expozoo. All enquires generated by your display will be forwarded to you on our return from the show.

The cost for testing the French market for your products in this way is just £125 + VAT for members of PetQuip and £150 + VAT for non members. That includes the cost of shipping one carton of sales literature and a small product sample\* to the exhibition. But space is limited. Participation is on a first-come, first-served basis.

## **How to take part in the brochure and product display**

Please complete the accompanying application form and send it with the appropriate payment to Kate Smith at PetQuip as soon as possible. We will acknowledge receipt and confirm your participation. Then please arrange for your sales literature and product sample to reach PetQuip by Friday 16 February 2007 at the latest.

\*Product samples should be no bigger than 0.125m<sup>3</sup> and weigh less than 10kg. Please contact us to discuss feasibility if your product exceeds one of these measurements. We reserve the right to refuse applications for product samples should they be judged unsuitable for inclusion on the PetQuip information stand or in the freight consignment.

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# APPLICATION FORM

for participation in the brochure and product sample display at Expozoo 2007

Please return by fax to **01959 565 885** or mail to  
**PetQuip, The White House, High Street, BRASTED, Kent TN16 1JE**

I wish to take part in the brochure and product display at Expozoo 2007 and, as a **member** of PetQuip, I enclose / have paid by bank transfer\* the participation fee of £146.88 (£125 + VAT). I will arrange for a carton of my firm's sales literature and a small product sample to be delivered to the offices of PetQuip by Friday 16 February 2007.

I wish to take part in the brochure and product display at Expozoo 2007 and, as a **non-member** of PetQuip, I enclose / have paid by bank transfer\* the participation fee of £176.25 (£150 + VAT). I will arrange for a carton of my firm's sales literature and a small product sample to be delivered to the offices of PetQuip by Friday 16 February 2007.

\* Please delete as appropriate

If you wish to pay the management fee by bank transfer, our bank details are:

**Account Name: PetQuip Bank: Lloyds TSB Sort Code: 30-94-77 Account number: 00223336**

COMPANY

NAME &

JOB TITLE

E-MAIL

TELEPHONE

ADDRESS

PRODUCT RANGE (please summarise your company's activity in no more than 15 words)

The product sample we wish to display is (please supply a detailed description, including weight and dimensions):

SIGNED:

DATE:

Please return this form with your payment to PetQuip as soon as possible. Participation is on a first-come, first-served basis. **The deadline for receiving sales literature and product samples at the offices of PetQuip is Friday 16 February 2007.**

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