

Zoomark International Bologna

Thursday 10 - Sunday 13 May 2007

Established in 1985, the biennial Zoomark International trade fair is held in alternate years to Interzoo. 545 firms from 35 countries exhibited at Zoomark International 2005, which attracted 19,415 trade buyers from 74 markets.

The Italian market for pet supplies is one of the most dynamic in Europe. Retail sales are an estimated €3.8 - €4 billion a year, and with supplies for dogs and cats predominating, the market continues to expand at a faster rate than those of France, Germany and the UK. But Zoomark is not exclusively about the Italian market. The close proximity of Bologna to Central and Eastern Europe draws trade fair visitors from those rapidly developing markets for consumer goods (among a host of others), thus providing an added incentive for British suppliers to exhibit at Zoomark International.

PetQuip is organising a British pavilion at Zoomark International 2007. Here's an outline of the package deal for British firms at this year's show:

- A prime location for the UK pavilion
- A comprehensive stand package designed so that you can just turn up and display your products. Package includes floor space, walls, carpet, lighting, fascia board, storage cabinet, table, chairs, counter and shelves, electricity connection and consumption, daily stand cleaning, local taxes, etc for just €220 per square metre
- Help with freight and other logistics from PetQuip's dedicated event organisers
- Advice and information about how to make the most of your presence at the event
- The support at the show of a pet equipment industry information stand, organised by PetQuip and manned by an experienced team, including interpreters
- A schedule of press releases before, during and after the show, to publicise the goods and services of the British group

- A preview sent out to named buyers in advance of the show to generate advance publicity for the group
- Cash grants to help offset the cost of stand space and construction. **Eligible firms can claim a £1,800 cash grant towards the cost of exhibiting** through UK Trade & Investment's Tradeshow Access Programme, subject to meeting the grant's terms and conditions
- Preferential management fee for members of PetQuip
- A 28-page report on the Italian Pet Supplies Market sent to members of the group on payment of the management fee

To book a stand in the British pavilion at Zoomark 2007, please complete the attached form and return it to:

Heather Chalk, Events and Administration Manager
 Tel: +44 (0)1959 565 995
 Fax: +44 (0)1959 565 885
 Email: info@petquip.com

REGISTRATION FORM

For British group participation at Zoomark International 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 make a stand booking and, as member of PetQuip,
I enclose / have paid by bank transfer* the management fee of £411.25 (£350 + VAT)

I wish to make a stand booking and, as a non-member of PetQuip,
I enclose / have paid by bank transfer* the management fee of £546.38 (£465 + VAT)

* 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

STAND SIZE REQUIRED

m²

PRODUCT RANGE TO BE EXHIBITED

If this would be your first time as an exhibitor at Zoomark International, or the first time you have considered exporting to Italy, please tick here

SIGNED:

DATE:

Issued by PetQuip, October 2006.

PetQuip, The White House, High Street, BRASTED, Kent TN16 1JE United Kingdom

T: +44 (0) 1959 565 995 F: +44 (0) 1959 565 885 E: info@petquip.com

www.petquip.com