

Zoomark International Bologna

Thursday 7 - Sunday 10 May 2009

Established in 1985, the biennial Zoomark International trade fair is held in alternate years to Interzoo. 604 firms from 35 countries around the world exhibited at Zoomark International 2007, which attracted 20,000 trade buyers from 73 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 2009. We have been negotiating with the show organisers, and can now offer the outline of a package deal for British firms at next year's show:

- A prime location for the British pavilion in Hall 22
- 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, table, chairs, counter, electricity connection and consumption, daily stand cleaning, local taxes, etc for about £220 per square metre (based on an exchange rate of €1.24 : £1)
- Government grants to help offset the cost of stand space and construction
- 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
- Preferential management fee for members of PetQuip

To provisionally book a stand in the British pavilion at Zoomark 2009, please complete the attached form and return it to:

Emma Lewis or Theresa Swann
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 2009

Please email to info@petquip.com; fax to **01959 565 885**; or mail to
PetQuip, The White House, High Street, BRASTED, Kent TN16 1JE

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I wish to make a provisional stand booking and, as member of PetQuip,
I enclose / have paid by bank transfer* the management fee of £454.25 (£395 + VAT)

I wish to make a provisional stand booking and, as a non-member of PetQuip,
I enclose / have paid by bank transfer* the management fee of £626.75 (£545 + VAT)

* Please delete as appropriate

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

Account Name: PetQuip
Sort Code: 30-94-77

Bank: Lloyds TSB
Account number: 00223336

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COMPANY

NAME &

JOB TITLE

E-MAIL

TELEPHONE

ADDRESS

STAND SIZE TO RESERVE PROVISIONALLY

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:

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Issued by PetQuip, October 2008.

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

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