



ZOOMARK 2023
INTERNATIONAL

www.zoomark.it



www.petquip.com

Zoomark International, Bologna, Italy

Monday 15 to Wednesday 17 May 2023

Zoomark offers British suppliers an outstanding opportunity to exhibit their products to an international audience. The biennial Zoomark International is set to be the leading pet trade show in Europe next year, don't miss out on an opportunity to meet with International Buyers and increase your export sales.

In November 2021, the most recent edition of the show, there were 450 exhibitors, of which 30% came from 44 countries. The number of buyers who arrived in person exceeded 15,000, with 60% of the visitors coming from 82 foreign countries, amazing statistics given that at the time we were experiencing a pandemic. For 2023, it is anticipated that the attendance figures will be closer to the 2019 edition when there were 757 exhibitors, 507 of which were from 45 overseas countries. The number of buyers that attended the 2019 edition exceeded 29,000 and 38% of visitors came from over 100 foreign countries. The British pavilion has a prime location in hall 26.

The Italian market for pet supplies is one of the most dynamic in Europe. According to figures published by Assalco in 2021, pet ownership is phenomenal in Italy, with 62 million pets in Italian homes: dogs and cats both have populations of over 16 million, a notable increase during the period of the pandemic. The total turnover for cat and dog food is estimated at 2.431 billion euros and has grown by 8% in value and over 4% in volume over the last year. The supply chain for pet products is one of the most dynamic in the Italian economy. According to the report, there are around 9,000 supermarkets, c.750 stores belonging to pet chains and 5,000 independent pet shops

**"All visitors to our stand were serious buyers" ~ "We've had a fabulous reaction to our products."
~ "We were keen to be out networking again and it paid off. We're glad we made the decision to attend." ~ "It was good to be back meeting our customers face-to-face again."**

Zoomark Exhibitors 2021

PetQuip is organising the British group and pavilion at Zoomark and has once again secured a prime spot for the British pavilion in hall 26. The package below is on offer for British firms:

- A prime location for the British pavilion in Hall 26 - Stands are available in the size of your choice, subject to availability; minimum 9m²

- 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, for around £324 per square metre (based on an exchange rate of £1 = €1.15. adjustable if significant fluctuation either way)

- 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

- Help with freight, travel & accommodation and other logistics from PetQuip's dedicated event organisers

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	10.5m ²	12m ²	18m ²
Exhibitor support and stand package (@ around £324)	£2,916	£3,402	£3,888	£5,832

Plus PetQuip exhibitor support package fee, mandatory to all British group exhibitors and payable on application	PetQuip Member	Non Member
	£490+VAT (588.00)	£680+VAT (£816.00)

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 Saturday 13 May, back Thursday 18 May (gives you a clear day to dress your stand) Flight costs from approximately £100 Accommodation costs from £650 for 5 nights	Direct and indirect flights are usually on offer from London airports with prices ranging from around £80 to £200 return. Online flight options for Bologna are not yet available but PetQuip will notify exhibitors when they are. 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 = €1.15 which may alter and impact either way. Local taxes may apply to all factors.
- 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

1. Complete the Exhibitor Stand Booking Application.
2. Submit the form to PetQuip, along with payment for the PetQuip exhibitor support package fee.

Questions? Contact Emma Brazier

☎ +44 (0)1959 565 995 E: emma@petquip.com