



Interzoo 2018 Nürnberg, Germany 8. – 11.5.2018

35. International Trade Fair for Pet Supplies
35. Internationale Fachmesse für den Heimtier-Bedarf

PRESS RELEASE

December 2017

Interzoo 2018: New services for exhibitors pave the way to success

Six months before the start of Interzoo 2018 in Nuremberg, more companies have already booked their stands than at the same point in time two years ago. Exhibition organiser WZF (service provider for the pet industry) therefore expects to welcome more than 1,800 exhibitors to the world's leading trade fair for the pet industry that is set to take place from 8 to 11 May 2018. Interzoo provides a lot of services to help its clients prepare for their exhibition appearance.

“We have good reason to announce that Interzoo 2018 will once again be the most important event in the pet supplies industry in the coming year: The display area booked is already larger than the total area covered in 2016. Of the companies that have registered so far, 80 percent come from abroad, while at the same time there has been greater interest on the part of German companies,” reports Hans-Jochen Büngener, Chairman of the Interzoo Exhibition Committee.

International and innovative

Among European countries, companies from the UK, Italy, the Netherlands, Austria and Turkey have ordered larger stand areas than at the previous event. International exhibitors from Asia and America have also booked larger stands, particularly more registrations are coming in from China, Hong Kong, India, Canada, Macau and South Korea.

A lot of foreign companies are participating in Interzoo as part of a national pavilion. For 2018, Brazil, China, the UK, Hong Kong, Ireland, Italy, Canada, Singapore, Taiwan, the Czech Republic and the USA have already registered pavilions. So far, 15 exhibitors have made firm bookings to be part of the German pavilion for start-ups.



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For Dr Rowena Arzt, Director Exhibitions at WZF GmbH, these figures are an auspicious signal for Interzoo visitors. “As in previous years, industry specialists can once again expect to get the world's best overview of the range of products available in the international pet sector as well as preferential access to the new products and innovations of the past year that are showcased in Nuremberg.”

New newsroom for trade fair participants and journalists

As of now, trade fair participants can find all the important news on Interzoo in the new newsroom: www.interzoo.com/news. Press releases, press photos, exhibition videos and Twitter news are offered as a compact overview with links to more detailed information. Announcements from the Interzoo newsletter and trade fair newspaper “Interzoo Daily” will soon be added, as well as digital press and product information from exhibitors.

Marketing packages for exhibitors

At the world's biggest trade fair for pet supplies, the success of the event is largely dependent on whether exhibitors can reach their target groups. This is why Interzoo supports companies by offering a range of marketing packages: In print media, Interzoo exhibitors can gain visibility by advertising in the exhibition catalogue or our trade fair newspaper “Interzoo Daily”. In the online segment, internet banners, logos in the digital floor plan and a regularly updated entry in the exhibitor database are all worthwhile options. When setting up logos, product information and digital press releases, for the first time exhibitors are supported by an internet editorial team.

Walking Acts

At the venue itself, exhibitors can best draw attention to themselves by advertising on LED pylons and panels, light boxes and banners. They can also book promotional “walking acts” for the first time at the next Interzoo. These are people (maximum two working in pairs) wearing eye-catching clothing or costumes that walk through the exhibition halls as “living advertisements” to draw attention to their client’s stand. Alongside the exhibition stand, walking acts are one of the most direct and creative forms of advertising at Interzoo.



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“Product Showcase” goes online

Product highlights and trends attract special attention at the Interzoo “Product Showcase”. This special exhibit in the high-traffic entrance area drew a lot of visitors at the last event. At Interzoo 2018, exhibitors can once again use this special zone to present selected products with product description and indication of their stand number. In addition, participants in the Product Showcase will be highlighted in the exhibitor directory of the printed exhibition catalogue and with a pictogram in the exhibitor database. For Interzoo 2018, the product announcements are linked with the new newsroom and are therefore visible to an even larger online audience.

A personal invitation guarantees attention

Promoting your own trade fair appearance is an absolute must, but the best guarantee of a successful participation is still a direct personal invitation to business partners: “For many years our visitor poll has revealed that a personal letter of invitation to meetings and events at the stand, accompanied by an admission voucher of course, attracts the most visitors,” explains Chairman of the Interzoo Exhibition Committee Hans-Jochen Büngener.

Dates for stand parties and Interzoo party

The parties at Interzoo also offer a good opportunity to approach customers personally. As part of the new trade fair schedule, the stand parties will be held on Wednesday evening 9 May. Interzoo will then host the Interzoo party on the evening of 10 May, which is the Ascension Day public holiday.

As the world’s largest trade fair for pet supplies, Interzoo is intended for commercial enterprises selling pets and pet supplies, pet food and accessory manufacturers, veterinarians, regulatory authorities and commercial consumers like pet clinics, alternative animal health practitioners, boarding kennels, catteries and pet grooming salons.

The organizer of Interzoo is WZF GmbH (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH), which has appointed NürnbergMesse GmbH to operate the exhibition.



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Registration documents can still be obtained from:

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For more information please go to: www.interzoo.com

Follow us on Twitter @Interzoo_fair #interzoo

Click here for a press photo:

Photos of the pavilions for the various countries can be supplied on request.

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For all press releases, further information and photos please go to:
www.interzoo.com/news