



**Interzoo**  
*digital*

1 – 4 June 2021

Organizer  
Veranstalter



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## PRESS RELEASE

15 March 2021

### **Global pet industry networks at Interzoo.digital**

**Wiesbaden – Trade fairs provide an opportunity to discover trends and new developments, be inspired, and order products and services directly from the manufacturers. The exhibiting companies observe the competition, check market opportunities and network with suppliers, sales partners and customers. How that functions at the physical version of the world’s leading trade fair Interzoo is well known. But how will the global pet industry achieve its trade fair objectives at Interzoo.digital from 1 to 4 June this year?**

#### **Quick access to information**

At Interzoo.digital, visitors will have quick and easy access to a wide range of exhibitors. A structured visit can be achieved by searching the show floor for providers and specific product groups and brands. In the “My Interzoo” area, participants will see their own appointments and their favourite exhibitors or speakers.

There is also room for the unexpected, just like at the in-person trade fair: visitors can surf the show floor to view exhibitor profiles or call in to the video channel “Products & Companies” to discover new products through short videos created by the exhibitors.

#### **Establish direct contacts**

Networking is a major plus at Interzoo.digital: Not only can exhibitors and visitors get to know each other, but visitors can also network among themselves. The system draws on personal profiles and posted interests to identify suitable business partners. Participants can also use a basic search function to find specific people, and can arrange appointments with no complications. Conversations use either chat or video functions, and can be one-to-one or in groups.



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From the Lobby at Interzoo.digital, trade visitors can move directly to the Networking area with just a click. Once there, they will find connections with other individuals and locate new participants and exhibitors suggested by the system based on their existing connections. At a graphic level, the network is conveniently laid out, with a slider to adjust the number of contacts of potential interest.

### **Appeal to target groups**

Exhibitors can see in real time who is visiting their company profile and who has an interest in their products and services. All leads generated in this way are easy to download and process for post-fair activities.

Exhibitors will best reach their target group by laying out their profile clearly with images, videos and documents, and labelling their products with keywords and key phrases. They will also extend their reach and generate more interaction by taking part in the supporting programme. For example, businesses can upload a video to the “Product & Company” channel and then, depending on the trade fair package they booked, set up a theme and trend-based virtual café or appear with speakers in the main programme. Every exhibitor profile should identify one or more contacts with whom visitors can chat or arrange appointments.

### **Cost advantages at Interzoo.digital**

Speciality pet retailers who launch into the digital world can benefit from meeting their suppliers or getting to know new providers without having to take time out for travel. The costs associated with travel and possibly also accommodation for “normal” trade fairs also no longer apply. For those whose curiosity has not yet been piqued, the “goodie bag” at the Interzoo.digital platform might do the trick: trade visitors can look forward to special exhibitor offers and discounts.

Participants can move from the home page to the free main programme with both recorded and live presentations, or can enjoy more in-depth professional discussions in one of the themed cafés.



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## Register at your leisure

The Ticket Shop for visitors opens in mid-April. Those interested in receiving notifications should pencil in their details now at [www.interzoo.com/participate](http://www.interzoo.com/participate). To enable the sector to familiarize itself with the platform and establish some initial contacts, Interzoo.digital will be online at least a week before the start of the actual event, which is scheduled for 1-4 June.

**For more information: [www.interzoo.com/participate](http://www.interzoo.com/participate)**

## Exhibitor Service

**On behalf of the organizer**

**NürnbergMesse**

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**[www.interzoo.com](http://www.interzoo.com)**

## Visitor Service

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**[www.interzoo.com/participate](http://www.interzoo.com/participate)**

For all press releases, photos and videos, see the Newsroom at:

**[www.interzoo.com/news](http://www.interzoo.com/news)**

Further services for journalists and media contacts:

**[www.interzoo.com/press](http://www.interzoo.com/press)**

## Interzoo.digital press contact

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### **Information about WZF**

WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) organizes Interzoo in Nuremberg with the German Pet Trade and Industry Association ZZF (Zentralverband Zoologischer Fachbetriebe Deutschlands e.V) as the founder and professional sponsor. It is the owner and organizer of the world's largest international trade fair for the pet industry. With more than 1,900 exhibitors and about 39,000 trade visitors from over 125 countries, Interzoo is the undisputed world's leading trade fair for pet supplies. WZF has appointed NürnbergMesse with the organization of Interzoo on its behalf.

WZF is a one hundred per cent subsidiary of ZZF. With its business fields trade fairs and events, media work and public relations, education and the issuing agency for identification markings for protected species WZF makes an important contribution to the economic and communicative development of the pet industry.

**[www.wzf-online.com](http://www.wzf-online.com)**