



Interzoo 2022

INTERZOO APP

ADVERTISING & MARKETING SERVICES



Organizer



Honorary sponsor

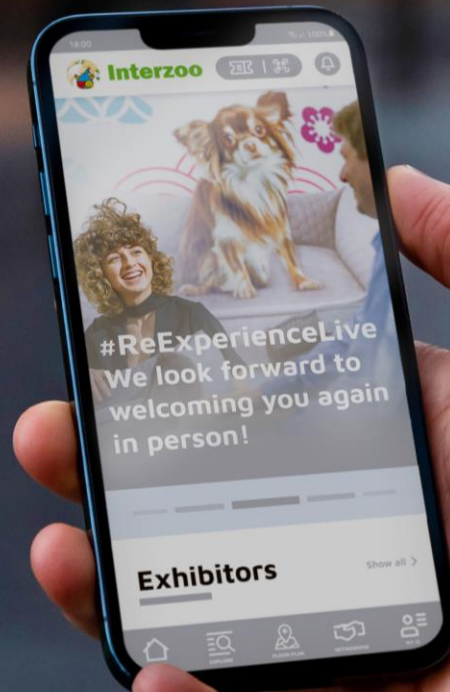


Organisation on behalf of the organizer



New Interzoo App

The new Interzoo 2022 App offers your company many opportunities to place itself in the spotlight of visitor interest through a variety of advertising and marketing services!



Push notifications



Extended exhibitor profiles



Content placement



Advertising banners



Lead reportings



Top-of-the-list entries

Exhibitor packages

The right package for everyone!



Basic inclusive

- ✓ Basic data exhibitor profile
- ✓ QR code scanning
- ✗ Extended exhibitor profile
- ✗ Company logo floor plan
- ✗ Exhibitor news
- ✗ Lead reporting
- ✗ Bookable advertising add-ons

[More information](#)

Plus € 750

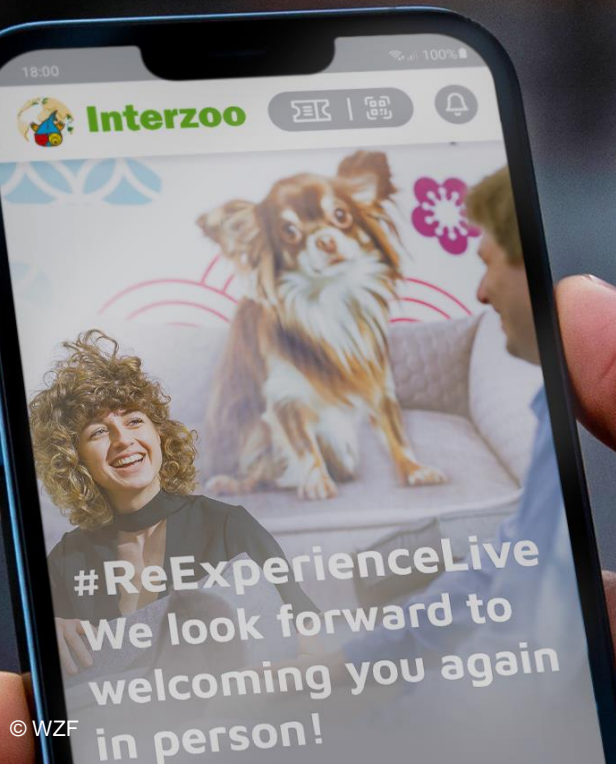
- ✓ Basic data exhibitor profile
- ✓ QR code scanning
- ✓ Extended exhibitor profile
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[More information](#)

Premium € 2,150

- ✓ Basic data exhibitor profile
- ✓ QR code scanning
- ✓ Extended exhibitor profile
- ✓ Company logo floor plan
- ✓ Exhibitor news
- ✓ Lead reporting
- ✓ Bookable advertising add-ons

[More information](#)



Basic. *(inclusive)*

The implementation of your data from the exhibitor and product database is done automatically for your company and is already covered by the Marketing Package.

1. Basic data exhibitor profile
2. QR code scanning

Plus. (€ 750)

In addition to the basic data, you can enhance and customise your company profile with additional segments.

1. Basic data exhibitor profile
2. QR code scanning
3. Extended exhibitor profile incl. trademarks
4. Company logo floor plan

Premium. (€ 2,150)

On top of these services, the premium package offers you the possibility to publish exhibitor news and to have access to the lead reporting. Furthermore, you have the possibility to book exclusive marketing and advertising add-ons. Thus, you can promote your company as the highlight of the Interzoo App.

1. Basic data exhibitor profile
2. QR code scanning
3. Extended exhibitor profile incl. trademarks
4. Company logo floor plan
5. Exhibitor news
6. Lead reporting
7. Bookable advertising add-ons

#1 Basic data exhibitor profile

Based on the stored data in the exhibitor and product database, a company profile will be created for you in the app. The basic data includes the following segments:

- › *Contact details*
- › *Address*
- › *Industry*
- › *Company classification*
- › *Company logo*
- › *Products (incl. pictures and descriptions)*
- › *Social media links*
- › *Location in the floor plan*



Premium

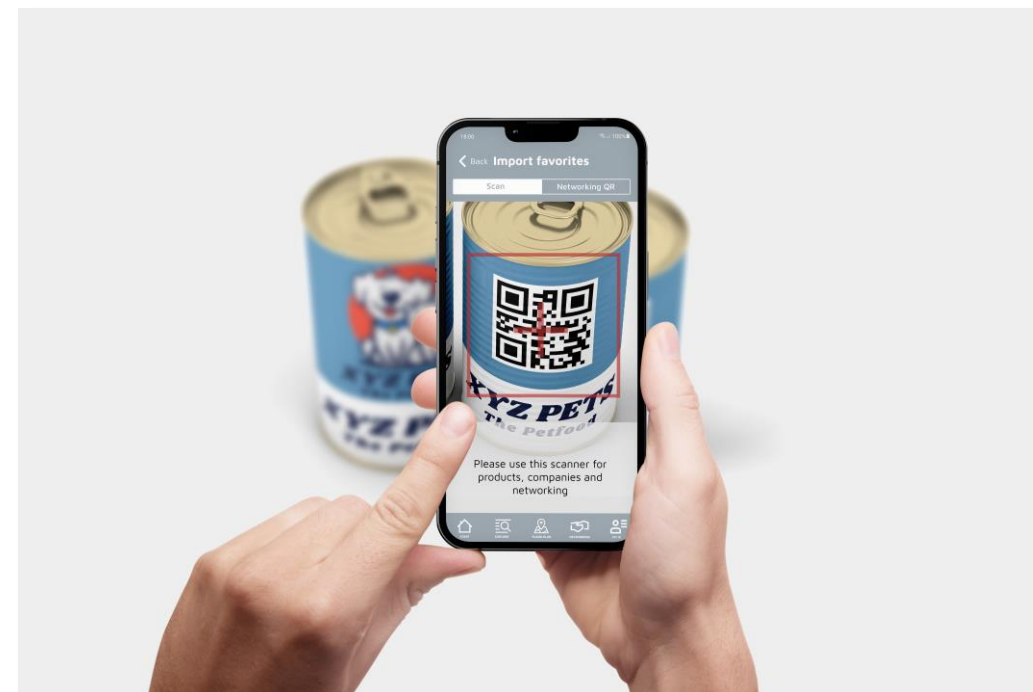
Plus

Basic

#2 QR code scanning

Information made easy! Place the provided QR codes at your exhibits and make it easy for visitors to pick up information and favor your product highlights in the app. In addition, you will receive a company QR code that redirects visitors directly to your company details page in the Interzoo App.

- › *You will receive the product QR codes for the products stored in the **exhibitor and product database** and thus also in the **Interzoo App**.*



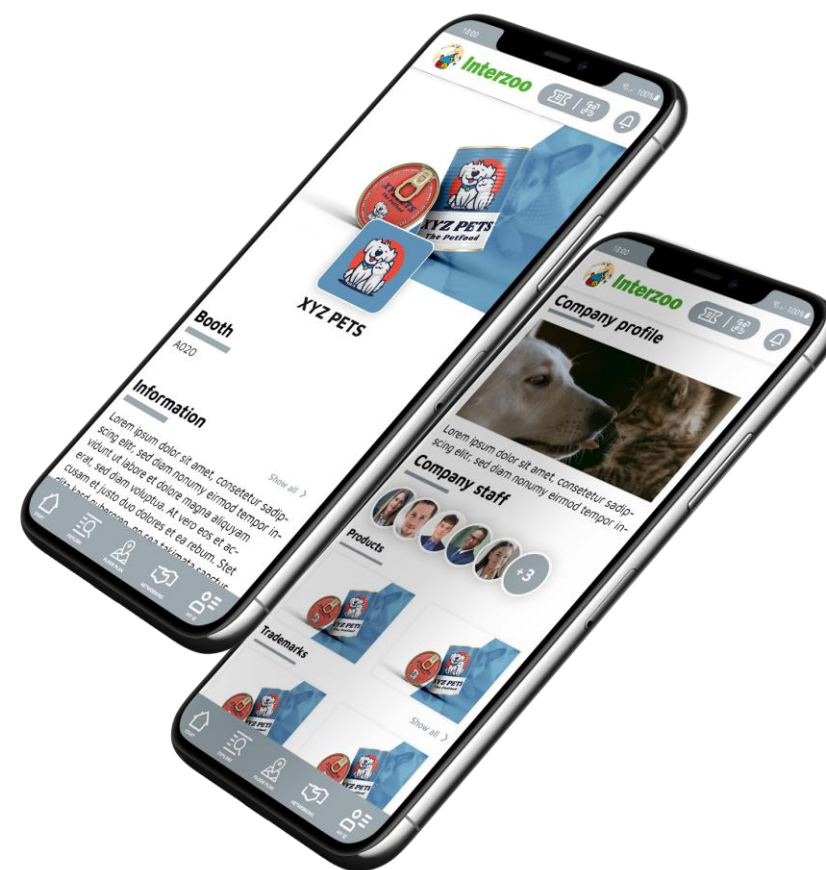
#3 Extended exhibitor profile

The extended exhibitor profile offers you the possibility to enhance your company profile with additional segments and to customize your branding. The additional features include:

- › Trademarks (incl. pictures and descriptions)
- › Customizable header in the exhibitor profile
- › Booth personnel for making appointments
- › Linking videos
- › Multimedia (pictures, documents)
- › Web links

Premium

Plus

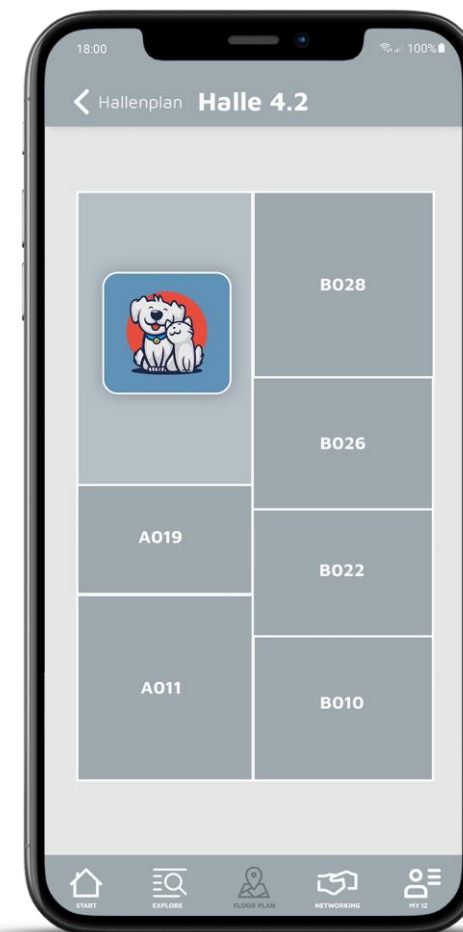


#4 Company logo floor plan

To ensure better brand awareness and visibility, your company will be displayed in the floor plan with your company logo.

Premium

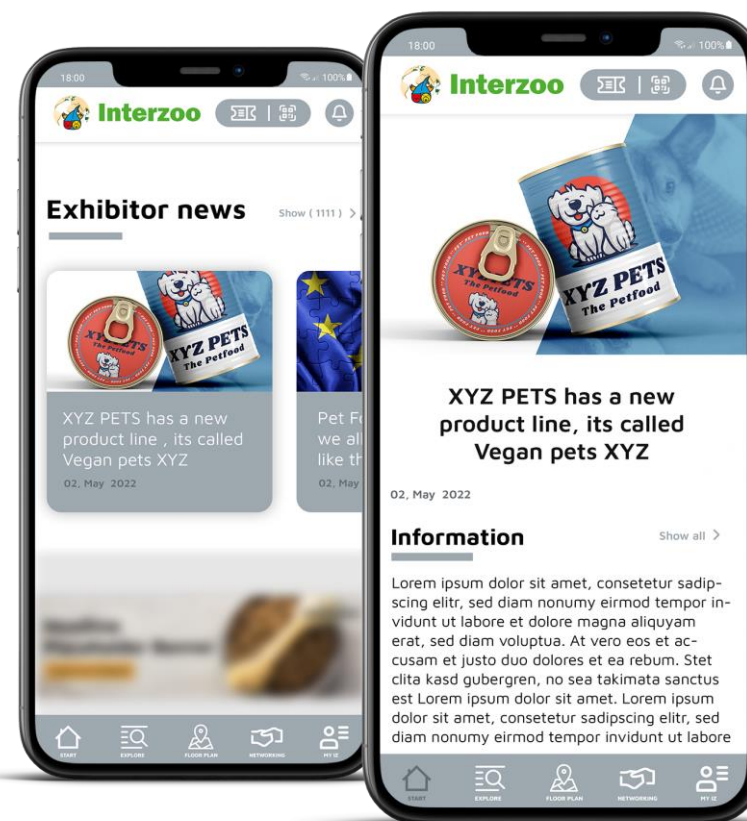
Plus



#5 Exhibitor news

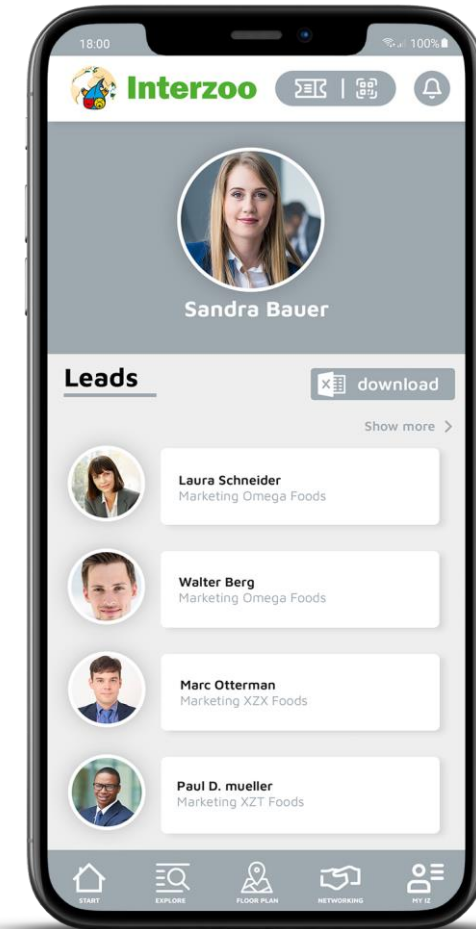
You have news about products, your company or several trademarks? Share these news with the entire pet industry and place them in the news section of the Interzoo App! Your news will be teased on the home section of the app and will be displayed in the “news section” with all details.

› *Order by date of publication*



#6 Lead reporting

The lead reporting is supposed to support you in collecting contacts and generating new leads as quickly and easily as possible. By scanning your QR codes at your exhibitor booth, visitors leave the contact details they provided when purchasing their tickets. You can download these data as a CSV file.



Overview of exhibitor packages



Services	Premium	Plus	Basic
Basic data exhibitor profile	✓	✓	✓
QR code scanning	✓	✓	✓
Extended exhibitor profile (incl. trademarks, etc.)	✓	✓	
Company logo floor plan	✓	✓	
Exhibitor news	✓		
Lead reporting (live & post event)	✓		
<u>Bookable advertising add-ons</u>	✓	limited choice	
Price	€ 2,150	€ 750	inclusive

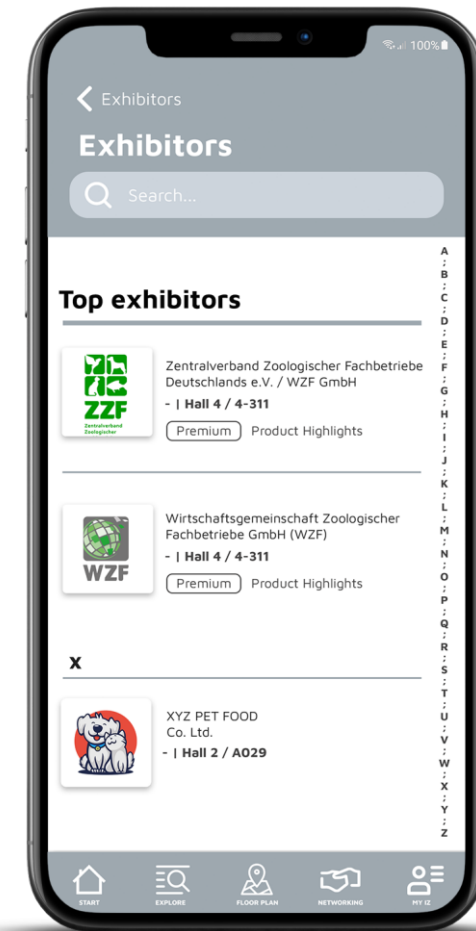
All prices excl. VAT.



#Top-of-the-list entry - entire directory

Take the leading position in the entire exhibitor directory and become visible to every user at first glance. You break the alphabetical order and place your company on one of the three starting positions.

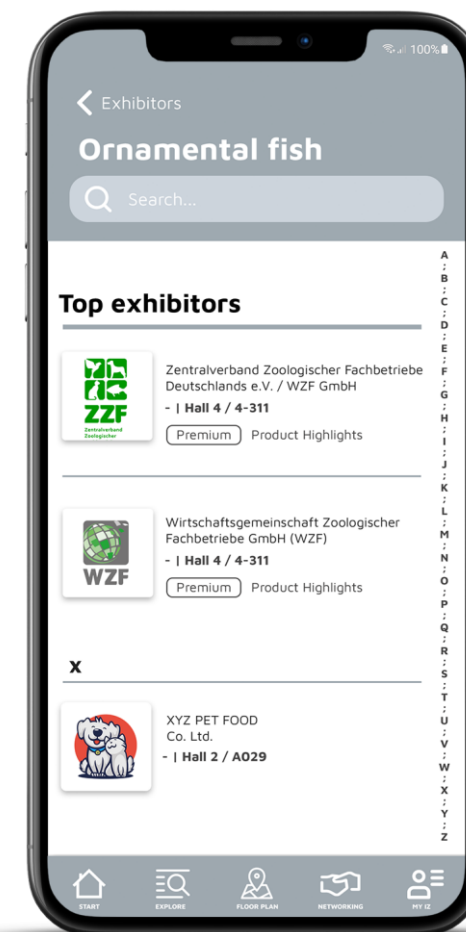
- › *limited to max. 3 exhibitors*
- › *the 3 entries rotate on the places 1 to 3*



#Top-of-the-list entry - product group

Break through the alphabetical order of a product group directory and place your company on one of the three starting positions! Differentiate yourself from the direct market competition and put your company in the focus of one of your product groups.

- › *limited to max. 3 exhibitors per product group*
- › *the three entries rotate on the places 1 to 3*



#Push notification to all users

The push notification offers you the opportunity to send your personal message to all app users. Your company will be the originator of this message and can draw attention to your Interzoo highlights.

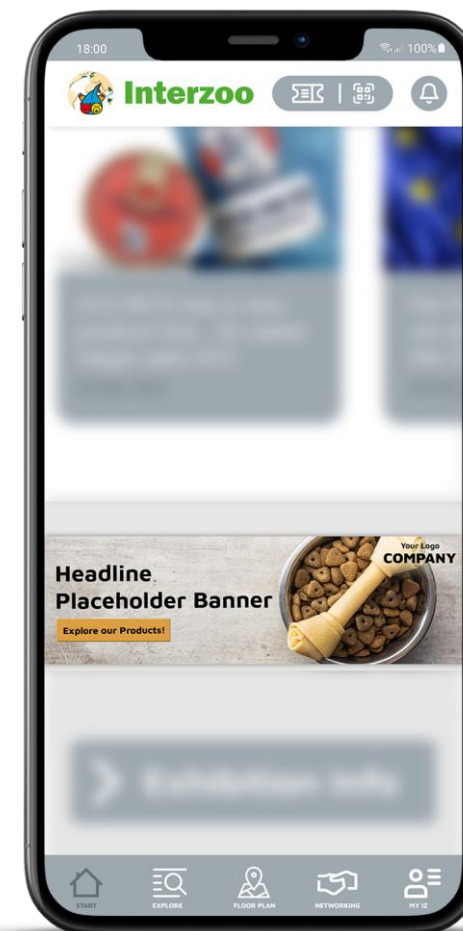
- › *Date and time of publication in coordination with the organizer*
- › *Internal linking possible, e.g. to your exhibitor profile*
- › *limited number: max. 2 exhibitors per day*



#Exclusive advertising banner

Get an exclusive advertising spot and draw attention to your company with an innovative advertising banner, e.g. a banner on the home section of the app. Contact our sales team and we will try to fulfill your needs.

- › *Internal linking possible, e.g. to your exhibitor profile or one of your products*



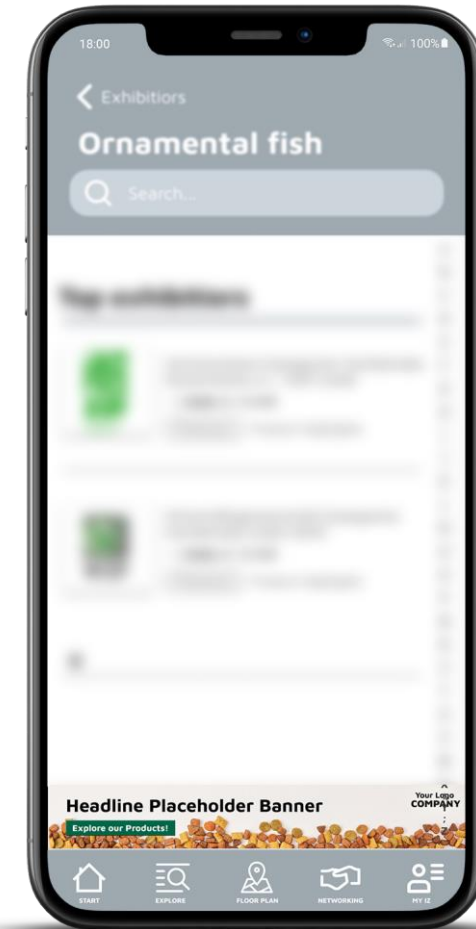


#Directory banner

Exhibitor, trademark or product directory

By placing a banner in the exhibitor, trademark or product directory, you will attract attention! Through the integrated linking, you increase your visibility and generate additional leads of potential customers.

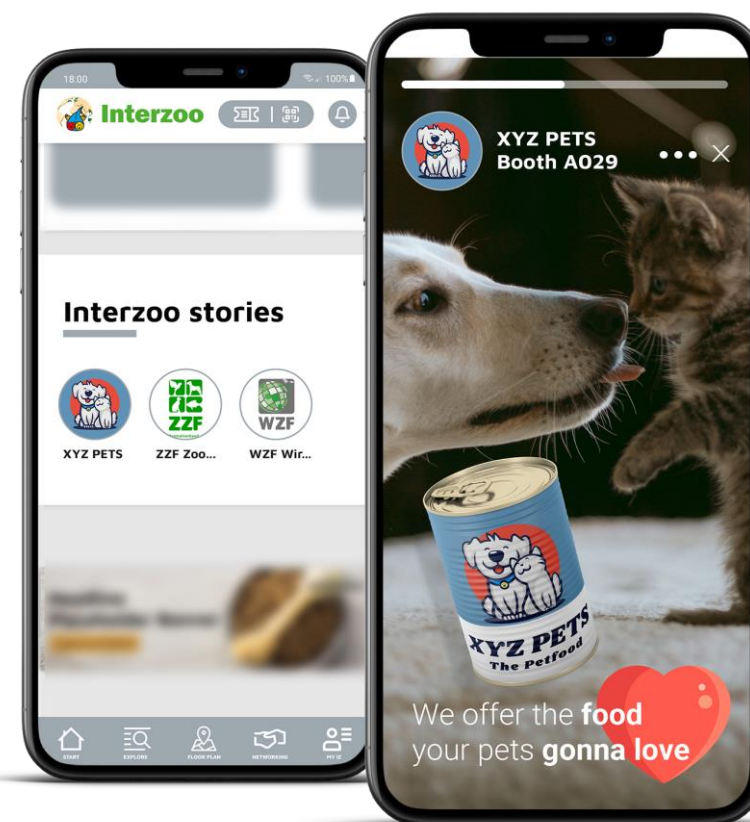
- › *Max. 3 banners per directory*
- › *Internal linking possible, e.g. to your exhibitor profile or one of your products*



#Tell your story

Present your company or trademark in the Interzoo Stories and draw attention to a product, an event or a novelty in an innovative way. Share a story in form of a short video or a photo series in the story area on home section of the app and inspire visitors over one or more days.

- › Bookable per day or for the entire trade fair period (4 days)



Bookable advertising add-ons

Services	Premium	Plus	Basic
Top-of-the-list entry - entire directory	+ € 4,000	-	-
<u>Top-of-the-list entry - product group</u>	+ € 1,250	-	-
Push notification to all users	+ € 1,500	-	-
Exclusive advertising banner	+ € 4,000	-	-
Advertising banner exhibitor directory	+ € 3,000	-	-
Advertising banner product directory	+ € 2,000	-	-
Advertising banner trademark directory	+ € 2,000	-	-
Tell your story (per day)	+ € 1,200	-	-
Tell your story (4 days)	+ € 3,200	-	-
Exhibitor news (additional)	+ € 500	+ € 500	-
Lead reporting (provision after the fair)	inclusive	+ € 1,500	-

All prices excl. VAT.

Contact & Booking

You are interested in marketing
services of the Interzoo App?

Your personal contact:

Dorothea Scholz
Sales Exhibition

T + 49 9 11 86 06-84 83
E sales@interzoo.com



Organizers



Organizer

Wirtschaftsgemeinschaft
Zoologischer Fachbetriebe
GmbH
Mainzer Str. 10
65185 Wiesbaden



Honorary sponsor

Zentralverband Zoologischer
Fachbetriebe Deutschlands
e.V.
Mainzer Str. 10
65185 Wiesbaden



Organization on behalf of the organizer

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
sales@interzoo.com

Appendix: Top-of-the-list entry - product group

The following subcategories (101-1108) are offered:



Interzoo 2022

Aquaria

- 101 Ornamental fish
- 102 Aquariums, furniture
- 103 Illumination
- 104 Aerators, filters, pumps
- 105 Heaters, regulators
- 106 Measuring instruments
- 107 Equipment, ornaments
- 108 Plants
- 109 Food
- 110 Health, treatment
- 111 Accessories

Terraria

- 201 Reptiles and amphibia
- 202 Terrariums, furniture
- 203 Heating systems
- 204 Lighting systems
- 205 Food
- 206 Health, treatment
- 207 Equipment, ornaments
- 208 Accessories

Articles for dogs, cats

- 301 Food
- 302 Chew toys
- 303 Grooming
- 304 Health, treatment
- 305 Litter
- 306 Pet burial
- 307 Accessories

Articles for small animals, rodents

- 401 Small animals
- 402 Cages
- 403 Food
- 404 Grooming
- 405 Health, treatment
- 406 Litter
- 407 Accessories

Articles for birds

- 501 Cage and aviary birds
- 502 Cages, aviaries
- 503 Food
- 504 Health, treatment
- 505 Litter
- 506 Accessories

Articles for animals in the garden

- 601 Cold-water fish
- 602 Pond plants
- 603 Garden pond films, filters, pumps
- 604 Fountains
- 605 Pond fish food
- 606 Garden ceramics
- 607 Pond care requisites
- 608 Pond accessories
- 609 Bird protection equipment
- 610 Winter food
- 611 Winter feeders and tables
- 612 Nesting boxes
- 613 Poultry food, accessoires (poultry hobby keeping)

Supplementary pet supplies

701 Equestrian sports

- 701.1 Food
- 701.2 Care, treatment
- 701.3 Halters, blankets, gaiters, bandages
- 701.4 Reins, crops, whips
- 701.5 Hooks, belts, ropes, chains
- 701.6 Toys for horses
- 701.7 Western articles
- 701.8 Horse and art
- 701.9 Clothing

702 Boutique

- 702.1 Gifts and fashionable accessories relating to pets
- 702.2 Arts and crafts products

703 Animals and plants in the home

- 703.1 House plants, potted plants, hydroponics
- 703.2 Plant containers, hanging baskets, mini greenhouses
- 703.3 Dried flowers, potpourris
- 703.4 Wind chimes, chimes
- 703.5 Indoor fountains, water features
- 703.6 Decorative items

704 Sport fishing

Trade literature, multimedia

- 801 Pet and aquatic books
- 802 Trade magazines
- 803 Animal calendars
- 804 Animal films (video, DVD, etc.)
- 805 Other media

Shop fittings, packing

- 901 Fixtures, equipment
- 902 Display shelves
- 903 Decoration, advertising material
- 904 Packing equipment and machinery
- 905 Packing material
- 906 Special packing
- 907 Marking, labels
- 908 Accessories

Pet food technology

- 1001 Raw materials
- 1002 Processing technology
- 1003 Canning, preservation
- 1004 Hygiene, environmental protection
- 1005 Packing materials and supplies
- 1006 Processing machinery
- 1007 Packing machinery

Miscellaneous

- 1101 Miscellaneous protection equipment
- 1102 Veterinary instruments
- 1103 Information and communication technology
- 1104 Point-of-sale and inventory control systems
- 1105 Transport services
- 1106 E-commerce
- 1107 Trading and sales systems
- 1108 Services