



Interzoo 2022

INTERZOO APP

SERVICE DESCRIPTION



Organizer



Honorary sponsor



Organisation on behalf of the organizer



Overview of app marketing services



Package services

1. Basic data exhibitor profile
2. QR code scanning
3. Extended exhibitor profile
4. Exhibitor news
5. Company logo floor plan
6. Lead reporting

Advertising add-ons

7. Top-of-the-list entry - entire directory
8. Top-of-the-list entry - product group
9. Directory banner
10. Exclusive advertising banner
11. Push notification to all users
12. Tell your story



Service descriptions

Package services



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

Please note: Changes of this basic data can only be made via the exhibitor and product database. Changes in the exhibitor and product database will be automatically transferred to the Interzoo App. You can still change or complete your entry in the exhibitor and product database.

Service descriptions

Package services



2. QR code scanning

With the QR code scanning you connect the physical with the digital world. Therefore, we provide you with special QR codes that are linked to your company profile and your products stored in the Interzoo App. By placing these QR codes on your exhibitor booth and your products, you can **direct visitors to your company detail pages in the Interzoo App**. Visitors will then have the option to favorite, forward or write notes on these contents in the app.

- You will receive one company QR code
- You will receive product QR codes (for the products stored in the Interzoo App)

Please note: You will receive the QR codes by e-mail in the run-up to the fair. Please print them and place them on your exhibitor booth and your products stored in the App.

Service descriptions

Package services



3. Extended exhibitor profile

The extended exhibitor profile offers you the possibility to enhance your company profile with additional content. Therefore, you will receive a so-called "self-service link" by e-mail, which gives you access to the back-end of your app company profile. You can add the following segments via this link:

- Up to 15 trademarks (incl. images, max. 500 MB per file and descriptions, max. 4,000 characters).
- Customizable header in the exhibitor profile (1,440 x 1,382 px)
- Booth personnel with the function of making appointments on a personal level (from the beginning of May)
- Multimedia (unlimited number of images and documents) max. 500 MB per file
- Linking videos
- Web links

Service descriptions

Package services



4. Exhibitor news

Your news will be teased on the home section of the app and will be displayed in the “news section” with all details. The "self-service link" allows you to enter the news into the app on your own.

- Exhibitor News includes title, image motif and text content
- Image motif: 1,440 x 720 px
- Content: No limit on characters
- Order by date of publication
- The "Premium" participation package includes (1) Exhibitor News
- By booking the participation package "Plus" or "Premium" you can order additional exhibitor news.

5. Company logo floor plan

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

- The company logo will be transferred automatically from your company profile to the floor plan

Service descriptions

Package services



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 their contact details they provided when purchasing their tickets. You can download these data as a CSV file. In addition, the booth personnel (added in the app) can also collect leads for their company by scanning the personnel QR codes of the visitors in the app.

Which data do you receive from visitors?

- Name and surname
- E-mail address
- Company (if deposited)
- Job title (if deposited)
- Phone/mobile number (if deposited)

Please note: Exhibitors booked the "Premium" participation package can download the leads via the app during and after the event. The "Plus" exhibitors could also get access to their leads after the trade fair if they book this service in addition.

Service descriptions

Advertising add-ons



7. Top-of-the-list entry - entire directory

With the "Top-of-the-list entry - entire directory" you place your company profile at the top of the entire app exhibitor directory and skip the alphabetical order.

- Exclusively to be awarded only 3x (the three entries rotate on the places 1 to 3)
- Bookable only for the "Premium" participation package

8. Top-of-the-list entry - product group

With the "Top-of-the-list entry - product group", you place your company profile at the top of the hit list of your specific product group and skip the alphabetical order. This increases your visibility in your segment and sets your company apart from your direct competitors.

- Exclusively to be awarded only 3x per product group (the three entries rotate on places 1 to 3)
- Bookable only for the "Premium" participation package
- The following product group categories (101-1108) are offered in analogy to the nomenclature

Service descriptions

Advertising add-ons



9. Directory banner

Directory banners can be booked for the exhibitor directory as well as for the trademark or product directory.

- To be awarded only 3x per advertising space (rotated banners)
- Bookable only for the "Premium" participation package
- The directory banners are located at the footer of the respective directory
- Internal linking possible, e.g. to your exhibitor profile
- Dimension: 1,440 x 225 px

10. Exclusive advertising banner

Exclusive advertising banners can be placed individually according to your needs. Contact our sales team and let us advise you.

- Exclusively awarded only 1x per advertising space
- Bookable only for the "Premium" participation package
- Internal linking possible, e.g. to your exhibitor profile
- E.g. a banner on the home section with the dimensions 1,440 x 450 px

Service descriptions

Advertising add-ons



11. 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.

- Exclusively awarded only 2x per day
- Bookable only for the "Premium" participation package
- Date and time of publication in coordination with the organizer
- Internal linking possible, e.g. to your exhibitor profile
- Length of the push notification max. 100 characters (to ensure that it is displayed completely)
- The push notification disappears after the user clicks on it

Service descriptions

Advertising add-ons



12. Tell your story

With the feature "Tell your story" you can place your story over one or more days in the story area of the Interzoo App. The short video is teased on the home section of the app and is played in full-screen mode after your story has been kicked. The stories can be viewed unlimited times on the day of publication.

- Bookable only for the "Premium" participation package
- Date and time of publication in coordination with the organizer
- Order of stories by publication date
- Time frame max. 30 seconds per video
- Resolution 9:16 (1,080 x 1,920 px)
- File type: mp4/H.264

Top-of-the-list entry - product group

The following subcategories (101-1108) are offered:



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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

Contact & Application

**You are interested in marketing
services of the Interzoo App?**

Your personal contact:

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