

The logo features the words "PET EXPO" in large, bold, lime green letters with a thick black outline. Below this, the word "Romania" is written in a pink, bubbly, cursive font with a white outline. In the background, a purple circle contains the number "10" in a light purple, sans-serif font. The entire logo is set against a white background with a purple curved line on the left side.

PET EXPO

Romania

10

15 - 17 June 2018

Romexpo, Bucharest

Romania's only pet dedicated tradeshow celebrates its 10th edition with the biggest exhibiting space so far.

overview



Romania (EU member)

Capital: Bucharest

Population: 20 million people

Time zone: GMT+2

Official language: Romanian (latin language)

Currency: Romanian Leu (4.6 ROL = 1 EUR)

Religion: Christian Orthodox 87%

Climate: Temperate, four distinct seasons

Form of state: Semi-parliamentary Republic

Internet acces: 50% of people

V.A.T.: 19%

Income tax: 16%

Almost half of the Romanian households own a pet

participants' profile

More than 10.000 real visitors come every year at PetExpo Romania. The event is both B2B and B2C, as every exhibitor has its own communication strategy. Some exhibitors wish to do only business, some wish to only talk to the pet owner, while most have a mixed view.



Visitors

- pet shops
- online stores
- distributors
- veterinarians
- vet clinics
- vet pharmacies
- pet grooming salons
- pet breeders
- pet hotels
- magazines
- pet owners
- pet lovers

Exhibitors

- pet food, supplements and nutritional products
- accessories and toys
- clothes, leashes and collars
- pet care products
- veterinary products
- pet clinics
- pet houses and beds
- training equipment
- aquariums and exotic fish
- exotic birds and cages
- terrariums, reptiles and rodents
- cat and dog breeders

PetExpo 10 highlights



Anniversary

Thanks to the trust offered by all participants, PetExpo celebrates its 10-year anniversary in 2018.

Biggest edition

PetExpo offers the biggest exhibiting space so far, in two pavilions of the Romexpo Exhibition Center.

International Area

For the first time, PetExpo brings a dedicated area for foreign exhibitors, an opportunity for business talks.

Pet Fun Zones

For the first time, PetExpo brings 6 interactive zones where visitors can play with their pets.

Vet Conference

Scientific conferences are an important highlight for veterinarians at PetExpo.

PetBiz Conference

Renowned business figures in the “pet” sector come as keynote speakers to share their knowledge.

Catalogue

32 pag, color, A5, premium quality, offered free to visitors.

Booths

The most important companies in Romania and key exhibitors from abroad.

advertising campaign



Our key strength which has insured PetExpo's continuity and evolution is the intelligent advertising campaign through which we attract at least 10.000 real visitors every year.

- national TV
- national radio
- outdoor banners
- outdoor video panels
- Google & Facebook Ads
- online partners
- viral competition "PetExpo Mascot"
- newsletter
- print
- SMS
- PR
- 5.000 free invitations

participation terms

Participation fee: **50euro**

Exhibiting space: **59euro/sqm**

Booth fittings: **15euro/sqm**

Custom booth authorisation fee: **2euro/sqm**

Payment terms: 35% on booth reservation
and the rest until the 1st of May 2018.

Discounts:

- booth bigger than 40sqm - 49euro/sqm ~~59euro/sqm~~
- only live pets - 29euro/sqm ~~59euro/sqm~~



Fittings:

- aluminium structure, dividing walls, carpet, tables, chairs, spotlights, garbage can, triple 220V socket and the company's name on the top board.

sponsorship opportunities



WOW entrance - 2000euro

Benefit from the major impact of branding the entrance at PetExpo.

PetExpo TV - 2000euro

Take advantage of the unique opportunity of branding over 200 TV spots and over 30.000 outdoor video screen spots.

PetExpo Outdoor - 2000euro

The branding of the invitations, flyers, outdoor banners, entrance tickets, ticket office, posters and panels, and any physical advertising material.

PetExpo Online - 2000euro

The branding of petexpo.ro, of the newsletter, of the Facebook page, of the “PetExpo Mascot” contest, and over 4 million views on online banners.

PetExpo Arena - 100euro

Use this unique opportunity of getting inside the interactive PetExpo Arena by sponsoring a contest or a show.

PetExpo Catalogue - 100euro

Do you want your own page in the PetExpo catalogue? ...A5 format, 32 pag, full color and distributed to all participants.

pet fun zones branding



PetExpo 10 brings for the first time the Pet Fun Zones for visitors.



PetExpo Arena (120sqm) - 1000euro

Brand the main gathering place for the PetExpo visitors, with your fence and other identification elements.



Play Ball (70sqm) - 500euro

It is the zone that offers automatic ball throwers, ball pool and playing area. Brand it with your fence, your balls and other elements.



Ninja Challenge (90sqm) - 500euro

This zone offers an agility course for all pets present. Brand it with your own fence and other identification elements.



Pet Networking Area (70sqm) - 500euro

It is the zone dedicated to networking and relaxation, being placed right next to the "food & drink" area. Brand it with your furniture and other elements.



Stairway of Champions (50sqm) - 500euro

It is the zone that offers a circuit formed of 9 wooden platforms, in ascending order. Brand it with your fence, the decoration of platforms and others.



Beauty Salon (35sqm) - 500euro

This is the zone where the groomers will prove their talent, while also testing pet care products. Brand it with your furniture and your products.

booth layout

PetExpo 10 brings for the first time a dedicated area for foreign exhibitors, an opportunity for concentrated business talks. The booths will be created according to the international exhibitors' needs.

