

PET EXPO

12 - 14 April 2019

Romexpo, Bucharest, Romania

Romania's only pet dedicated tradeshow.

PET EXPO

Overview

Romania (EU member)

Capital: Bucharest

Population: 20 million people

Time zone: GMT+2

Official language: Romanian (latin language)

Currency: Romanian Leu (4.65 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



PET EXPO

Highlights

PetExpo #11

Our continuous evolution of 11 years is the result of the participants' trust.

C6 Pavillion

2500sqm, easy logistic access, climate control, EU standards infrastructure.

Booths

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

Romexpo center

The most important exhibitions centre in Romania, hosting key international events.

Conferences

We host veterinary seminars and presentations for petshops and breeders.

Catalogue

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

B2B

Our main objective in 2019 is to attract even more business visitors.

Business Hub

PetExpo is the highlight of the year for the Romanian pet industry.



PET EXPO

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
- *B2B call-center campaign*



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Participation Terms

Participation fee: **50euro**

Exhibiting space: **59euro/sqm**

Booth fittings: **15euro/sqm (first 350sqm), 20euro/sqm (over 350sqm)**

Custom booth authorisation fee: **2euro/sqm (internal), 3euro/sqm (with third party)**

Payment terms: 35% on booth reservation, and the rest until the 10th of May 2019.

Discounts:

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

Standard booth fittings:

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