



# Interzoo *digital*

**DIGITAL SHOWCASE UND MEETING POINT  
FOR GLOBAL PET SUPPLIES INDUSTRY**

**1 – 4 June 2021**

**EXHIBITORS & PRODUCTS**

**NEWS & TRENDS**

**CONTENT**

**NETWORKING**

# Experience Interzoo.digital!



With Interzoo.digital the most important platform for the pet supplies sector is turning completely digital! Four days of focussed business – online, interactive and global!

Use the variety of presentation opportunities to put your company, your brands and your products in the spotlight!

Experience the world's leading trade fair in the pet sector in a new dimension!



# Interzoo.digital at a glance



## Exhibitors and Products



Your company on the Interzoo.digital Show Floor! With your interactive company profile you can design your virtual presence precisely according to your resources and brand targets. Direct dialogue with customers and employees via chat/video calls.

## Networking



Smart networking thanks to matching. At Interzoo.digital you'll find the relevant business contacts from the worldwide pet sector and will be able to communicate directly and efficiently. Targeted networking between exhibitors and visitors will take place using video and chat services.

## Content



The conference programme offers exciting presentations with top international speakers about the issues that move our sector. Directly in the live stream or on demand. Show your expertise too and share your know-how with your exhibitor presentation on the presentation stage at Interzoo.digital.

## News & Trends



Interzoo.digital will be a treasure trove for representatives of the media and everyone who wants to be informed with one click. You'll receive current insights and the most important news from the sector every day. So you'll always be one step ahead!

# Business – Show Floor



The screenshot shows the Interzoo digital Show Floor interface. At the top, there is a search bar with the text "Suche". Below it, a large banner area displays the Interzoo logo and the text "Nuremberg, Germany For your success!". A navigation bar with letters A-Z is visible. Below the banner, there are three tabs: "Unternehmen", "Produkte", and "Trademarks". The main area is divided into three columns, each containing a "Test Exhibitor" tile. Each tile has the Interzoo logo and the text "Test Exhibitor „Small“" or "Test Exhibitor „Middle“" followed by "Company Discription". Callout boxes provide details about these features.

**Top-of-the-List:**  
Be the first company in the entire exhibitor directory or in your product group category! You'll attract everyone's attention with the "Top-of-the-List" entry.

**Show Floor:**  
All exhibitors and products will be presented on the Show Floor. A detailed search function and a product group directory will make searches easier.

**Header-Banner:**  
Attractive advertising and sponsorship opportunities, such as the "Header Banner" will give you exclusive visibility.

**Exhibitor Tile:**  
✓ Individual design  
✓ Direct networking  
✓ High visibility  
✓ Direct appointment requests  
✓ Direct dialogue via chat and video function

**Exhibitor Tile:**  
The size of your company presentation on the Show Floor will depend on the attendance package you book.



# Networking & Reporting



## Profile visits:

Receive extensive visitor statistics and get in touch with potential customers directly.

Suche

Netzwerk > Anna Storz

Favoriten Chat Videotext Termin Kontakte suchen Weiterempfehlen Blockieren Download Medien

**Rowena Arzt**  
Bereichsleitung / Director bei WZF GmbH / ZDF  
wzfof.de

Interessen:

- Management und Beratung
- Elektronikmarkt
- Emission Control
- Geschäftsführung, Management
- Verkauf, Vertrieb, Marketing
- Qualitätsmanagement
- Forschung & Entwicklung (F&E)
- Handel/Vertrieb
- Pharma- und Futtermittelindustrie
- Technik
- Campus & Career
- Berufshilfe / Kommunikation

## Networking:

Find relevant business contacts from the worldwide pet sector and communicate directly and efficiently.

Suche

Interzoo digital

Aussteller > Corusoft GmbH > Backoffice

Fragen? Bitte gehen Sie in den Aussteller Support (Menüpunkt Virtual Café) oder stellen Sie uns eine Frage im Hilfe-Chat.

Team Besucher Kontaktanfrage Registrierungsanfrage Items **Formulare**

Aussteller

	über Lobby	über Aussteller	über Sidebar	über Partner & Sponsoren	über Banner	Aussteller Aktionen	über Favoriten	über Suche	Sonstige Direktaufrufe	gesamt
01-22	2	2	0	0	0	0	0	0	9	13
01-23	1	0	0	0	0	0	0	0	1	2
01-25	0	1	0	0	0	0	0	0	1	2
01-26	0	3	1	0	0	0	0	0	34	38
01-27	0	0	0	0	0	0	0	0	53	53

Meine Verbindungen

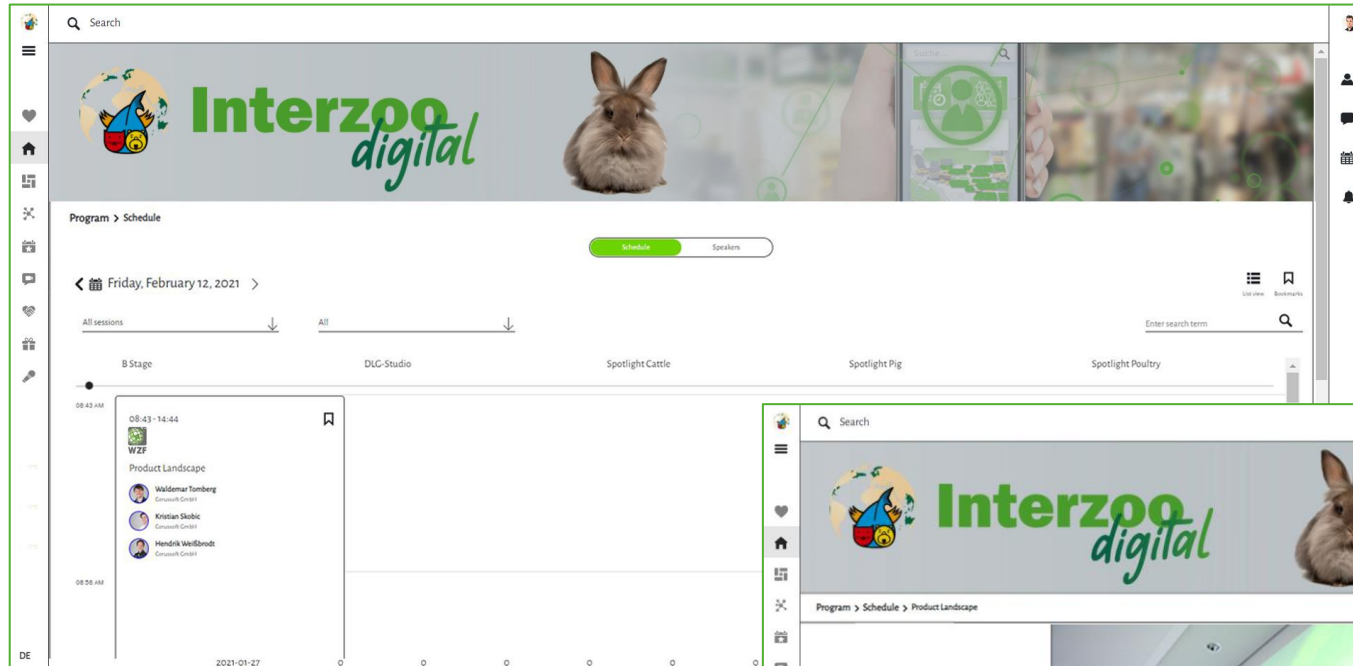
Relevant

- Alex Bork
- Martina Fiedler
- Michael Gust
- Meris Gotschall
- Desi Hagedorn
- Amelia Handzic
- Maris Heric
- Maxim Herzog

## Reporting:

Using real-time and lead reporting your back office will receive valuable data for your sales activities.

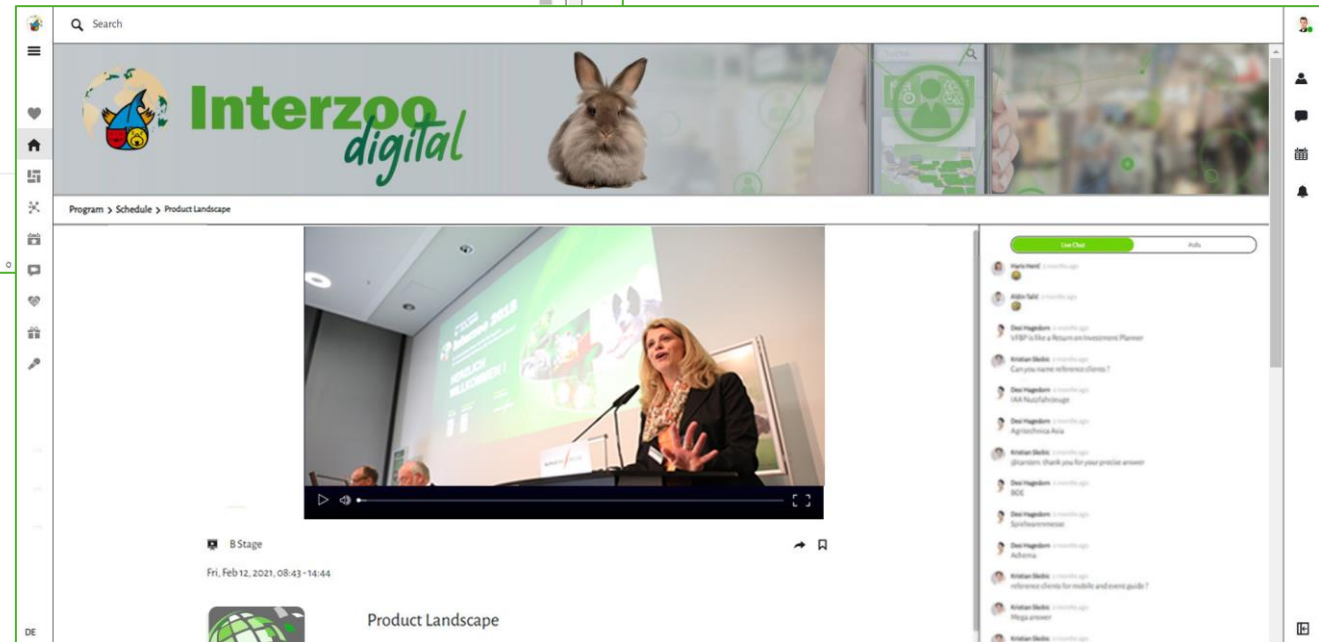
# Content - Supporting Programme



## Focus on your messages:

- **Public Event / Speaker Slots** – for your presentation on one of the big stages!
- **Round Tables** – for invitation-only company events!
- **Product & Company Channel** – for a brief presentation of your company or your products!

**Supporting Programme live & on demand:**  
Simply call up the videos shown after the presentations and watch them on demand.



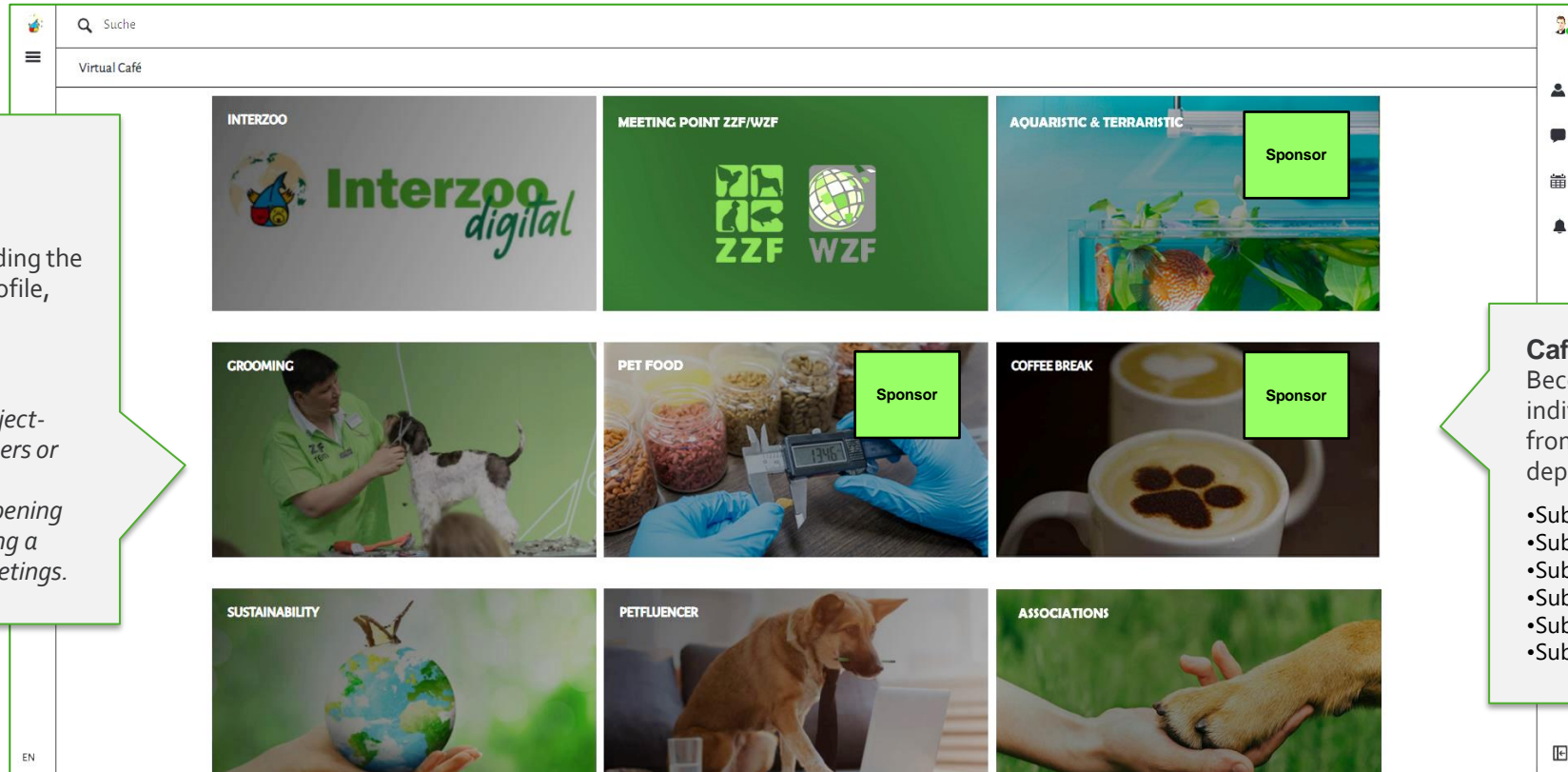
# Content - Virtual Cafés

## Café Host:

Create your own café!

Your benefits: Naming and administering the cafés, branding the tiles, linking your company profile, naming the Meeting Lounge.

*A virtual café is a space for subject-specific dialogue, open to all users or limited to your target group, permanently online with the opening hours you have set and including a Meeting Lounge for private meetings.*



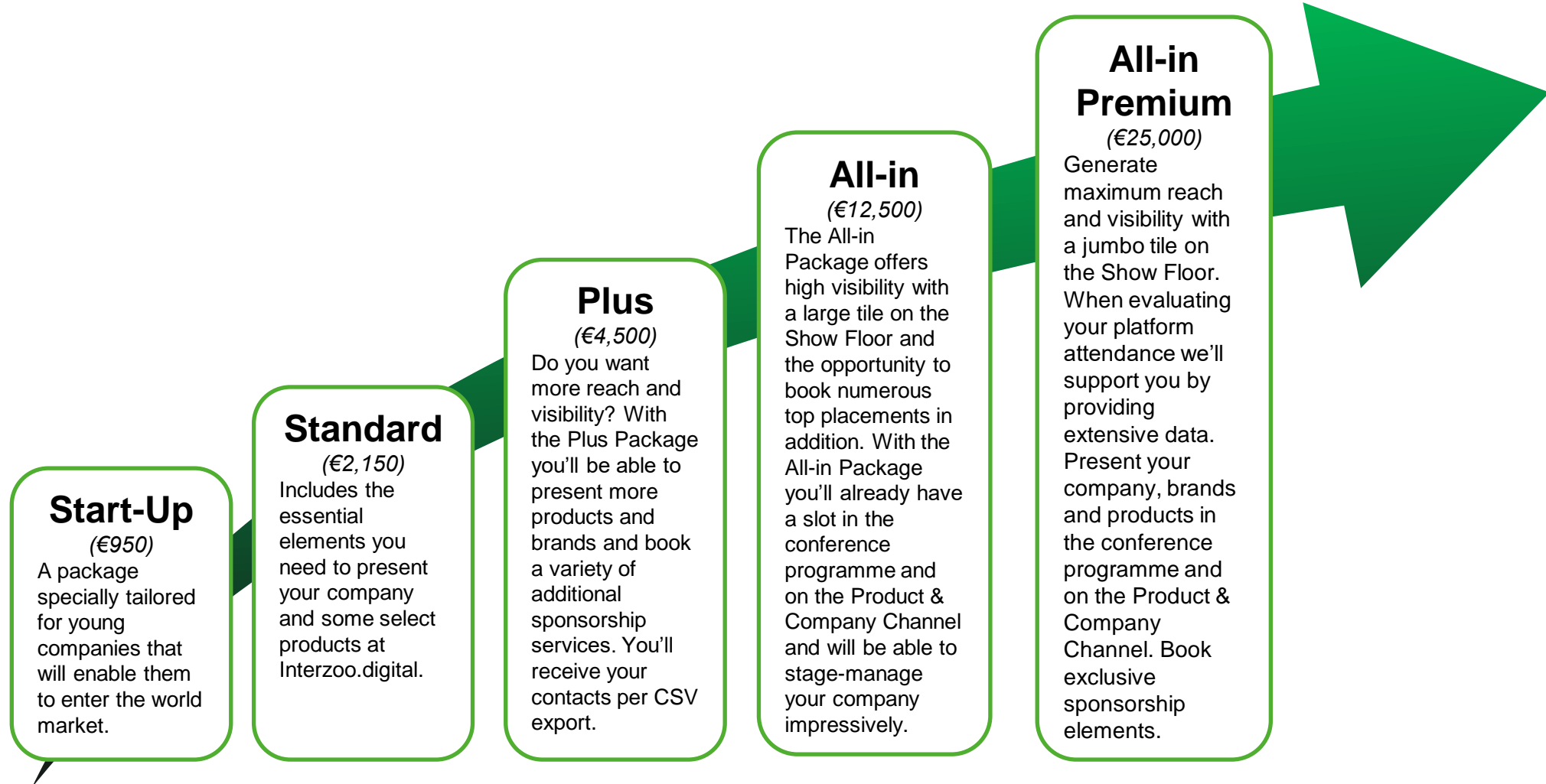
## Café Sponsor:

Become our Café Sponsor for individual virtual cafés. Bookable from the All-In Package and depending on availability, e.g.:

- Subject Café Aquaristic/Terraristic
- Subject Café Grooming
- Subject Café Pet Food
- Subject Café Sustainability
- Subject Café Petfluencer
- Subject Café Associations

# Digital attendance packages

The right package for everyone!





# Attendance Package: Start-Up

€950



## Digital presence

- ✓ Presentation of the company profile (company logo, company name, address, website, email, social media links in small tile)
- ✓ Expo Showroom (live broadcast from your company location or from your physical showroom)
- ✓ Free text in the company profile info text of up to 5,000 characters, media (e.g. video, images each up to 500 MB)
- ✓ Number of product highlights that can be exhibited: 2  
Name, picture, category (from nomenclature), description (max. 4,000 characters D/E) and media (each up to 500 MB, e.g. video, images, PDFs)
- ✓ Number of brand entries: 1
- ✓ Including 15 product keywords to make it easy to find your products (selection from the trade fair nomenclature)
- ✓ Unlimited keywords for full text search (e.g. dog, cat, feed etc.)
- ✓ Links and appointment requests included



## Communication & Events

- ✓ Individual Communication  
  
Individual communication or group meetings with up to 15 attendees (audio-video function, split screen function, spontaneous or by appointment, diary function) Limited to 60 minutes per meeting.
- ✓ Access to the Supporting Programme



## Reports

- ✓ Real-time reporting on all direct contacts made
- ✓ Contact data report "Lead Reporting"  
Report your own visitors in the platform view (name, email, role, company)



## Tickets

- ✓ Free of charge and unlimited employee access
- ✓ Visitor vouchers free of charge & unlimited  
  
(regular ticket price in the Ticket Shop: €23)



# Attendance Package: Standard

€2,150



## Digital presence

- ✓ Presentation of the company profile (company logo, company name, address, website, email, social media links in small tile)
- ✓ Expo Showroom (live broadcast from your company location or from your physical showroom)
- ✓ Free text in the company profile info text of up to 5,000 characters, media (e.g. video, images each up to 500 MB)
- ✓ Number of product highlights that can be exhibited: 3  
Name, picture, category (from nomenclature), description (max. 4,000 characters D/E) and media (each up to 500 MB, e.g. video, images, PDFs)
- ✓ Number of brand entries: 2
- ✓ Including 15 product keywords to make it easy to find your products (selection from the trade fair nomenclature)
- ✓ Unlimited keywords for full text search (e.g. dog, cat, feed etc.)
- ✓ Links and appointment requests included



## Communication & Events

- ✓ Individual Communication  
  
Individual communication or group meetings with up to 15 attendees (audio-video function, split screen function, spontaneous or by appointment, diary function) Limited to 60 minutes per meeting.
- ✓ Access to the Supporting Programme



## Reports

- ✓ Real-time reporting on all direct contacts made
- ✓ Contact data report "Lead Reporting"  
Report your own visitors in the platform view (name, email, role, company)



## Tickets

- ✓ Free of charge and unlimited employee access
- ✓ Visitor vouchers free of charge & unlimited  
  
(regular ticket price in the Ticket Shop: €23)



# Attendance Package: Plus

€4,500



## Digital presence

- ✓ Presentation of the company profile (company logo, company name, address, website, email, social media links in medium-sized tile)
- ✓ Expo Showroom (live broadcast from your company location or from your physical showroom)
- ✓ Free text in the company profile info text of up to 5,000 characters, media (e.g. video, images each up to 500 MB)
- ✓ Number of product highlights that can be exhibited: 6  
Name, picture, category (from nomenclature), description (max. 4,000 characters D/E) and media (each up to 500 MB, e.g. video, images, PDFs)
- ✓ Number of brand entries: 4
- ✓ Including 15 product keywords to make it easy to find your products (selection from the trade fair nomenclature)
- ✓ Unlimited keywords for full text search (e.g. dog, cat, feed etc.)
- ✓ Links and appointment requests included



## Communication & Events

- ✓ Individual Communication  
  
Individual communication or group meetings with up to 15 attendees (audio-video function, split screen function, spontaneous or by appointment, diary function) Limited to 60 minutes per meeting.
- ✓ Access to the Supporting Programme
- ✓ Speaker Slots  
  
Your presentation on the one of the big stages at Interzoo.digital (e.g.: presentation, product presentation, conference)  
  
On request depending on availability (€3,900 each)



## Reports

- ✓ Real-time reporting on all direct contacts made
- ✓ Contact data report "Lead Reporting"  
Report your own visitors in the platform view (name, email, role, company)
- ✓ CSV export: It will be possible to export leads directly from the platform to use in your own CRM system.



## Tickets

- ✓ Free of charge and unlimited employee access
- ✓ Visitor vouchers free of charge & unlimited  
  
(regular ticket price in the Ticket Shop: €23)



# Attendance Package: All-in

€12,500



## Digital presence

- ✓ Presentation of the company profile (company logo, company name, address, website, email, social media links) in a large tile
- ✓ Expo Showroom (live broadcast from your company location or from your physical showroom)
- ✓ Free text in the company profile info text of up to 5,000 characters, media (e.g. video, images each up to 500 MB)
- ✓ Number of product highlights that can be exhibited: 15  
Name, picture, category (from nomenclature), description (max. 4,000 characters D/E) and media (each up to 500 MB, e.g. video, images, PDFs)
- ✓ Number of brand entries: 8
- ✓ Including 15 product keywords to make it easy to find your products (selection from the trade fair nomenclature)
- ✓ Unlimited keywords for full text search (e.g. dog, cat, feed etc.)
- ✓ Links and appointment requests included



## Communication & Events

- ✓ Individual Communication  
  
Individual communication or group meetings with up to 15 attendees (audio-video function, split screen function, spontaneous or by appointment, diary function) Limited to 60 minutes per meeting.
- ✓ Access to the Supporting Programme
- ✓ Speaker Slots  
  
Your presentation on the one of the big stages at Interzoo.digital (e.g.: presentation, product presentation, conference)  
  
1 x 20 min including an additional 20 min on request\*\* (€3,900 each)
- ✓ Product & Company Channel  
Present your company or your products in one video of a maximum of five minutes.  
What makes your company and products stand out? What is your company's vision?



## Reports

- ✓ Real-time reporting on all direct contacts made and visitor statistics for your events
- ✓ Contact data report "Lead Reporting"  
Report your own visitors in the platform view (name, email, role, company)
- ✓ CSV export: It will be possible to export leads directly from the platform to use in your own CRM system.



## Tickets

- ✓ Free of charge and unlimited employee access
- ✓ Visitor vouchers free of charge & unlimited  
  
(regular ticket price in the Ticket Shop: €23)





# Attendance Package: All-in Premium

€25,000



## Digital presence

- ✓ Presentation of the company profile (company logo, company name, address, website, email, social media links) in a jumbo tile
- ✓ Expo Showroom (live broadcast from your company location or from your physical showroom)
- ✓ Free text in the company profile info text of up to 5,000 characters, media (e.g. video, images each up to 500 MB)
- ✓ Number of product highlights that can be exhibited: 25  
Name, picture, category (from nomenclature), description (max. 4,000 characters D/E) and media (each up to 500 MB, e.g. video, images, PDFs)
- ✓ Number of brand entries: 16
- ✓ Including 15 product keywords to make it easy to find your products (selection from the trade fair nomenclature)
- ✓ Unlimited keywords for full text search (e.g. dog, cat, feed etc.)
- ✓ Links and appointment requests included



## Communication & Events

- ✓ Individual Communication  
  
Individual communication or group meetings with up to 15 attendees (audio-video function, split screen function, spontaneous or by appointment, diary function) Limited to 60 minutes per meeting.
- ✓ Access to the Supporting Programme
- ✓ Speaker Slots  
  
Your presentation on the one of the big stages at Interzoo.digital  
(e.g.: presentation, product presentation, conference)  
  
2 x 20 min including an additional 20 min on request\*\*  
(€3,900 each)
- ✓ Product & Company Channel  
Present your company or your products in two videos of a maximum of five minutes.  
What makes your company and products stand out? What is your company's vision?



## Reports

- ✓ Real-time reporting on all direct contacts made and visitor statistics for your events
- ✓ Contact data report "Lead Reporting"  
Report your own visitors in the platform view (name, email, role, company)
- ✓ Exclusive CSV export: It will be possible to export leads directly from the platform to use in your own CRM system. You will also receive registration, potential customer and structural data.



## Tickets

- ✓ Free of charge and unlimited employee access
- ✓ Visitor vouchers free of charge & unlimited  
  
(regular ticket price in the Ticket Shop: €23)



# Attendance Packages at a glance



Services	START-UP	STANDARD	PLUS	All-IN	All-IN Premium
Exhibitor profile	Small tile	Small tile	Medium-sized tile	Large tile	Jumbo tile
Networking & Appointment requests	✓	✓	✓	✓	✓
Audio-video calls	✓	✓	✓	✓	✓
Expo Showroom	✓	✓	✓	✓	✓
Access to the Supporting Programme	✓	✓	✓	✓	✓
Unlimited employee access	✓	✓	✓	✓	✓
Visitor vouchers free of charge & unlimited	✓	✓	✓	✓	✓
Keywords for full text search	unlimited	unlimited	unlimited	unlimited	unlimited
Number of product highlights	2	3	6	15	25
Number of brand entries	1	2	4	8	Up to 16
Real-time Report	Basic	Basic	Basic	Enhanced	Premium
Lead Report	Basic	Basic	Enhanced	Enhanced	Premium
Public Event Speaker Slot				1x 20 min	2x 20 min
Slot on the Product & Company Channel				1x 5 min	2x 5 min
*Exclusive advertising and communications opportunities					On request
*Enhanced advertising and communications opportunities				On request	On request
*Additional advertising and communications opportunities			On request	On request	On request

# Advertising and sponsorship opportunities



Advertising and sponsorship add-ons	START-UP	STANDARD	PLUS	ALL-IN ALL-IN PREMIUM
<b>Top-of-the-List entry:</b> Exhibitor search – Entire directory Internal link to the exhibitor profile or your own programme entry Exclusive: only 2 available, including visitor data for all clicks	-	-	-	+ €14,950
<b>Top-of-the-List entry:</b> Exhibitor search – Main Category (product group directory) Internal link to the exhibitor profile or your own programme entry Limited: only 3 available per category, including visitor data for all clicks (depending on package)	-	-	+ €8,900	+ €8,900
<b>Header-Banner</b> Banner presentation in the “Show Floor” area Random order - Internal link to the exhibitor profile or your own programme entry Limited to 6, including visitor data for all clicks (depending on package)	-	-	+ €9,950	+ €9,950
<b>Header-Banner</b> Banner presentation in the “Media & Partners” area Random order - Internal link to the exhibitor profile or your own programme entry Limited to 6, including visitor data for all clicks (depending on package)	-	-	+ €7,500	+ €7,500
<b>Goodie Bag</b> Offer all visitors or your defined target group at Interzoo.digital a special “goodie” from your company, e.g. coupons, special offers.	+ €250	+ €250	+ €250	+ €250

# Advertising and sponsorship opportunities



Advertising and sponsorship add-ons	START-UP	STANDARD	PLUS	ALL-IN
				ALL-IN PREMIUM

## Focus on your message!

### Public Event / Speaker Slots – your presentation on the big stages

Your contents (video, presentation, dialogue: live or recorded)  
Publishing in the Interzoo.digital presentation programme and in the events calendar at Interzoo.digital.  
Interactions with attendees possible (chat, live voting, Q&A). Possible as single or multi-channel.  
(1-6 speakers). Open to all visitors

-	-	+ €3,900	+ €3,900
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### Round Tables – Your invitation-only company event

Host retailer training, "fireside chats", previews or press conferences  
Events will be detailed in the official programme

-	-	+ €5,900	+ €5,900
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### Product & Company Channel

Present your company or products in a brief video. Example: What makes your company and products stand out? What is your company's vision?

+ €500	+ €500	+ €500	+ €500
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## Networking at a new level!

### Café Host

Host and administer your own café. Your benefits: Naming the café, branding the tiles, linking to the Company profile, naming the Meeting-Lounges.

A virtual café is a space for subject-specific dialogue, open to all users or limited to your target group, permanently online permanently online with opening hours chosen by you and including a Meeting Corner for private meetings.

-	-	-	+ €5,900
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### Café Sponsor

Become our café sponsor for individual virtual cafés.  
Bookable from the All-In Package and depending on availability.

-	-	-	+ €2,500
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# Contact & Application

**Interested in becoming an exhibitor?**  
Your personal contact:



Valentina Grasser  
Sales Exhibition

T + 49 9 11 86 06-80 44  
E [sales@interzoo.com](mailto:sales@interzoo.com)



# Organizer und Distribution partner



## Organizer

Wirtschaftsgemeinschaft Zoologischer  
Fachbetriebe GmbH (WZF)  
Mainzer Str. 10  
65185 Wiesbaden  
Germany  
wzf@interzoo.digital



## Honorary sponsor

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



## Distribution partner

NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
sales@interzoo.com

