

International Product Showcase Area @ Pet Fair Asia 2022

- Hybrid booth program exclusive for international exhibitors -

petfair[®]
asia

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PET LINK
ASIA

Pet Fair Asia 2022

Pet Fair Asia is the largest exhibition for pet supplies in Asia, and a leading innovation hub for the international pet industry. The event gives a significant importance to Asian markets and proposes a wide coverage of the supply chain and sourcing needs.

In 2022, the show for the first time goes to **Shenzhen**, a new first-tier city full of economic vigor which also plays an important role in China's foreign trade.



August 31 – September 2 (Trade days)
September 2 – 3 (Consumers Days)

NEW DATE
NEW PLACE

225,000
Square Meters

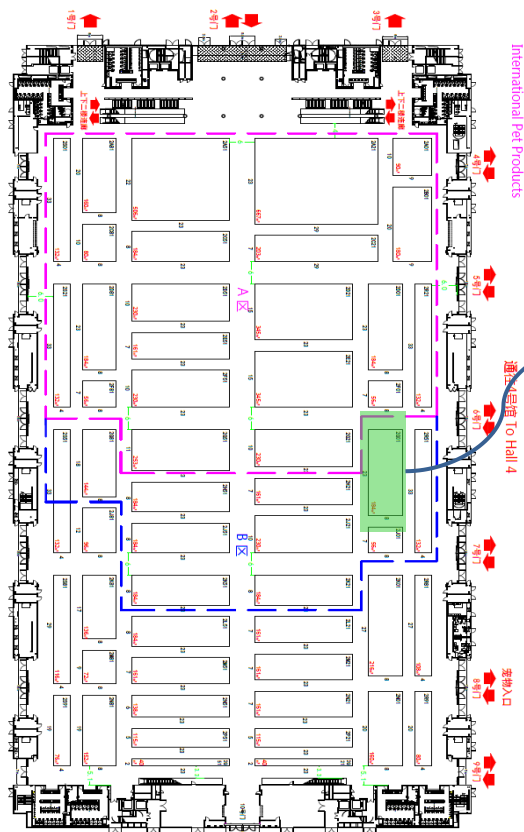
1,850
Exhibitors

90,000
Trade Visitors

200,000
Consumers



What Is International Product Showcase Area?



It's a featured area inside the international Hall 2, designed especially for international brands who are not able to exhibit in person but want to display their most popular or innovative products in China Market.

In addition to product showcase, a functional lounge is also inside this area to provide proper venue for business presentation and match-making.

Good location with maximal exposure

- ✓ Located in the first hall next to the south entrance - Hall 2 - International Pet Products, together with many well-known international brands
- ✓ Next to International Pavilions(Canada, New Zealand and Japan)
- ✓ Close to main passage and side entrance of the hall

What We Offer For Exhibitors?

@ Pet Fair Asia 2022 onsite



Step 1 PRODUCT DISPLAY

Star products can be showcased in a standard decorated mini-booth with brand's visual exposure and print or digital promotional materials display. Experienced receptionist will be arranged on site and collect visitors information.



Step 2 ON-SITE PRESENTATION

Product release of Max. 30 mins in the international lounge which can contain around 20 persons seated. Live stream or recorded broadcast optional.



Step 3 VIRTUAL MEETING

Onsite matching with R.S.V.P and walk-in buyers. Professional staff & tech support will be present throughout all trade days of the show.

What We Offer For Exhibitors?

+ Other benefits

1



Your company logo will be prominently listed on the promotional page of the International Product Showcase Area in the on-site print show guide.

2



Your company logo will be listed on the homepage of the show's official website, linking to your company's website (worth up to 3000RMB).

3



Promotional article will be published one time on **Asia Pet Toutiao**, one of the official Wechat accounts with over 72,000 domestic professional followers.

4



Get freely the 2022 China Pet Industry Annual Report, which analyzes the insights and trends of the pet industry and consumption market in China.

How To Participate?

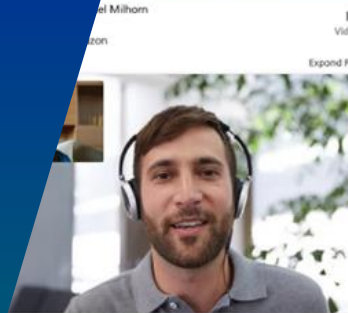
Hybrid booth package

Price:
RMB 10,000

Benefits including:

- On-site decorated mini-booth (with brand's visual exposure, promotional materials display and onsite receptionist)
- Products display at international product showcase area onsite
- On-site presentation at international lounge
- Virtual meeting with on-site buyers
- A series of promotional opportunities from pre-show to on-site
- 2022 China Pet Industry Annual Report (English version)

In addition, sale of **regular booth** is still underway.
Please contact us for inquiry.



Contact Us



A must-attend industry gathering ...

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