

# interpets

## ASIA PACIFIC

1–4 April 2021

Tokyo Big Sight, West & South hall  
[www.interpets.jp](http://www.interpets.jp)

For your further success!

# Promotion guide

**We have just the right advertising  
and sponsorship package for you!**

In order to maximise your results at Interpets, the advertising and sponsorship package will work effectively in your on-site, pre- and post-fair marketing and communication strategy.

Our team is ready to work with you to achieve this!

[promotion@japan.messefrankfurt.com](mailto:promotion@japan.messefrankfurt.com)

# How to prepare for the fair?

## Before the fair

- 1 Set a simple and clear target to share with your team members.
- 2 Plan a visitor-friendly booth design to attract more business and customers.
- 3 Send promotion e-flyers to prospects and make the most use of promotional tools provided by the organiser!
- 4 Announce your attendance via websites and e-mail using digital tools (fair logo, banner, and more.)
- 5 Prepare giveaway samples, catalogues and price lists.
- 6 Place advertisement in the official fair guide and website that will be seen by many buyers before the fair.

## During the fair

- 1 Have experienced staff at your booth. Having decision makers at the booth is very effective.
- 2 Prepare an interpreter for the booths to ensure smooth communication.
- 3 Provide exclusive offers that are only available at the fair ground. This technique is well-received by buyers.
- 4 Hold events, presentations and small talk shows, to create more opportunities to communicate with visitors.
- 5 PR activities for the press / journalists.

## After the fair

- 1 Immediately follow up with customers. This is the key to success. Send the thank you letters and e-mails, brochures and other materials.

## Enhance the recognition of your brand and products using our promotional tools!

<p><b>NEW!!</b></p> <p><b>Do you have any packaged plan that includes multiple promotional tools to effectively approach visitors from multi-angles?</b></p>	<p><b>What is the most effective tool to approach all visitors during the fair?</b></p>	<p><b>How can we promote ourselves over an extended period of time?</b></p>
↓	↓	↓
<p>To encourage your effective multi-angled promotional approach to targeting visitors, we offer 10% discount for multiple orders of promotional tools. You can select 2 items or more from the tools marked as Package discount available . Let's promote your exhibit in the most effective way !</p>	<p>Apply for an advertisement page in the official fair guide! This is the only printed tool distributed during the fair. Also, your original commercial video played at the main stage leaves a great impression. We also recommend our on-site sponsorship plan newly introduced.</p>	<p>Official fair guide is highly recommended which is referred by many visitors after the fair.</p>
<p>Banner on the official fair website ..... <b>1</b></p> <p>Advertisement on the official fair guide ..... <b>2</b></p> <p>On-site sponsorship plan ..... <b>3</b></p> <p>E-mail newsletter ads service / Logo ads on e-mail newsletter ..... <b>4</b></p>	<p>Advertisement on the official fair guide ..... <b>2</b></p> <p>On-site sponsorship plan ..... <b>3</b></p> <p>Commercial video on the main stage screen ..... <b>5</b></p>	<p>Banner on the official fair website ..... <b>1</b></p> <p>Advertisement on the official fair guide ..... <b>2</b></p>

# Advertising opportunities

Pre-fair

## 1 Banner on the official fair website Package 10% discount available

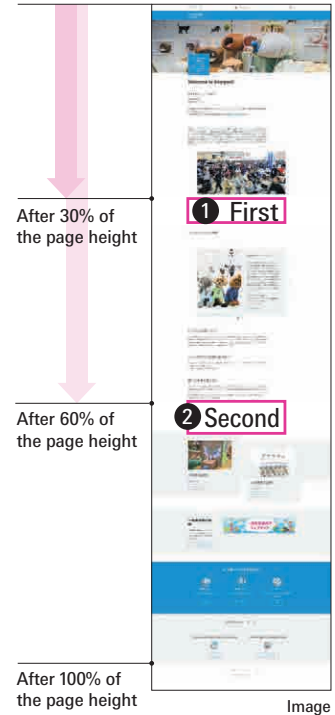
Deadline: 18 December 2020  
Data submission deadline: 8 January 2021

Don't miss this opportunity to promote your participation to your potential customers by using the banner ads.

Type of banner	Placement of banner	Size	Price (tax excluded)
1 First	After 30% of the page height	W1,140 x H285	¥250,000
2 Second	After 60% of the page height	W1,140 x H380	¥300,000

\*Digital banner runtime: start 4 weeks before the show and end 4 weeks after the show.  
\*Your banners can also be viewed on mobile devices.

Order [Submit the application form on the back page.](#)



On-site

## 2 Advertisement on the official fair guide Package 10% discount available

Deadline: 8 January 2021  
Data submission deadline: 12 February 2021

Enhance your presence before, during and after the fair!  
Our official fair guide will be put on our official fair website in prior to the fair and distributed to all visitors on-site at the venue.

\*The organiser will accept applications first-come-first-served basis.  
\*The organiser will assign the positions of advertisements.  
\*Color proof will not be issued.  
\*Please put your hall & booth number and contact details on the advertisement.

Format	Size (mm)	Price (tax excluded)
Double page spread	W364 x H257	JPY 650,000
Inside back cover	W182 x H257	JPY 400,000
1 page	W182 x H257	JPY 300,000
1/2 page	W160 x H115	JPY 160,000
1/4 page	W160 x H55	JPY 85,000
Logo in the exhibitor list	W50 x H10	JPY 30,000

Order [Submit the application form on the back page.](#)



Official fair guide image



1page



Double page spread



1/2page



1/4page



Logo in the exhibitor list

# Advertising opportunities

On-site

## 3 On-site sponsorship plan Package 10% discount available

Deadline: 29 January 2021  
Data submission deadline: 5 February 2021

Check our new promotional tools which offer you to promote your brand to both business and public visitors directly during the fair.

Plan	Details	Price (tax excluded)
Student volunteer work	Interpets welcomes volunteer work from pet related schools during the fair. They support us to maintain the halls nice and clean using your products. Last year we had about 160 students. They promote your brands close to the visitors. (Product e.g. Sanitary bags for pets' wastes, deodorizer, cleaning tools ...etc.)	JPY 50,000
Toilets for pets on site (6 places planned)	Interpets set up toilets for pets in the halls. The visitors have a chance to try your products and this makes them visit your booths! (Product e.g. Pet training pads, deodorizer, shatter proof guards ...etc.) *Maximam 2 exhibitors only. If 2 exhibitors apply, each exhibitor can use 3 places.	JPY 100,000 / exhibitor
Visitor questionnaire	Interpets takes a visitor survey during the fair. Last year we gathered about 1,500 answers. We look for the giveaway sponsors. (Giveaway e.g. ID tag, deodorizer, products samples, original novelty ...etc.)	JPY 200,000
Shooting spot (2 places planned)	Your company logo can be posted on the shooting board installed in the venue. It's a great opportunity to announce your attendance.	JPY 50,000



Image of toilets for pets on site



Image of student volunteer work

NEW!!

- \*Choose any plans you like to be a sponsor. More than two choices are welcome!
- \*Please note that the sponsorship will not be exclusive when there are multiple applicants for the same plan.
- \*Your logo will be shown on the official fair guide and other signage as the sponsors.
- \*The number of distribution is decided by the organiser.

[Order](#) [Submit the application form on the back page.](#)

Pre-fair

## 4 E-mail newsletter ads service / Logo ads on e-mail newsletter Package 10% discount available

Deadline: 5 February 2021  
Data submission deadline: 12 February 2021

The organiser sends out an e-mail newsletter to a carefully selected qualified contacts. This newsletter contains overall show information. You can promote your participation to the potential customers.

### ① E-mail newsletter ads service

Price	JPY 200,000 (tax excluded)
Contents	Text advertising (Japanese: up to 100 letters), 1 image (picture) and URL

### ② Logo ads on e-mail newsletter

Price	JPY 100,000 (tax excluded)
Contents	1 logo with other advertisers

- Delivery schedule: 4 times
- Number of target: Approx. 54,000 e-mail address in Japan
- Targets: Business, public and press visitors in 2020  
Business visitors who registered in 2021
- Format: HTML

- \*An instruction will be provided by the organiser after receiving an application.
- \*Image in HTML e-mail may not load / display depending on the user's browser / e-mail application.
- \*This service is only available for the first 3 applicants.
- \*The e-mail states that it is from Interpets organiser's office in the title and text.
- \*Text must be in Japanese. Translation service is available. Please contact the organiser for the details.

[Order](#) [Submit the application form on the back page.](#)



E-mail newsletter Image

# Advertising opportunities

On-site

Deadline: 29 January 2021  
Data submission deadline: 5 February 2021

## 5 Commercial video on the main stage screen

Don't miss this wonderful opportunity! Promote your brand, booth, and products using this effective platform. Our programme the "main stage" consistently gathers many visitors and is one of the most popular events during the fair. Take advantage of this integrated promotion scheme!

- \*This service is only available for [the first 6 applicants](#).
- \*Broadcast before main stage events, 30 seconds video for 4 days, 10 times in total. \*planned
- \*The price includes: Commercial broadcasting fee and the production fee.
- \*Copyright of the video belongs to the applicant.

**Standard plan** JPY 200,000 (tax excluded)

video data (Exhibitor provided) + photo data (Exhibitor provided) + narration + editing (incl. subtitles)

**High-grade plan** JPY 300,000 (tax excluded)

meeting + video shooting + photo shooting + narration + editing (incl. subtitles)

**Order** Submit the application form on the back page.



Image

# Free promotional opportunities

Pre-fair

Deadline: Announced on exhibitor manual.

## 1 Promotion e-flyer for trade visitors

You can download the PDF file of the English promotion e-flyer on the exhibitor's page and distribute to the trade visitors.



Promotion e-flyer for trade visitors image

\* This is not free admission ticket. Visitors need online registration for entry.

Order [Online exhibitor's page](#)

Pre-fair

Deadline: Announced on exhibitor manual.

## 2 Promotion e-flyer for public visitors [Japanese only]

Promotion e-flyer will be prepared from a month prior to the fair. Please download the PDF file of this on the exhibitor's page and distribute to the public visitors.

\* This is not discount ticket for public visitors.

Download [Online exhibitor's page](#)



Promotion e-flyer for public visitors image

Pre-fair

Deadline: Announced on exhibitor manual.

## 3 Online exhibitor search

In the middle of February, the online exhibitor search will open on the official fair website. Register your product information to attract potential visitors.

Take your opportunity to promote your company on our official fair website.

Translation: [English → Japanese](#)

Price: JPY 3,700 (tax included)

\* Translated by Art of Communications Co.,Ltd.(AOC)

Registration [Online exhibitor's page](#)

Pre-fair

## 4 Official banner & logo

Announce your participation with official banner & logo on your website and your e-mail signature.

Download

[Online exhibitor's page](#)

**interpets**  
ASIA PACIFIC

Logo



Banner image (234 x 60 pixel)

Pre-fair

## 5 Official SNS

Official account of Interpets is followed by a large number of potential visitors, buyers and the press of the pet industry. Click "Like" button and promote Interpets with us!

YouTube



<https://www.youtube.com/channel/UC4USYMH7FZoK8QpBxKo7WiA>

Instagram



Account  
[interpetsofficial](#)

Facebook



Facebook  
[www.facebook.com/Interpets](http://www.facebook.com/Interpets)

Twitter



Account  
[@interpets\\_jp](#)

On-site

## 6 PR activity for the press

Announce your participation and introduce your products to the press.

Submission [31 March 2021, 13:00 - 17:00](#)

Exhibitors are welcome to display press kits / releases in the press room during the fair, for press personnels. Please bring 30 sets to the press room in the venue.

\*Please inform staff beforehand if you wish to have the materials returned to you. The materials would otherwise be disposed after the fair.

Date:            /            /

Exhibitor name		Contact person ( Mr. / Ms. )	
Address			Country
Tel.	Fax.	E-mail.	

**We offer 10% discount for multiple orders of promotional tools.**

Item	Tick	Details	Price (tax excluded)
<b>1</b> Banner on the official fair website Deadline: 18 December 2020 Package 10% discount available	<input type="checkbox"/>	① Banner at 30% of the page	JPY 250,000 x = JPY
	<input type="checkbox"/>	② Banner at 60% of the page	JPY 300,000 x = JPY
<b>2</b> Advertisement on the official fair guide Deadline: 8 January 2021 Package 10% discount available	<input type="checkbox"/>	Double page spread	JPY 650,000 x = JPY
	<input type="checkbox"/>	Inside back cover	JPY 400,000 x = JPY
	<input type="checkbox"/>	1 page	JPY 300,000 x = JPY
	<input type="checkbox"/>	1/2 page	JPY 160,000 x = JPY
	<input type="checkbox"/>	1/4 page	JPY 85,000 x = JPY
	<input type="checkbox"/>	Logo in the exhibitor list	JPY 30,000 x = JPY
<b>3</b> On-site sponsorship plan Deadline: 29 January 2021 Package 10% discount available	<input type="checkbox"/>	Student volunteer work	JPY 50,000 x = JPY
	<input type="checkbox"/>	Toilets for pets on site *2 exhibitors only	JPY 100,000 x = JPY
	<input type="checkbox"/>	Visitor questionnaire	JPY 200,000 x = JPY
	<input type="checkbox"/>	Shooting spot	JPY 50,000 x = JPY
<b>4</b> E-mail newsletter ads service / Logo ads on e-mail newsletter Deadline: 5 February 2021 Package 10% discount available	<input type="checkbox"/>	E-mail newsletter ads service	JPY 200,000 x = JPY
	<input type="checkbox"/>	Logo ads on e-mail newsletter	JPY 100,000 x = JPY
<b>5</b> Commercial video on the main stage screen Deadline: 29 January 2021	<input type="checkbox"/>	Standard plan	JPY 200,000 x = JPY
	<input type="checkbox"/>	High-grade plan	JPY 300,000 x = JPY

Total: JPY

\* With adherence to the Consumption Tax Act in Japan, 10% tax is charged upon all prices declared for fairs of Messe Frankfurt Japan Ltd. taking place after 1st of October, 2019.

\*The applicant cannot sell, give all or part of the advertising opportunities to the third party nor exchange the aforementioned with the third party.

\*The promotion tools are provided to the exhibitor of Interpets 2019 only.

\*The invoice will be sent to the address written on this application form.

\*If you wish to cancel an order after submitting the application form, the full amount will be changed as the cancellation fee.

**Messe Frankfurt Japan Ltd.**  
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