

# interpets

ASIA PACIFIC

31 March — 3 April  
2022

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

Maximizing  
strategy 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.

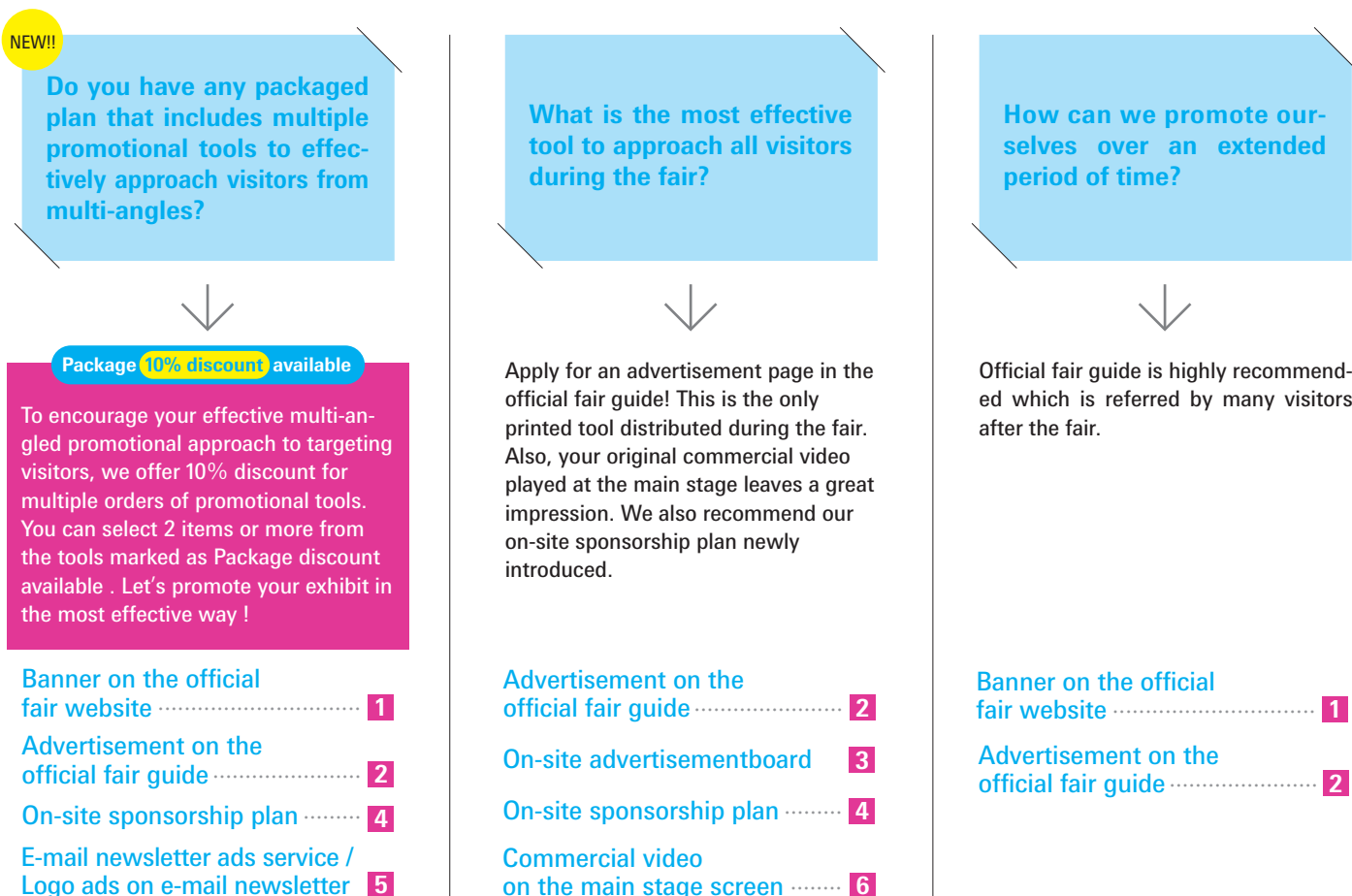
## During the fair

- 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!



# Advertising opportunities

Pre-fair

## 1 Banner on the official fair website

Package **10% discount** available

Deadline: 17 December 2021

Data submission deadline: 7 January 2022

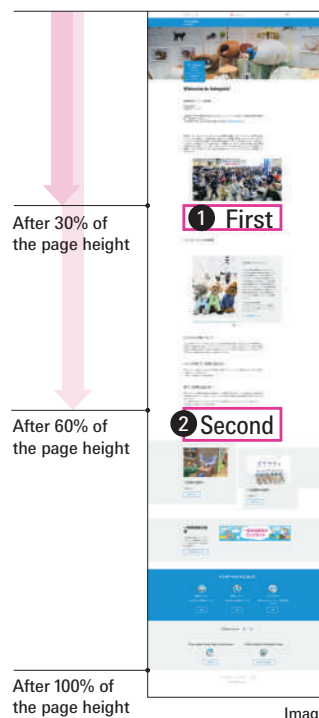
Don't miss this opportunity to promote your participation to your potential customers by using the banner ads.

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: 7 January 2022

Data submission deadline: 10 February 2022

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 advertisement board

NEW!!

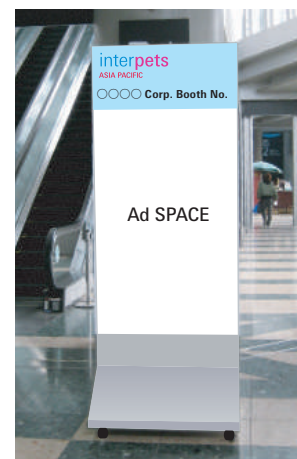
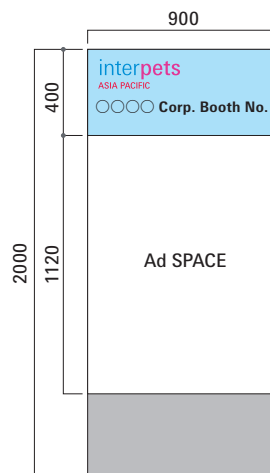
Deadline: 4 February 2022  
Data submission deadline: 4 March 2022

Improve your presence and lead more visitors to your booth.

- ☐ Price: JPY 100,000 (tax excluded) / 1 company (single-sided / colored)
- ☐ Size: W848 × H1,048 (mm)

\*Location will be assigned by the organiser.

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



Image



On-site

## 4 On-site sponsorship plan

Package **10% discount** available

Deadline: 28 January 2022  
Data submission deadline: 4 February 2022

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
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

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.](#)



Image of shooting spot



Image of student volunteer work



# Advertising opportunities

Pre-fair

## 5 E-mail newsletter ads service / Logo ads on e-mail newsletter

Package 10% discount available

Deadline: 4 February 2022

Data submission deadline: 10 February 2022

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 2021  
Business visitors who registered in 2022
- ☐ 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.



E-mail newsletter Image

Order

Submit the application form on the back page.

On-site

## 6 Commercial video on the main stage screen

Deadline: 28 January 2022

Data submission deadline: 4 February 2022

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!

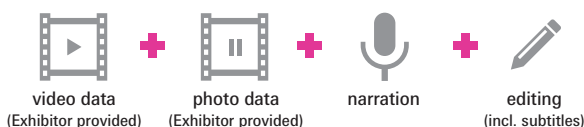
\*This service is only available for the first 6 applicants.

\*Broadcast before main stage events, 30 seconds video for 4 days, 10 times in total. \*planned

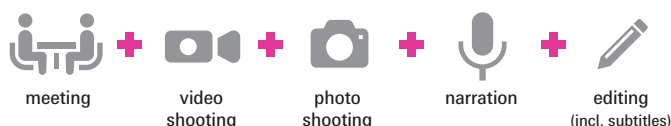
\*The price includes: Commercial broadcasting fee and the production fee.

\*Copyright of the video belongs to the applicant.

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



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



Order

Submit the application form on the back page.



Image

# Free promotional opportunities

Pre-fair

Deadline: Announced on exhibitor manual.

## 1 Information for business visitors in Japanese

You can download the PDF file of the Information for business visitors in English on the exhibitor's page and distribute to the trade visitors.

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

Order Online exhibitor's page



Information for business visitors in English image

Pre-fair

Deadline: Announced on exhibitor manual.

## 2 Information for public visitors in Japanese [Japanese only]

Information for public visitors 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 free admission ticket. Public visitors need advance ticket.**

Download Online exhibitor's page



Information for public visitors image

Pre-fair

Deadline: Announced on exhibitor manual.

## 3 Online exhibitor search **RENEWALL!!**

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

\*Translated by iris link

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 × 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**



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: 17 December 2021 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: 7 January 2022 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 advertisement board Deadline: 4 February 2022	<input type="checkbox"/>	Single sided / colored	JPY 100,000 x = JPY
<b>4</b> On-site sponsorship plan Deadline: 28 January 2022 Package 10% discount available	<input type="checkbox"/>	Student volunteer work	JPY 50,000 x = JPY
	<input type="checkbox"/>	Visitor questionnaire	JPY 200,000 x = JPY
	<input type="checkbox"/>	Shooting spot	JPY 50,000 x = JPY
<b>5</b> E-mail newsletter ads service / Logo ads on e-mail newsletter Deadline: 4 February 2022 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>6</b> Commercial video on the main stage screen Deadline: 28 January 2022	<input type="checkbox"/>	Standard plan	JPY 200,000 x = JPY
	<input type="checkbox"/>	High-grade plan	JPY 300,000 x = JPY

Total: JPY

\*Consumption tax will be applied to the prices declared.

\*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 2022 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.**  
**Interpets organiser's office**

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