

20 – 23 September

INTEX OSAKA

www.interpets.jp

Maximizing strategy for your further success!

The key to the success of the exhibition lies in <goal setting and preparation> and active use of <promotion tools>. Attracting visitors to your booth among the numerous exhibitor booths is the promotion toward visitors. Please make the best use of the wide variety of promotional tools provided in this document.

Promotion guide

On-site Item

Items directly appeal to visitors at the venue

1. Advertisement on the official fair guide (P.2)



2. Commercial video on the main stage screen (P.3)



3. New and recommended item display spot (P.4)



4. On site advertisement board (P.5)



On-site Sponsorship Plan

Highly influenced Sponsorship tool of organizer's on-site projects

5. Student volunteer work (P.6)



6. Visitor questionnaire (P.7)



7. Pet toilet (P.8)



8. Photo shooting Spot (P.9)



9. Manner campaign (P.10)



On line & SNS

Widely spread your information to wide range targets

10. Banner on the official fair website (P.11)



11. E-mail/Logo ads of e-mail newsletter (P.11)



12. Ads on the official Instagram (P.12)



Organiser also provide variety of free items. Don't miss making full use of our promotion!

Detail in Page 13

Advertising opportunities

On-site

1 Advertisement on the official fair guide **Package 10% discount available**

Deadline: 19 July 2024
Data submission deadline: 16 August 2024

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 550,000
Inside back cover	W182 x H257	JPY 300,000
1 page	W182 x H257	JPY 250,000
1/2 page	W160 x H115	JPY 150,000
1/4 page	W160 x H55	JPY 75,000
Logo in the exhibitor list	W50 x H10	JPY 30,000



Official fair guide image



image



Double page spread



1/2page

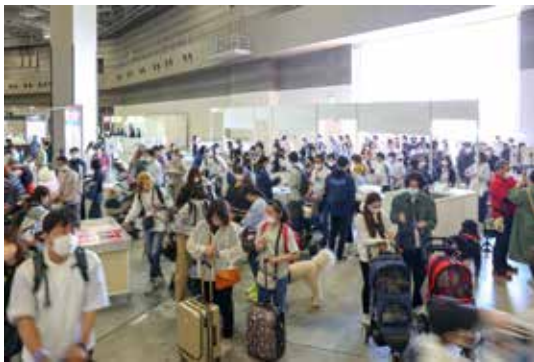


1/4page



Logo in the exhibitor list

Order Submit the application form on the back page.



Introduction movie



On-site

2 Commercial video on the main stage screen

Deadline: 26 July 2024
Data submission deadline: 9 August 2024

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 2 days, 8 times in total. *planned
*Copyright of the video belongs to the applicant.

Standard plan JPY 200,000 (tax excluded)



video data
(Exhibitor provided)

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

POINT !

- 1 Appealing to the high motivated visitors!
- 2 Direct approach to 50-120 attendees!
- 3 Effective Contents by showing movie!



Display your booth number to attract visitors to your booth



Business opportunity with the visitors



Introduction movie

Advertising opportunities

On-site

3 New & recommended item display spot

Deadline: 5 July 2024
Data submission deadline: 19 July 2024

The special exhibition spot will be installed in the halls, where many visitors pass. It will be a satellite guide to your booth. In addition, a special page will be set up on the Interpets official website before the exhibition to announce your area.

- Price : ¥80,000 (tax excluded)
- What included:
 - Display Space W990 × D700 (mm)
 - Displayed Item POP
 - Special Pages in the official website.
 - ※Text and image required
 - ※Please note that If the number of applications does not reach the minimum number of applications, the spot will not be set up. In that case, any fees paid will be refunded.



image

Order Submit the application form on the back page.



Exhibitor's comment

By showing our products at this display spot, it brought us more visitors to our booth.



Introduction movie



*Image of product pop. (QR code is included)

On-site

4 On-site advertisement board

Deadline: 19 July 2024
Data submission deadline: 16 August 2024

Improve your presence and lead more visitors to your booth.

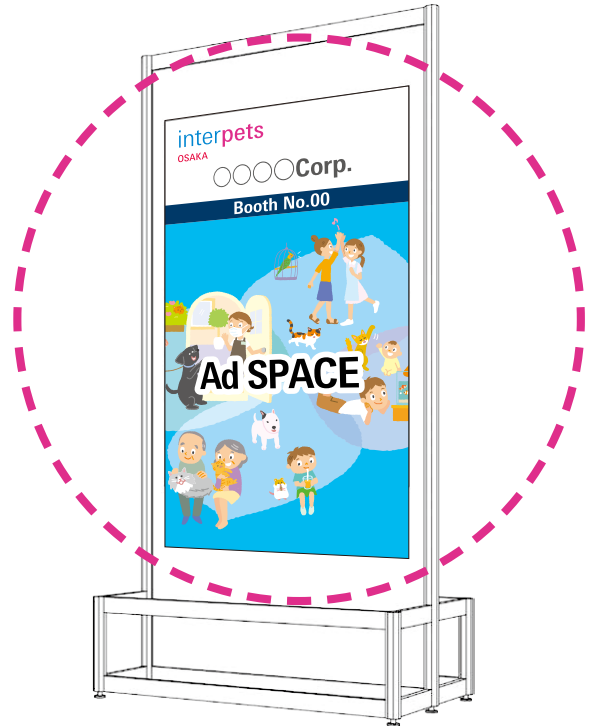
- Price: JPY 100,000 (tax excluded) / 1 company (single-sided / colored)
- Size: W848 × H1,048 (mm)

*Location will be assigned by the organiser.

Order Submit the application form on the back page.



Introduction movie



image

POINT !

- 1 Ad board is set in the space which has heavy visitor flow!
- 2 Showing your booth number will lead visitors to your booth!
- 3 Products photo gives visitors more impact!



Display your booth number to attract visitors to your booth



Business opportunity with the visitors

Advertising opportunities

会場内に設置する各種スポンサープランをご用意しました。

写真撮影スポットや学生ボランティアの活動、来場者アンケート実施時に、来場者に対してより効果的な貴社商品のアピールが期待できます。

On-site

5 On-site sponsorship plan ① Package 10% discount available

Deadline: 5 July 2024
Data submission deadline: 26 July 2024

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 65 students. They promote your brands close to the visitors. (Product e.g. Sanitary bags for pets' wastes, deodorizer, cleaning tools ...etc.)	JPY 150,000

*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.](#)



eg: using your products to clean up the floor



eg: putting the deodorants on pet toilet

Advertising opportunities

有料 会期中

6 On-site sponsorship plan ② Package 10% discount available

Deadline: 5 July 2024
Data submission deadline: 26 July 2024

Plan	Details	Price (tax excluded)
Visitor questionnaire	Interpets takes a visitor survey during the fair. Last year we gathered about 1,000 answers. We look for the giveaway sponsors. (Giveaway e.g. ID tag, deodorizer, products samples, original novelty ...etc.)	JPY 200,000

*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 negotiable.

Order Submit the application form on the back page.

Exhibitor's comment

Handing out our sample products will lead visitors to use it.
As a result, it reaches to buy our products.



eg: hand out some sample products to the visitors

Advertising opportunities

有料 会期中

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

Deadline: 5 July 2024
Data submission deadline: 9 August 2024

Plan	Details	Price (tax excluded)
Photo shooting spot	Your company logo can be posted on the shooting board installed in the venue. It's a great opportunity to announce your attendance.	¥150,000

*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.](#)

Exhibitor's comment

Many visitors take photos here with their pets. Logo is showed on the each visitor's photo!



image

Advertising opportunities

有料 会期中

8 On-site sponsorship plan ④ Package **10% discount** available

Deadline: 5 July 2024
Data submission deadline: 9 August 2024

Plan	Details	Price (tax excluded)
Pet toilet	Your products will be installed in multiple pet toilets in the venue. You can promote your brand while the visitors trying out the usability. (Product example: deodorant, etc.)	¥200,000

*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.

Exhibitor's comment

Toilet environments are essential for pets.
Visitors can actually see how good it is by actually using it.



1. Visitors use your products



2. Staff will clean up the pet toilet



3. the ad board is set on the pet toilet



有料 会期中

9 Good manner campaign sponsorship plan

Deadline: 5 July 2024
Data submission deadline: 9 August 2024

Good manner campaign for visitor awareness on etiquette to accompany with pet. This campaign, visitors can get the original goods by correcting stamps in the venue. Since many visitors join this campaign every year, your logo can be seen by many visitors.

- Event date: 21-22 Sept (2days)
- Total number of visitor of this event: 1350

*This number is in 2023 result

Plan	Details	Price (tax excluded)
Logo on the stamp sheet	1 Logo data 1 QR code	¥150,000
Logo on the stamp point	1 Logo data 1 QR code	

*Max 3 companies

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



オフィシャルフェアガイドイメージ

Exhibitor's comment

Logo on the official fair guide was appealing.
Plus, QR code was able to lead visitors to check the product as well.



●Visitors correct stamps and get special gift!!

Advertising opportunities

Pre-post fair

10 Banner on the official fair website 10% discount available

Deadline: 5 July 2024
Data submission deadline: 26 July 2024

Banner ad for official website. It is widely seen by the visitors in the long term.
(PV:210,000)

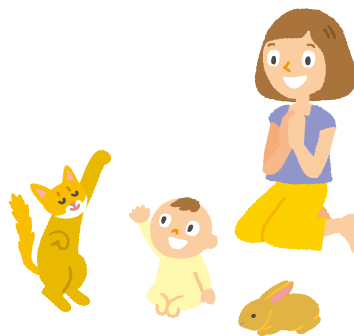
*the result from the past edition

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

*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.](#)



Pre-fair

11 E-mail newsletter ads service / Logo ads on e-mail newsletter

Deadline: 5 July 2024
Data submission deadline: 26 July 2024

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 Interpets 2023 (Tokyo)
Business visitors who registered in 2023
- 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.](#)



Advertising opportunities

Pre-fair On-site

12 Advertisement on the official Instagram

Deadline: 5 July 2024
Data submission deadline: 26 July 2024

We will post your company introduction page to interpets official Instagram highlights and stories. It is a very effective tool to announce your company's information on SNS that many people see. You can also guide them to the specified link and provide the desired information. The viewing rate of the highlight introduction top screen would be raised markedly.

● Instagram stories highlights

Post period: between one month before and one month after the fair

- Price: the first position JPY300,000 → JPY250,000
- the second to fifth position JPY200,000 → JPY150,000

※ Due to limited space, applications will be accepted on a first-come, first-served basis.

● Instagram Stories post

The story will be introduced twice before and during the exhibition.

- Price: JPY 50,000 (tax excluded)
- ※ the timing is negotiable.

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



● Live streaming & highlight campaign

We will visit the booth on the first day of the exhibition and broadcast the live interview. It can be used to introduce main items and announce campaigns. After the broadcast, viewers can participate in the broadcast campaign highlights.

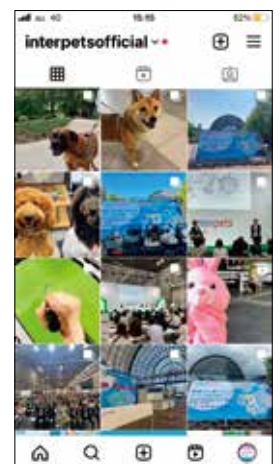
- Fee: ¥150,000
- LIVE distribution date: First business day of the event: Friday, September 20, 2024
- Booth stay time: Approximately a few minutes

*Details such as visit time and questions will be announced later.
*Extension of live streaming time is negotiable in advance, including fees.
*Due to limited live streaming slots, applications will be confirmed in the order of application.
*After the live broadcast, the video will be archived in the post section, so you can view it anytime.

● Highlight content: 1 image, booth number, 1 URL

*Highlight images must be submitted as complete data.
* Recommended size: Square (1:1) 1080 × 1080px / Vertical (4:5) 1080 × 1350px

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



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

Starting from August, the exhibitor and product search will be available on the official website. Since many visitors come to see exhibitor's information on the exhibitor and product search, it is the effective tool to promote the results of your participation. Register your company and product information for your productive promotion. Basic tools are free and we also have some useful add-ons for additional free.

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
OSAKA



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

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

Instagram

Account
interpetsofficial



Date: / /

Exhibitor name

Contact (Mr. / Ms.)

Address

Tel

Fax

E-mail

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

Item	Tick	Details	Price (tax excluded)
1 Advertisement on the official instagram Deadline : 19 July 2024 Package 10% discount available	<input type="checkbox"/>	Double page spread	JPY 550,000 × = JPY
	<input type="checkbox"/>	Inside back cover	JPY 300,000 × = JPY
	<input type="checkbox"/>	1 page	JPY 250,000 × = JPY
	<input type="checkbox"/>	1/2 page	JPY 150,000 × = JPY
	<input type="checkbox"/>	1/4 page	JPY 75,000 × = JPY
	<input type="checkbox"/>	Logo in the exhibitor list	JPY 30,000 × = JPY
2 Commercial video on the main stage screen Deadline: 26 July 2024	<input type="checkbox"/>	Logo in the exhibitor list	JPY 200,000 × = JPY
	<input type="checkbox"/>	High-grade plan	JPY 300,000 × = JPY
3 New Item & Recommended Items Display Spot Deadline: 9 July 2024	<input type="checkbox"/>	1 space	JPY 80,000 × = JPY
4 On-site advertisement board Deadline: 19 July 2024	<input type="checkbox"/>	Single sided / colored	JPY 100,000 × = JPY
5 ~ 9 On-site sponsorship plan Deadline: 5 July 2024 Package 10% discount available	<input type="checkbox"/>	Student volunteer work	JPY 150,000 × = JPY
	<input type="checkbox"/>	Visitor questionnaire	JPY 200,000 × = JPY
	<input type="checkbox"/>	Photo Spot	JPY 150,000 × = JPY
	<input type="checkbox"/>	Pet toilet	JPY 200,000 × = JPY
	<input type="checkbox"/>	Good Manner Campaign	JPY 150,000 × = JPY
10 Banner on the official fair website Deadline: 5 July 2024 Package 10% discount available	<input type="checkbox"/>	① Banner at 30% of the page	JPY 250,000 × = JPY
	<input type="checkbox"/>	② Banner at 60% of the page	JPY 250,000 × = JPY
11 E-mail newsletter ads service / Logo ads on e-mail newsletter Deadline: 2 February 2024	<input type="checkbox"/>	E-mail newsletter ads service	JPY 200,000 × = JPY
	<input type="checkbox"/>	Logo ads on e-mail newsletter	JPY 100,000 × = JPY
12 Advertisement on the official Instagram Deadline: 5 July 2024	<input type="checkbox"/>	Instagram stories highlights	JPY 250,000 × = JPY
	<input type="checkbox"/>	Instagram Stories post	JPY 50,000 × = JPY
	<input type="checkbox"/>	Live streaming & highlight campaign	JPY 150,000 × = 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 2024 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.

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