

3 – 6 April 2025

Tokyo Big Sight, East hall

www.interpets.jp

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 special stage screen



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3 New and recommended item display spot



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4 On-site advertisement board



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Online & SNS

Items able to inform into wide range targets beyond the exhibition period

10 Banner on the official fair website



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11 Email newsletter service



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12 Instagram services



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13 Special page Ad open to public



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: 10 January 2025
Data submission deadline: 7 February 2025

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 the 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 670,000
Inside back cover	W182 x H257	JPY 450,000
1 page	W182 x H257	JPY 350,000
1/2 page	W160 x H115	JPY 200,000
1/4 page	W160 x H55	JPY 100,000
Logo in the exhibitor list	W50 x H10	JPY 30,000



Official fair guide image



1page



Double page spread



1/2page



1/4page



Logo in the exhibitor list

Order Submit the application form on the back page.



Check the movie!



Advertising opportunities

On-site

2 Commercial video on the Special stage screen

Deadline: 24 January 2025
Data submission deadline: 31 January 2025

Don't miss this wonderful opportunity! Promote your brand, booth, and products using this effective platform.

Our programme the "Special 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 3 days, 10 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)

+ broadcasting
on the screen

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

POINT !

- 1 Audience=Possible to promote highly motivated visitors.
- 2 Deliver your message to over 2,000 attendees for three days.
- 3 Effectively show your wide range of information.



Check the movie!



Image

Advertising opportunities

Pre-fair

On-site

3 New & recommended item display spot

Deadline: 10 January 2025
Data submission deadline: 24 January 2025

The display spot will be set up near the entrance of the hall. You can promote your products in a location separate from your exhibition booth and direct visitors to your booth. We also offer to create a special page on the Interpets official fair website before the event to announce your products. Instagram Live streaming is added to this tool and allowing you to introduce your products to many followers who are not at the venue!

Price : ¥100,000 (tax excluded) / 1 company

What included:

- Display Space W990 × D700 (mm)
* Please contact with the organiser if the size of the product is larger than the size.
- Displayed Item POP
- Special Pages in the official website.
* Please submit product images and introductory text in advance.
- QR code installation
- Instagram Live streaming
* Details such as the streaming schedule will be announced later.



image

Voice from the exhibitor

The promotion went beyond our expectations. We had many customers say, "I came to the booth because I saw it in the display spot."



Click the movie!



POP image

Advertising opportunities

On-site

4 On-site advertisement board

Deadline: 31 January 2025
Data submission deadline: 28 February 2025

Improve your presence and lead more visitors to your booth.

- Price: JPY 150,000 (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.



Check the movie!



Image

POINT !

- 1 Install at highly visible location where many visitors will pass by!
- 2 Displaying your booth number can help visitors to come to your booth!
- 3 Attractive product photos can help you approach new customers!



Booth number shows where you are!

Create the chance for the business opportunities.

Advertising opportunities

On-site

5 Neck Strap Logo Ad

Package **10% discount** available

Deadline: 29 November 2024
Data submission deadline: 13 December 2024

Your company logo ad can be placed on the neck strap of the badge holder that all business visitors put on their necks. Since visitors can take the badge home with them, it can also be used to spread awareness outside of the show.

Type	Size	Price (tax excluded)
NeckStrap Logo Ad	Tape width : 15mm Total length : 900mm	JPY 1,000,000
Contents	Comes with soft case • Connecting parts: 2 Levana scans included • Production quantity: 30,000 units (25,853 business visitors in 2024)	

※First 3 spaces available. Please contact us about exclusive use requests.
※Only exhibitors with 10 or more booth spaces are eligible to apply.

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



Neck Strap Image

On-site

6 Wristband logo Ad

Package **10% discount** available

Deadline: 10 January 2025
Data submission deadline: 24 January 2025

Your advertisement can be placed on the wristbands that are wrapped around the hands of all private visitors so your advertisement will be highly recognized. You can also use a QR code to direct visitors to a link to your company's website. We hope you will take advantage of this service.

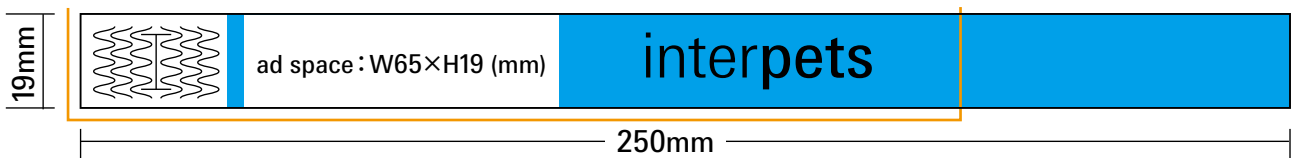
Type	Size	Price (tax excluded)
Wristband logo Ad	W65mm × H19mm	JPY 500,000

The tool is limited to the first 3 slots available.
We will review the contents of your advertisement in advance.

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



image



Advertising opportunities

On-site

7 Cat-owner Sticker Ad

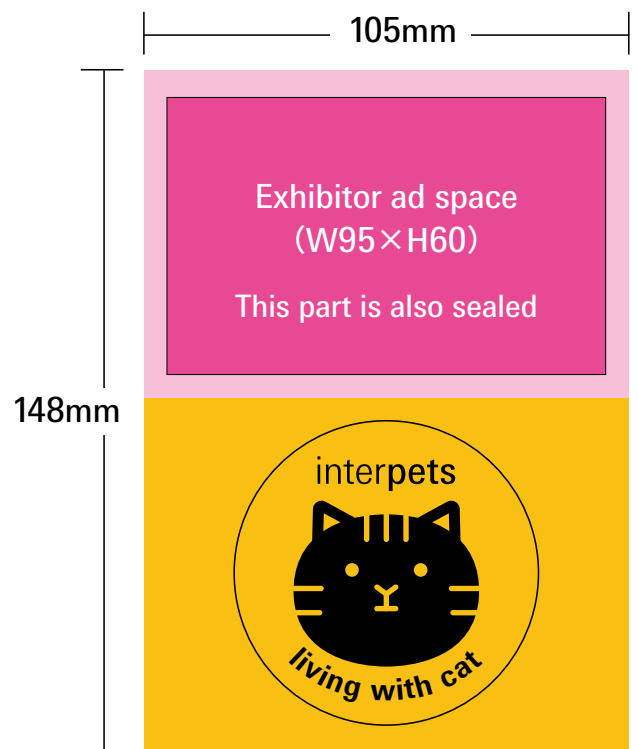
Deadline: 31 January 2025
Data submission deadline: 28 February 2025

Your advertisement can be placed on the “Cat-owner Sticker” that will be distributed near the entrance. Since many Cat-owner will put on this sticker, it will be an effective way to raise awareness of your company!
Like the Cat-owner Stickers, your ad on the sticker is designed to be peeled off !!

Type	Size	Price (tax excluded)
Cat Seal Ad	W95mm × H60mm	JPY 350,000

The tool will be limited to the first 3 slots available.
Number of copies to be distributed: 35,000

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



image

Advertising opportunities

Paid

On-site

8 Liaison Corridor Bridge Ad Board

Deadline: 31 January 2025
Data submission deadline: 28 February 2025

At Interpets 2025, which will be held in the East Hall of Tokyo Big Sight and advertising boards can be placed on the “Liaison Corridor bridge” that most visitors from public transportation will pass through.

The location is on the visitor route from the station so that the visual effect will be outstanding!

Type	Size	Price (tax excluded)
board	W900mm × H1120mm	JPY 150,000

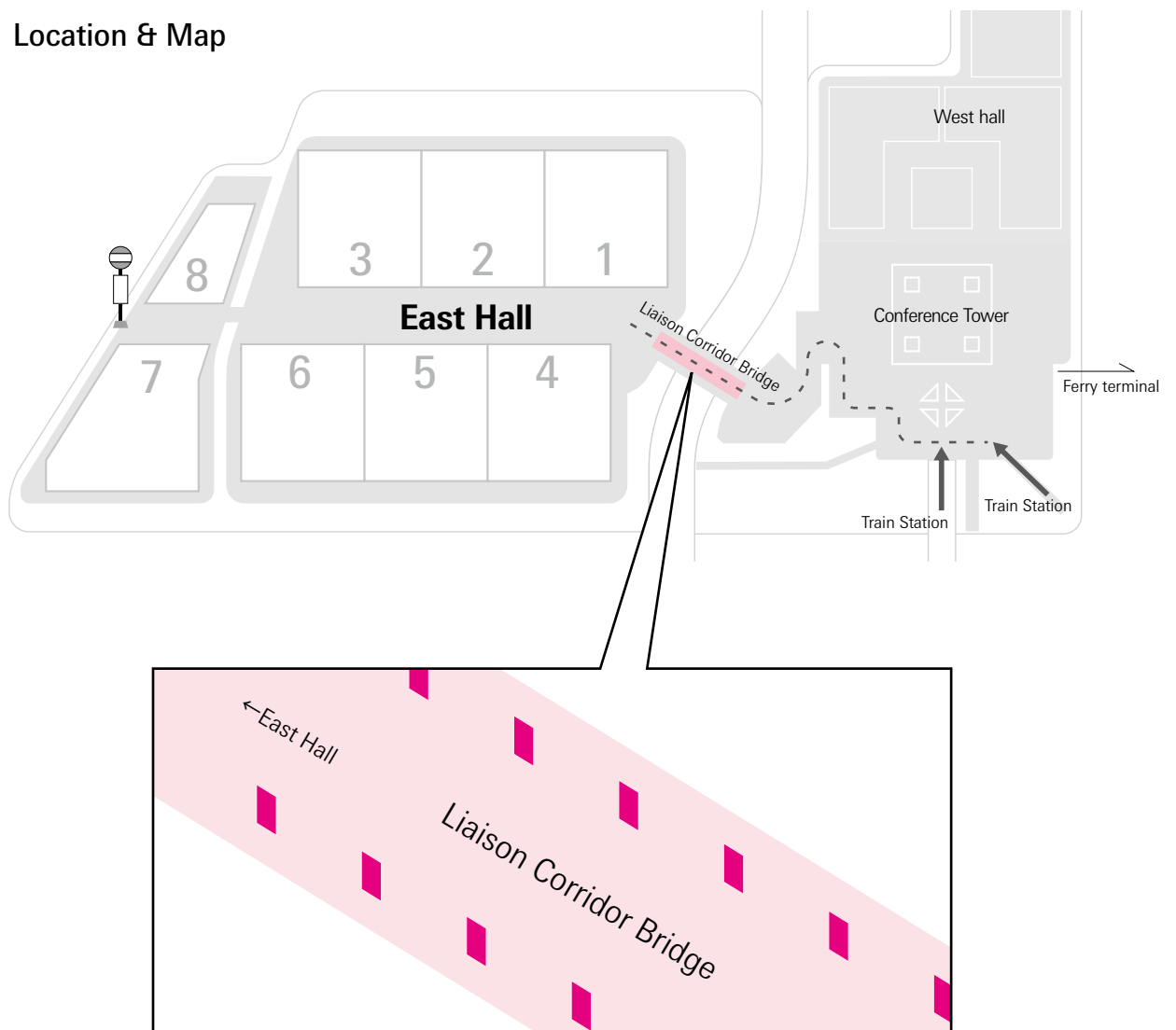
*5% discount will be given to those who use 3 or more boards from the total amount.

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



image

Location & Map



Advertising opportunities

Paid

On-site

9 Parking ticket Ad

Deadline: 27 December 2024
Data submission deadline: 24 January 2025

Advertisements can be placed on parking tickets, which will be used by many private visitors during the exhibition!
This is a pinpoint tool for exhibitors with an affinity for cars and pets. This is a valuable tool that is limited to one company only.

Type	Size	Price (tax excluded)
Parking ticket Ad	W148mm × H25mm	JPY 300,000

First-come, first-served basis, limited to one company Total number of tickets to be distributed: 5,400 tickets (3 days)

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



image

Advertising opportunities

Pre-post fair

10 Banner on the official fair website

Package **10% discount** available

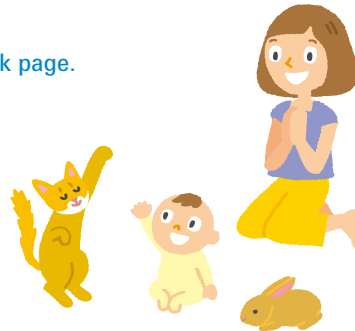
Deadline: 13 December 2024
Data submission deadline: 10 January 2025

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	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 Ad service / Logo Ad on e-mail newsletter

Deadline: 27 December 2024
Data submission deadline: 24 January 2025

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 Ad service

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

② Logo Ad 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 2024 (Tokyo)
Business visitors who registered in 2024
- 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

Pre-fair

On-site

12 Advertisement on the official Instagram

Deadline: 21 February 2025
Data submission deadline: 28 February 2025

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 JPY150,000
- the second to fifth position JPY100,000

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

※ As a benefit, those who apply will have products and you can set up samples and flyers at the [New Item & Recommended Items Display Spot]!

● Instagram Stories post

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

- Price: JPY 50,000 (tax excluded)

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



Order Submit the application form on the back page.



Advertising opportunities

Pre-fair

13 Special page Ad open to public

Deadline: 6 December 2024
Data submission deadline: 20 December 2024

Your company's items can be listed in the "Pick up Products" section of the private visitor information page, which will be open before the show! This is a great way to show your company's products in front of a large number of visitors. Clicking on the image will link to your company's "Exhibitor Search Page" on the official Interpets official fair website, providing an opportunity to view more detailed information. This tool is limited to the first 6 spaces available.

Plan	Price (tax excluded)
Special page Ad	JPY 60,000

* First-come-first-served basis, limited to 6 spaces

* Publication period: 1 month before the exhibition to the last day of the exhibition

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

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

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



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/UC4USYMH7FZoK8QpBxBxKo7WiA>

Instagram



Account

interpetsofficial



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 fair guide Deadline: 10 January 2025 Package 10% discount available	<input type="checkbox"/>	Double page spread	JPY 670,000 × = JPY
	<input type="checkbox"/>	Inside back cover	JPY 450,000 × = JPY
	<input type="checkbox"/>	1 page	JPY 350,000 × = JPY
	<input type="checkbox"/>	1/2 page	JPY 200,000 × = JPY
	<input type="checkbox"/>	1/4 page	JPY 100,000 × = JPY
	<input type="checkbox"/>	Standard plan	JPY 30,000 × = JPY
2 Commercial video on the Special stage screen Deadline: 24 January 2025	<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: 10 January 2025	<input type="checkbox"/>	1 space	JPY 100,000 × = JPY
4 On-site advertisement board Deadline: 31 January 2025	<input type="checkbox"/>	Single sided / colored	JPY 150,000 × = JPY
5 Neck Strap Logo Ad Deadline: 29 November 2024 Package 10% discount available	<input type="checkbox"/>	Tape width: 15mm Total length: 900mm	JPY 100,000 × = JPY
6 Wristband logo Ad Deadline: 10 January 2025 Package 10% discount available	<input type="checkbox"/>	W65mm × H19mm	JPY 500,000 × = JPY
7 Cat-owner Sticker Ad Deadline: 31 January 2025	<input type="checkbox"/>	W95mm × H60mm	JPY 350,000 × = JPY
8 Liaison Corridor Bridge Ad Board Deadline: 31 January 2025	<input type="checkbox"/>	W900mm × H1120mm	JPY 150,000 × = JPY
9 Parking ticket Ad Deadline: 27 December 2024	<input type="checkbox"/>	W148mm × H25mm	JPY 300,000 × = JPY
10 Banner on the official fair website Deadline: 13 December 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 Ad service / Logo Ad on e-mail newsletter Deadline: 27 December 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 : 21 February 2025	<input type="checkbox"/>	Stories highlights : 1st position	JPY 150,000 × = JPY
	<input type="checkbox"/>	Stories highlights : 2nd to 5th position	JPY 100,000 × = JPY
	<input type="checkbox"/>	Stories post	JPY 50,000 × = JPY
13 Special page Ad Deadline: 6 December 2024	<input type="checkbox"/>	Landing Page Advertisement	JPY 60,000 × = 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 2025 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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