



Take advantage of our exclusive marketing and make your company stand out to trade visitors. Choose from an interesting range of online and on-site options to set yourself apart from the competition.

**This offer is available only to registered exhibitors at Interzoo 2026.  
Subject to change.**

## Important additional information!

Other print, online and on-site offers are also available in our Online ExhibitorShop. Booking of these services listed here and in the store must be made in the Online ExhibitorShop.

## PRINT

### 1. Advertisement in the Exhibition Guide

1/1 page, cover page 2 EUR 4,500    1/1 page, cover page 3 EUR 4,500    1/1 page, cover page 4 EUR 5,000  
1/1 page, inside section EUR 4,000

### 2. Logo in the Exhibition Guide – hall plan

EUR 2,000

## ONLINE

### 3. Exhibitor in focus

EUR 1,300

### 4. Banner Logo – Slider

EUR 950

### 5. Logo in digital hall plan

EUR 250

## INTERZOO APP

### 6. Various individual services

Interzoo App services available for booking starting Fall 2025!

## ON-SITE

### 7. BannerUp – production

EUR 1,450

### 8. LightBox

two-sided EUR 2,200

### 9. Logo on the

hall overview plan  
EUR 2,050

### 10. Poster in the service area

EUR 450

### 11. Digital Signage at the metro bridge

EUR 3,650

### 12. Digital Signage at hall entrances and passageways

EUR 2,450

### 13. Footprints in the hall

EUR 5,250

### 14. Product Showcase

EUR 440

### 15. Mirror advertising

EUR 65/ mirror

### 16. Sponsor rest zone

on request

### 17. Sponsor Dog Care Centre

EUR 1,300

### 18. WalkingAct – license

EUR 3,200

### 19. Advertising space

on request

### 20. Large awning – incl. production

EUR 4,500

### 21. Multi-storey car park banner – incl. production

EUR 13,800



## PRINT ADVERTISING OPTIONS

In accordance with the "General Terms of Business for Exhibition Marketing" and the "Special Terms of Business for Print Advertising". Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Germany.

OVERVIEW

### 1 Advertisement in the Exhibition Guide (inside section, cover pages)

PRINT

ONLINE

INTERZOO APP

ON-SITE

#### 100% attention, 100% cover!

The Exhibition Guide is distributed free to all trade visitors, guaranteeing maximum contact numbers.



### 2 Logo in the Exhibition Guide – hall plan

#### Get found!

Your company logo will appear on the hall plan of the Exhibition Guide and your stand will be highlighted in color. The free distribution to all visitors guarantees top contact figures.





## ONLINE ADVERTISING OPTIONS

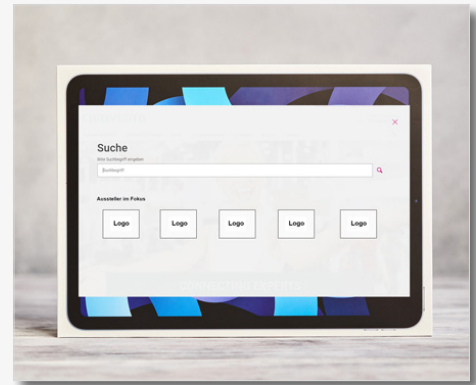
In accordance with the "General Terms of Business for Exhibition Marketing" and the "Special Terms of Business for Online Advertising". Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Germany.

### 3 Exhibitor in focus – your logo in website search

**Present your company on another prominent advertising space on the trade fair website.**

By booking a place in the search window, you can present your company to your (potential) customers on the website and draw attention to your online entry in the exhibitor and product database.

**Your advantage:** Your logo will be displayed when using the search function, giving you good visibility to users preparing for the show.



### 4 Banner Logo-Slider

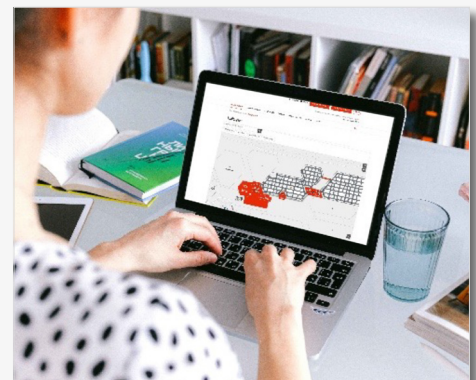
Draw attention to your company and present yourself on a prominent advertising space. By booking a space in the logo-slider, you can - without much effort - present your company to your (potential) customers.

Your benefit: The logo-slider is clearly visible on the most visited pages of the website. Thereby you reach a high range of (potential) customers through your brand presence.



### 5 Logo in digital hall plan

Attract attention and place your logo in the digital hall plan – a central tool for orientation for all trade show visitors. The logo in your booth enhances your visibility and makes it easier for participants to locate you and engage with you.





## INTERZOO APP ADVERTISING OPTIONS

In accordance with the „General Terms and Conditions of the Interzoo App“. Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Germany.

### 6 INTERZOO APP – Various individual services

The Interzoo App is the digital companion for all trade fair participants before, during and after Interzoo. Attractive marketing measures within the app enable you to increase your digital visibility and reach for specific target groups.

The Interzoo App offers you numerous options, such as additional product descriptions, advertising banners, or exclusive package services for higher marketing budgets. For more information, please visit our shop or: <https://shop-interzoo.event-cloud.com/en>.

**Available for booking starting Fall 2025!**





## ON-SITE ADVERTISING OPTIONS

In accordance with the "General Terms of Business for Exhibition Marketing" and the "Special Terms of Business for On-Site Advertising". Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Germany.

### 7 BannerUp – incl. production

**Steer trade visitors straight to your stand – with a customised BannerUp!**

**Format (WxH)** 1 x 1.96 m



### 8 LightBox (two-sided)

**Speak to the visitors – the more you tell, the more you sell!**

Present your company on a well-placed LightBox at central locations on the exhibition site with lots of visitors – from entrance areas to the connecting buildings between the halls!

**Format (WxH)** 1.50 x 2.50 m



### 9 Logo on the hall overview plan

**Guaranteed to attract the attention of trade visitors!**

Your company logo will be shown on large-format hall plans and your stand will be shown in colour for additional emphasis.

**Format** on request

**Slots available** Limited number





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In accordance with the “General Terms of Business for Exhibition Marketing“ and the “Special Terms of Business for On-Site Advertising“. Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Germany.

### 10 Poster in the service area

Your posters permanently on view inside the exhibition site.



### 11 Digital Signage at the metro bridge

**Welcome the visitors directly at the time of arrival.**

Your advertising will be placed at the metro bridge at Entrance Mitte along with the information signs of the exhibition.

**Format (WxH)** 5.28 x 0.54 m



### 12 Digital Signage at hall entrances and passageways

**Intercept your customers on the site and guide them to your stand.**

Shine a light on the customers - above the hall entrances and passageways to hall 1, 4A, 7A and 9. Your advertising is integrated into the route guide for the event.

**Slots available** The displays can be booked by max. 10 exhibitors. The ads are shown on the same display and rotate equitably.

**Resolution** 1,920 x 1,080 pixels

**Format** JPEG, PNG, PDF

**Color mode** RGB

**Miscellaneous** no transparencies, background displayed in black





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OVERVIEW

PRINT

ONLINE

INTERZOO APP

ON-SITE

### 13 Footprints in the hall – incl. production

**Make sure that your visitors can track you down easily and let them follow in your footsteps – to your stand!**

Right in the hall, you will meet the trade visitors with your footprints and lead them straight to your stand!

**Format (WxL)** approx. 160 x 400 mm



### 14 Product Showcase

**... pick up your customers right at the entrance!**

In the high-traffic, well-lit entrance area, your products will attract the attention of every visitor.

The Product Showcase

- is open to all visitors free of charge on every day of the trade fair
- is extensively advertised beforehand and on-site

Every space

- is presented through a product description (including a reference to your stand number and the QR code to your profile in the Interzoo App)

Each participant

- is highlighted in the Online Exhibitor & Product Database (including a reference to your stand number and the QR code to your profile in the Interzoo App)

Please note:

- No living animals are permitted
- The information sheet on the import of pet food is available at [www.interzoo.com/regulations](http://www.interzoo.com/regulations)
- Exclusion of liability in the event of theft: Despite 24-hour surveillance of the Product Showcase, the event organiser accepts no liability if the products are stolen. You should therefore keep several products in stock
- A maximum of 5 display areas can be booked per exhibitor
- The Product Showcase is subdivided according to product groups
- There is no power supply to the Product Showcase
- Set-up / decoration of the products on the last set-up day (Monday, May 11, 2026) by the exhibitor. You will receive detailed information with the order confirmation
- You will receive the allocation of your space (within the product group) separately
- You will also receive instructions for collection of the product with the order confirmation





## ON-SITE ADVERTISING OPTIONS

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### 15 Mirror advertising – incl. production

**Get your message across by advertising on the mirrors in the lavatories.**

Your advertisement can be shown in all open lavatories.



### 16 Sponsor rest zone

**Sponsor relaxation – and visitors turn their thoughts to you!**

People with time to spare read! As sponsor of a rest zone, you can effectively approach visitors in the halls throughout the event.

Depending on availability!



### 17 Sponsor Dog Care Centre

**... reach your target group in a special way!**

The Dog Care Centre, where exhibitors and visitors can leave their dogs for free, is centrally located at the exhibition site. It is well equipped, with cages of various sizes, as well as toys and food for the dogs.

Professionally supervised by the Nuremberg Animal Shelter.

Benefits:

- Sponsor will be mentioned on banners and digital displays in the entrances and at the exhibition site.
- Sponsor will be advertised in the in the Exhibition Guide.







## ON-SITE ADVERTISING OPTIONS

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### 18 WalkingAct – license

#### Get walking – let your imagination run wild!

WalkingActs are people dressed in effective advertising clothes who walk as living advertising media through the exhibition halls and draw attention to your company (max. two people together).

**Please note:** WalkingActs (with approval only) can walk through all the exhibition halls, but not the entrance, service and catering areas. Other costs for the artists (such as wages, costumes, food, drink & accommodation) are not included in the price.



### 19 Advertising space – license

#### Advertising space – for extra powerful performance!

Advertising space – for extra powerful performance! Lead visitors straight to you! Your exhibit outside the halls is a real eye-catcher. Talk to us – we can offer you an attractive and individual location!



### 20 Large awning – incl. production

#### In the first row at NCC Ost!

Our large canvas displays right by the car parks on Grosse Strasse are mounted with expander cables and are extra-large for added impact.

**Format (WxH)** 5.79 x 3.59 m





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### 21 Multi-storey car park banner – incl. production

#### Can't be missed and always powerful every step of the way!

The multi-storey car park banner is the only advertising on the outside facade of any building on the exhibition site! Your advertising message is placed along Grosse Strasse, past the NCC Ost and further...

**Format (WxH)** 6.00 x 18.00 m (full surface)

